Genesis and Growth of archaeoloGy in Kerala

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Archaeology the science of reinvention and recovering the limitless potential of our fragile resources of mankind buried back in the history helps to delineate the heady mix of our prospective investment namely heritage to a de-feasible basis. It studies the story of man's past through material remains. It is a holistic discipline which gives a comprehensive understanding on the complexities in human cultures and societies. It facilitates the conversion and safeguarding of historical monuments and sites and generates a detailed understanding of the complexities in human behavior across the time. Extensive studies in to the archeological heritage of Kerala commenced during the colonial period. The Malabar archaeology developed under the British administration under the then Madras presidency. The Travancore archaeology and the Cochin archaeology developed under the princely states of Travancore and Cochin respectively. The present Kerala state was formed on 1st November 1956, including the then British Malabar, Cochin and Travancore. Hence the department of archaeology in Kerala with the states priority to explore the heritage and conserve it with full proof formulations started since its formation. This paper is an attempt to unravel the history of the genesis and growth of archaeology, in the context of the increasing importance attached to archaeology as an emerging area of study in Kerala.

Archaeology in British Malabar

The study of the past is a fascination for many and it is this fascination that laid the foundation for the discipline of archaeology. The antiquarians in the 19th and 20th centuries made interesting discoveries and documentation of the ancient material remains at many places. The region of Kerala, though a late entrant in to the world of academic archeology, has the distinction of having the first megalithic site to be published in India. One such pioneer was John Babington, a British administrator in the North Malabar region of Kerala. The archaeological studies were first conducted by John Babington on stone monuments in Malabar. Babington's attempts in explorations and excavation of the sites and a keen interest in publication can be considered as one of the series archaeological work done by the antiquarians. Babingtan noticed many kodey kulls and topie kulls in the region of Malabar in 1819. He excavated few kody kulls found in the hill of Chtattaparamba, near the Beypur river on the boarder of Kozhicode and Malappuram district of Kerala. It was published in 1823 as descriptions of the Pandoo koolies in Malabar in the transaction of the literary societies in Bombay. He opened up a new beginning in the antiquarian research in Kerala. As Babington was instrumental in initiating the research on the megaliths of Kerala in particular, he can be called as the father of Kerala megaliths. Moreover the government or the local bodies should create awareness about the significance of Chattaparambu by making it as a heritage site, without hindering the lives of the people residing there.

In 1881 Robert Sewell was appointed to prepare a list of antiquarian remains in the Madras Province. He did exhaustive surveys in Chirakkal Kottayam, Wayanad, Kurumbanad, Kozhicode, Eranadu, Valluvanadu, Ponnani and Palakad. In 1882, he published a list of antiquarian remains in the presidency of Madras. The contributions of William Logan who was the Collector of Malabar in 1875 are also noteworthy. His Malabar manual contains a detailed account of socio-political history of Malabar district of the then Madras Presidency. The first volume of Malabar manual was published in 1887. One of the milestones in Kerala archaeological history was the discovery of the ancient inscription of Edakkal caves by Fred Fawcett in 1894. The Edakkal rock is one of the crests of a hill known as Ambukutthymala belonging to the western Ghats about 4600 ft. above the sea level and situated about 10 Kms south west of Sultan Betheri in the Wayanad district of Kerala State. The discovery of the cave and its identification as a prehistoric site was Fawcett, the then superintendent of police in the Malabar District. He identified the site as a habitat of Neolithic people on the basis of the nature of representations on the cave walls, which appeared to him as engravings made of Neolithic cells .He, was able to identify certain representations as human and animal figures and magical symbols. By the fag end of the 19th century, archaeology in Malabar had its directions set by the initiatives taken by the

western experts and excavators. It was in this back ground that the archaeological departments were formed in Travancore and Cochin.

Travancore Archaeological Survey Department

It was an article originally written by Sree Vishakam Thirunal, the Maharaja of the Kingdom of Travancore (1880-85AD) in Indian antiquaries in Sanskrit inscriptions observed on the bell metal installed by the Venad king Saravanganath Adithya Varma at Thirukuramkudi temple in Tamilnadu together with the records maintain at the Suseendram Temple that led to the beginning of study of epigraphy in Travancore. Sree Moolam Thirunal who reigned during 1885-1924, initiated the archeological study with an intention to record the history of Travancore. The genesis of the department of archeology in the erstwhile Travancore state may be traced back to December 1891. Sree Moolam Thirunal sanctioned a monthly grant of Rs 50/- to P.Sundaram Pillai, the Professor of Philosophy in Maharajas Collage Trivandrum and also the author of the book Some early Sovereigns of Travancore. This event led to the establishment of the department of the archaeological survey to enhance the researches in epigraphy. His intellectual exercises created a fortified archeological survey department in the year 1896. Sundaram Pillai was appointed as the honorary archaeologist of the Travancore archaeology.

In 1902 , T.A Gopinatha Rao, the renowned specialist in epigraphy became the archaeological superintendent. His expertise revealed the many hidden and unknown ancient scripts and published his findings in the Travancore archaeological series. Systematic Survey and collection of inscriptions started with the publication of Travancore Archaeological Series(1910-1938).For more than a quarter of a century it rendered remarkable service by bringing out fresh epigraphic material hitherto unknown to the Scholarly world. In the earlier seven volumes the inscriptions on Stone and copper plates were published with the text, transliteration in Tamil and the facsimile of the record. K.V Subramania Iyyer and A.S Ramanath Iyyer were the next two archaeological superintendent. In 1928 R. Vasudeva Poduval was appointed as the archaeological superintendent and the later was promoted as the Director of Archaeology. The department of archaeology was predominantly leading to the archaeological researches.

Cochin Archaeological Survey Department

In 1925 the Cochin Archaeological department was established under the leadership of K.Rama Pisharady, the Principal of Tripunithura Sanskrit College. The Rama Varma Research Institute was established in the year 1925.The Bulletin of this institute, published from Trichur from 1925 onwards brought to light several important inscriptions. In 1927, P.Anujan Achan was appointed as the archaeologist. Some

of his noteworthy activities are the excavation conducted in Cheraman Parambu in Kodungallur which was accounted as the capital of Chera Perumals, to dig out the Iyyal treasure of Roman coins to conserve the megalithic site of the eastern valley of Trissur District and explored Nedum Kotta and drew the blue print of it and started Sree Moolam art gallery in 1938 to exhibit the mural paintings related to the history of Cochin. While the Travancore archeology insisted its service in archeological research, Cochin archaeological survey deposited its soul researches in explorations and excavations. In 1949, the Travancore archaeological survey and Cochin archaeological survey merged to a single structure. In 1956, the department of archaeology in Kerala came in to being with Anujan Achan as its first director.

Kerala state Department of Archaeology

While the Travancore archaeology insisted its service in archaeological research, Cochin archaeological survey deposited its soul research in excavations and explorations. In 1949 Travancore archaeological survey and Cochin archaeological survey merged to become one department. Anujan Achan was the in charge of this consolidated archaeology department. In 1956, the state archaeological department came into effect following the formation of the state of Kerala.

While the three different geographical regions –Malabar Travancore and Cochin, explored the archaeological and anthropological history of each place after they became one region under a state hood they began to study the common history of the place. The beginning of interactions among people lifestyles, methods, production and exchange of products, tools, power hierarchy, cultural exchanges etc had to be studied in their chronological as well as temporal order. At the same, the socio-cultural remains had to be preserved for the coming generations. These were major activities the archaeology department had to take in the newly formed state.

The state archaeology department had chalked up a plan of action with exploration, excavation,and preservation as its main agenda. To that end, the prevailing laws in cochin and Travancore were modified. In 1968, the Kerala ancient monuments and archaeological sites and remains act and in 1972 Kerala Treasure trove act came into effect. The state department was expanded to meet the needs and demands of the research and study in the field, taking in to considerations its own finding ,the growth and importance of the field in the changing world order and to keep its focus on working towards its own vision. The main sections active under the department now are exploration, excavation, chemical preservation, protection of structure, the study of inscriptions, numismatics, folklore, publications, awareness, documentation and setting up and preservation of museums. In 1979, the department of archaeology established the Kerala Institute of folklore and folk

Arts and the school of epigraphy and regional conservation laboratories for its smooth functioning.

With the help of the new law, the department could make rapid strikes in excavations and research, bring into light many details from pre-historic remains like cave engravings to the findings during the colonisation period making them available for further studies. The explorations and excavations conducted by the Kerala archaeological department brought to light many facts about the remains of megalithic age spread almost over South India. The excavations executed at Cherumangadu in 1990 and at Mangad in 1991 and at Paliyoor Domes in Alleppey district amassed a lot of iron, copper and clay implements and antiquities including gold ornaments. Following are the best examples of the explorations and excavations conducted by the department of archaeology.Chandragiri fort in Kasaragod district,Nenmeni,Kottathara, Edakal cave, Thovari, Kartikulam, Pazhassi tomb ,Airamkolli etc. in Wayanad district,Kuruvattoor, Cheliya, Iringal,Kunjali marakkar kotta in Kozhikode district,Kadukkassery, Chettuva kotta in Trissur district,Kollamkode Kovilakam Parambu, Vellinezhi in Palacad district, Vaipipin Kotta seminary in Ernakulum district, and Attakulangara ,Vellayani in Trivandrum district are the notable explorations of the department.

In 1983, the excavation conducted in Valluvalli at Paravur in Ernakulum district gained a massive collection of gold coins. At the same time silver coins (chappa kuthu coins) were collected from Mala 14 kms away from Kodungalloor.17 hero stones (veera kallu) of different sizes were recovered from Puthoor, Agali, Kottathara and Attappadi, is considered as one of the remarkable gains of the department of archaeology .In 2010 the department had conducted an archaeological survey in Marayoor, Kanthaloor areas in Devikulam taluk of Idukki district. During 2002-03 the remains of a mast ship was excavated in Kadakkara Palli in Alappey district and the department of archaeology started its explorations for the ancient seaport, Musaris. The excavation in Kottappuram Kotta in Methala village in Kodungallor taluk started in 2007 is completed on 2014.

Protected monuments

Neolithic period has precipitated a lot of cave scriptures remains of iron age, the relics of ancient royal clans and the hierarchical series, the symbol of various religions, their relics and believes are considered to have inestimable value and kept with keen care towards serve the public purpose. The departments work hard and is committed to preserve the many pre historical remains in Kerala. There are more than 180 protected monuments ranging from Padmanabhapuram palace in Kanyakumari district to

Ananthapuram temple at Kasargod district. The list of the protected monuments varies as megalithic monuments are first found out from the iron age site of Puliyoor, wall engravings from the stone age, cave temples ,palaces, forts, churches, and mosques, wall paintings inscriptions etc.

Museums

Museums are considered as the ark of the incomparable valuables gifted to us by the ages around 12 museums are under the control of the department of archaeology. These are the rich sources of different and brilliant aspects of our history and heritage for the scholars and researchers. Padmanabhapuram palace situated in Takkalai of Kanyakumari district, Koyikkal palace at Nedumangad in Thiruvananthapuram district, Kottarakkara Thampuran memorial classical arts museum in Kollam district, Valithampi Dalawa museum at Mannadi in Pathanamthitta district ,Krishnapuram Palace in Kayamkulam at Alappey district, Hill Palace museum at Tripunithura in Ernakulum district, Chennamangalam Synagogue, Sakthan thampuram museum, mural art centre in Kollam code palace in Trissur district , Pazhassiraja Museum at Kozhicode and Kunjalimarakkar museum at Iringal in Kottakkal in Kozhicode district, Pazhassi kudeeram project at Mananthavadi at Wayanad district are the museum already set for the public. Moreover archaeology department has launched a new project namely District heritage museum project from 2012 onwards. Accordingly the Baston Benglaw in Fort Cochi as Eranakulam District heritage museum, Kollamkode palace as Trissur district heritage museum and Idukki heritage museum for Idukki district are opened for the public. Setting up of district heritage museums for other districts are progressing under the department of archaeology.

The Travancore archaeology was originated in the last quarter of the 19th century and almost a century has completed with a glorious record of imparting philanthropic attempt for the study of the history and heritage of Kerala. The department plays a key role in conserving and safeguarding the rich cultural heritage of Kerala and strives to create awareness among the people. In the national policy for conservation of the ancient monuments, archaeological sites and remains, it is observed that the monuments and archaeological sites, the finite and known renewable cultural resources of our country are now subject to an ever increasing pressure from development and the increase in tourist visitation which has put an unprecedented adverse impact on them. Padmanabhapuram palace and Edakkal caves are meant to enter the heritage list of UNESCO's world heritage list. In 2015, Padmanabhapuram palace was included in the tentative list of UNESCO's world heritage monuments.

Other Institutions

Besides the Archaeology Department of Government of Kerala, the Archaeological Survey of India Trissur Circle of Government of India, Kerala Council for Historical Research, Centre for Heritage Studies and the Post Graduate Department of Archaeology, Kerala University are also conducted explorations, excavations and research in Archaeology. Trissur circle of archaeological survey of India was established in April 1997, separated from Chennai circle with the monuments and sites in Kerala, There are totally 28 monuments and 9 sites protected under the preview of ancient monuments and archaeological sites and remains act, 1958 and rules in 1959 are under the administrative control of this circle. Most of this monuments and sites were under the protection of the erstwhile state of Cochin and Travancore. Moreover, Kerala council for historical research is an autonomous institution committed to scientific research in history and social sciences. Funded by the ministry of higher education, government of Kerala, KCHR is a recognised research centre of the University of Kerala. KCHR conducts archaeological excavations at Pattanam, a hamlet with in Vadakkekara village in Chittatukara Panchayath ,lies 1.5 km north west of North Paraur in Eranakulam district in Kerala, near the southern edge of Periyar delta. This excavation proved that more than 36 nations over the world had trade contact with this city in ancient period. Besides these, The centre for heritage studies (CHS) is an autonomous research and training institute setup by the Department of cultural affairs, Government of Kerala. The centre registered under the Travancore Cochin literary scientific and charitable society act of 1955, started functioning in the year 2000 AD. The centre is situated at the Hill palace campus, Trippunithura in Ernakulum district of Kerala. Explorations and excavations are also carried out by the centre to study and recue archaeological remains. The centre, in collaboration with the department of archaeology, the government of Kerala has excavated the famous medieval boat at Thaikkal-Kadakkarapally near Cherthala, in Alappuzha district. The centre has dug trial trenches at the early historic urban settlements in Pattanam. Moreover, the Department of Archaeology ,University of Kerala offers Master of Arts ,Master of Philosophy and Doctor of Philosophy programmes in Archaeology. It also conducts explorations and excavations, after getting permission from ASI and State Archaeology Department. The Department conducted excavations at Vizhinjam in Thiruvananthapuram and Arikadi fort in Kasargod District.

Conclusion

The archaeology of Kerala has attracted the attention of scholars since the early 1970s.Kerala, once a neglected zone in the archaeological map of India has gained importance with the discovery and investigations of several archaeological sites since the early 1970s. Despite the discovery of numerous megalithic sites and the remains of the medieval period

the archaeology of Kerala is still in the cultural history stage and many of the new developments in the discipline have not yet been adopted in Kerala. Several archaeologists have studied various sites during the last few decades. The studies of the Kerala megaliths have focused only on issues like typology, Chronology, authorship and distribution as elsewhere in the country, whereas other details such as habitat, habitation, means of subsistence, technology ,soil formation, institutions ,ideas and polity also be studied. Many Megalithic sites have been surveyed and recorded in every district of Kerala, although there is as yet no specialized State-wide study of the Subject matter. The help of marine archaeology is not utilized to explore the ancient Sea Ports on the Arabian Sea coast. In fact ,Kerala has plenty of archaeological relics and remains, palaces ,forts, monuments, sites ,no initiative is taken to conduct research in the various aspects of Archaeological.

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Child Marriage and The grass rooT realiTy: an Empirical Study of female Gender diScrimination in two VillaGeS of weSt Bengal

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Abstract:
Child discrimination based on gender has been an immense problem for centuries in our country, India. This discrimination starts from the very birth and continues in every phase of life. Among the low-income group, the backward castes, and the Muslim population, marriage at an early age (less than 18) prevalently exists till now. The present research study focuses on the problem of marriage of girls below the legal age of eighteen. The study has intensively assessed the perceptions of the young girls married below the age of eighteen in two villages under the block of Haldia in the district of East Medinipur in West Bengal. The present researchers gauged the severe impacts of forced marriage on physical and mental development of girls in the early teens. The study also explores the deep connection between child marriage and drop-out of girls from schools.

Key Words: Discrimination, Girl, Child, Marriage, Age, Forced, Torture Drop-out.

Introduction:
Position of women especially, in the developing countries lags far behind their male counterparts. The root cause behind this discrepancy is unequal availability and accessibility of social, economic and political opportunities between men and women. In the developing world, position of women gets marginalized and vulnerable in the whole society. Therefore, gender discrimination is multidimensional in our society. Being born as a girl child in the Indian society, one has to face gender discrimination at all levels. Right from the birth, the girl child starts to face severe discrimination from home only. Poverty can be stated as the root cause of gender discrimination in the patriarchal Indian society as the economic dependence on the male counterpart is itself a cause of gender disparity. The discrepancy for a girl child starts right from her birth and continues in every phase of life. The girl child from the birth is treated as an inferior member of the family. Basic amenities of life are not even enjoyed by her. In this patriarchal society, girls are always treated as second sex. They are not made aware of their basic rights and forced to lead a life of a suppressed human being. Girls are not permitted to have any choice in any sphere of life. Therefore, they cannot have education according to their will. They cannot wish to be trained in any skill. They even don't get any choice for marriage also. They cannot raise their voices for when to marry, whom to marry and where to marry. Girls are born to get married. Girls are treated as only liabilities to their parents and parents are hurried to get rid of the liabilities as soon as possible. The main reason behind this kind of mindset is that women is of no value as in the future as they will only serve their husbands and the in-laws. Moreover, in India and in many parts of Southern Asia, dowry at the time of marriage of a girl becomes a harsh burden for their parents. Daughters are associated with a double loss. Firstly, a daughter leaves the natal family upon her marriage and the benefits from investments in her upbringing accrue to the new family, thus constituting a loss for the natal family. This is further compounded by the burden of expenses of her marriage. The severity of the dowry system causing a major drain out of the household resources acts as a major factor against girl child discrimination.In the fear of dowry, parents start to think of their marriage just after they get pubic. In many instances, the charge of dowry increases with the age of the girl child. Even the girl herself starts to think that she is getting older and nobody will marry her as she is destined to marry only. Most of the drop-outs among the girls from the schools are caused by marriage of girls below the age of 18. The Son, on the other hand, are considered assets worthy of short and long-term investment. In India, the birth

of a boy is thus a time for celebration while the birth of a girl - especially a second or subsequent daughter- is often viewed as a crisis.

As the birth of a girl child incurs a dual loss for the parents, any investment behind the upbringing of a girl child becomes useless for the parents. Family members, even the parents do not think of girls'education, nutrition or any other aspects. Education, vocational training or any sort of skill enhancement all seems to secondary to the parents as well as to the girls themselves. Girls are just born to marry and they are not made aware of their economic, social and political rights. As births and upbringing of daughters happens to be a net drain on household resources, it is very likely that the negligence of girl child is more within poorer section with less resources and assets. Therefore, the incident of child marriage is very much observed among the marginalized and downtrodden, where a birth of a girl child becomes severe troublesome for the family. The presumed burden of girl child also encourages female infanticide in many parts of India even in 21st century. The other way out to get rid of girl child is to arrange the marriage as soon as possible. Child marriage with all its curses is largely present in rural society, among the backward castes and religious minorities where opportunities are far lesser for girls. The impoverished section tries to arrange marriage of girls as early as possible because they are in a hurry to reduce their family size and usually the amount of dowry increases with the age of the girl child . Child marriage hampers physical growth, mental health and emotional development of girls. Poverty is the root cause of child marriage but on the other way around child marriage boosts the problem of poverty, gender discrimination, mal nutrition and endless societal hazards. Child marriage violates the children's rights and push them at the centre of child abuse, exploitation and violence.

Child marriage, defined as a legal or informal union before the age of 18, is a violation of human rights and a significant barrier to social and economic development. At present, each year an average of 15 million girls become child brides. Child marriage has physical, psychological and intellectual implications for the child bride. A large body of evidence has documented the negative consequences, including lower educational attainment, higher susceptibility to violence, poor physical and mental health effects, reduced labor force participation and less power and decision making within the marital household. Therefore, eradication of child marriage has become one of the key topics in the agenda of the post 2015 Millennium Development Goals. Though child marriage has come down from 47 % in 2006 to 27 % in 2016 worldwide, the rate of decline is too slow. The problem of child marriage is a hard reality in South Asia as 45 % of the women between age of 20-24 years got married before the age of 18 and 17 % of them get married even before 15. Again, according to UNICEF, India has the highest number of child brides in the world. 27 % of the girls in India are married before the age of 18 and 7 % of the girls are married before 15 years of

age. Even though in India, child marriage is showing a down trend but protection of older adolescents, i.e.,girls aged between 15-18 years has become a challenge. The problem of child marriage is severe in the central and western parts of India. States, which have higher child marriage rate than the national average are Madhya Pradesh, Uttar Pradesh, West Bengal, Tripura, Karnataka, Andhra Pradesh, Jharkhand and Chhattisgarh. Child marriage with all its curses is more intensively witnessed within the marginalized and excluded societies, where people are deprived from the basic amenities of life, resources are scarce and employment opportunities are far lesser. Especially in rural society, among the backward castes and the minorities child marriage takes severe shape. The statistic also shows that child marriage is more prevalent in rural areas (48 per cent) than in urban areas (29 per cent)[1] . Therefore, India is one of the focus countries of the 12 countries where UNICEF has been working to eradicate child marriage.

Child marriage in India varies through the regions, castes, ethnic groups. District Level analysis of National Family and Health Survey in 2015-16, Bihar had the highest number of 20 districts with high prevalence of child marriage followed by Bengal, 14 districts and Jharkhand 11 districts.In 2005-2006, according to the National Family and Health Survey (NFHS-3), Bihar topped in Child Marriages with 47.8% ,Jharkhand was second with 44.7% and Rajasthan third 40.4%. Bengal was fourth with 34%. But, after 10 years, as per the Fourth National Family Health Survey in 2015-16 (NFHS-4), Bihar,Jharkhand, Rajasthan and Uttar Pradesh managed to reduce the incidence of Child marriage by over 20% points. In the same period, Bengal managed only 8.4 percentage points reduction. In the state 25.6 % of girls aged between 15-19 years get married off.

National Commission for Protection of Child Rights (NCPCR) revealed that 14 districts in West Bengal are among the top 100 high prevalence districts of the country regarding child marriage of girls. District-level analysis of child-marriage in West Bengal reveals that Malda,Murshidabad,Paschim Medinipur,Purulia, Birbhum, Purba Medinipur,South 24-Parganas,Coochbihar,Nadia,Bardhaman,Bankura,North 24-pgns,Uttar Dakshin Dinajpur - these 14 districts recorded more than 35% prevalence of Child Marriage of which Malda topped the list with 56.80% child marriage.

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[1]As per District Level Household and facility Survey (DLHS) 2007-08. DLHS is a household survey covering all States and Union Territories of the country to generate national, State and District level information on the reproductive and child health and utilization of services provided by government health facilities. . This survey is conducted by the International Institute for Population Sciences with the collaboration of Ministry of Health and Family Welfare, India.Only three rounds of this survey are conducted till now.

Background of the Present Study:

The present study here discusses the problem of child marriage, its intensity and impacts in two urbanized villages in the district of Purba Medinipur in West Bengal. As from the secondary data, it has been seen that the district is one of the hundred districts in the Nation where Child marriages happen prevalently.Thus,the present researchers have tried to sort out the factors responsible for child marriage and examine the severity of the post marriage problems.

The research study is mainly a comparative study between the Hindus and the Muslims in respect of child marriage and focuses on the varied problems faced by the girls belonging to these two distinct communities married below the legal age of eighteen. The study is based on some case studies in two villages named Dighashipur and Barbajitpur under the block of Haldia in the district of Purba Medinipur in West Bengal.These two villages are at the outskirts of the industrial town of Haldia. Surprisingly, Dighashipur village is under Haldia Municipality. The other village, Barbajitpur is under Chakdipa Gram Panchayat. Most of the male members of the families work as daily labour in the construction, transport or the industrial sector of Haldia. Least of these families are associated with cultivation. As most of the people depend on the industrial town of Haldia as casual labourers, a sort of mental restiveness is very common among the families residing in this area. Abrupt urbanization of Haldia has left its negative impact on the rural life of these border line villages. The rural life style of these villages has got disturbed and mostly men are addicted to alcohol and different sorts of drugs. Malpractices and corruption vastly persist in these localities. Therefore, the present researchers were keen to know the status of the girl children, the incident of child marriage and the lives of the girls after the marriage. The current study, aiming at the following objectives tried to portray the real causes, negativities associated with child marriage and sort out some grass root anomalies responsible for this serious mal practice.

Objectives of the study:

- To find out how girls are forced to marry against their will below the age of eighteen even in one of the most literate districts of West Bengal.
- To analyze the relationship between heavy drop-outs of girls from schools and the incident of child marriage.
- To find out the factors behind marriage below the legal age even in a quite urbanized villages.
- To make a comparison of the factors associated with child marriage happening in two different religious communities.
- To depict the mental and physical challenges immediately faced by the young girls after their marriage which is very hectic and painstaking to them.

- The study has also aimed at portraying how girls married at very low age are undermined in every sphere of life based on their own perceptions .
- The study tries to depict the intensity of the helplessness of these young brides across two different religious communities.
- To make a comparative study between two communities (Hindus and Muslims) with two distinct religious backgrounds regarding child marriage.

Methodology:

The present research work is based primarily on Contextual data. In order to collect the primary data for the present study, Participant Observation, Intensive Interview and Case Studies have been utilized. Censusreports, reports of National Family and Health Survey and National sample survey organizations are used as secondary data sources. Structured interview and Non-Structured interview are used respectively with the help of both Questionnaires (i.e. both open-ended and close ended) and Scheduled methods. Informal discussions with the commoners were undertaken and intensive observations were carried out to know the perceptions of the village women about childmarriage and discrimination of girl child. The field survey was carried out in the villageDighashipur and Barbajitpur from March to October in the year 2019.Several attempts were undertaken in the village to gather maximum information from not only the discriminated girl child, young married women but also their family member along with husbands. Generally, young married women from Hindu and Muslim Communities aged between 25-35 are considered as the subjects of the present study. 100women, whose marital age was below 18 are been interviewed and special cases among them are immediately notified. Typical case studies with severe abnormalities, where brides are assaulted and face inhuman behavior after marriage are reported. Simple percentage analysis is carried out in the present study to understand the problems faced by women after getting married at a very low age.

A Brief Literature Review:

To improve the content of present research, nourish the qualitative aspects of this study, to enrich the meaningful data in support of this ethnographic study, the present researchers went through several research papers published on various online portals, in journals, and different eminent works of scholars related to fields like Child Marriage, female infanticide,sex-selective abortion etc.To collate all these references and construct the base of this research paper, the present researchershave noted down the following articles and research papers on **Discrimination against Girl Child**:

The Paper by**SutapaAgrawal** (**2005**) is very interesting and appropriate also. It highlights the discrimination as active and passive elimination of girl child in different socio-economic conditions as a life course approach by exploring data from 329 married women in a community-based survey conducted in five villages

of Haryana, India in 2003. Active elimination of girl child has been seen in terms of abortion according to sex of the surviving children, pregnancy order, mother's childhood experience, autonomy status and marital instability. In-laws play an important role in abortion under the umbrella of son preference.

Another paper **by D.Ramana** and. **D.Usha Rani (2015),**also focused on the discrimination of girl children. The study depicts the life chart of a girl child and the abnormal form of discrimination on Girl child and suggests measures to be taken for abolishing discrimination and creating holistic development for girl children. In this context, this study attempts to analyze the discrimination against girl child in Tirupati Rural Mandal in Chittoor district .

Besides these two papers, another studyby **Mrs. P.G.Sunandamma and Mr.K.SreeenivasaMoorhy** (2014)also discusses different horrifying forms of girl child discrimination in Urban slums family in Hyderabad and explains the process of deinstitutionalizing girl children .

Another paper by **T.V.Sekher and NeelambarHatti** (2005)focused on selected states of India concentrated on the Child Sex-ratio rather than the sex ratio of total population. This paper discusses the three main factors responsible for the decline in the Child sex ratio, namely sex-selective abortion, infanticide and neglect/discrimination of girl child in Indian Context.

All these studies are very much valuable for the research paper exclusively indulged in knowing about the forms of discrimination against girl children which are numerous and vary depending on the traditions, history and culture of a particular society.

The following studies show the idea of **"Child Marriage** "from which the present researchers have got impetus to proceed for the same.

Child marriage is a violation of child rights, and has a negative impact on physical growth, health, mental and emotional development, and education opportunities. **Amy, Ramnarine**(2017) explained the effect of this in her paper. This paper highlights the impact of Child Marriage, affecting not only child brides, but spanning beyond to serve as a concrete impediment to their offspring.Bangladesh has the highest rate of child marriage within theSouth-Asian region and is ranked as the fourth highest world-wide. This paper investigates the effect of Child Marriage on children's health outcomes using data from Bangladesh. While previous studies are displayed about the detrimental effects on the development of the child bride, very little is known about how the children resulting from Child Marriage unions are affected.

Another paper by **AnjuMalhotra**(**2010**) depicts the causes, consequences and solutions to Forced Child Marriage in the Developing World. Forced child Marriage is a life-changing reality for many of the world's girls. Some as young as 8 or 9 are forced to trade their childhoods for a life that can be defined by isolation, violence and illness. It is a practice rooted more in tradition than

religious custom, and one that spans the globe, from Asia to Africa to the Americas. The number of girls who are married as children is astounding. Globally, forced child marriage is much more common in poorer countries and regions, and within those countries, it tends to be concentrated among the poorest households.

Findings:

The study portrays the intensity of the problem of child marriage and its varied impacts on the lives of the girls. In the present study, we have tried to depict how the girls are tortured after marriage and how their lives are completely overruled by the male partners and their families. In many instances the girl brides face different sorts of mental and neurological problems as a result of early physical relationships and delivery of children at premature age. Firstly, in diagram.1, a simple percentage calculation is done to show the statistics of the physical torture, harassment, negligence, and different sorts of physical and mental problems faced by the low aged brides, Diagram.2 shows the segregated scenario of different sorts of metal and physical challenges faced by girls married and delivered children at very low age . This is followed by the examples of suitable case studies to demonstrate the perceptions of the girl brides and demonstrate the intensity of the problem.

Diagram1. **Different sorts of problems faced by the young girls after marriage**
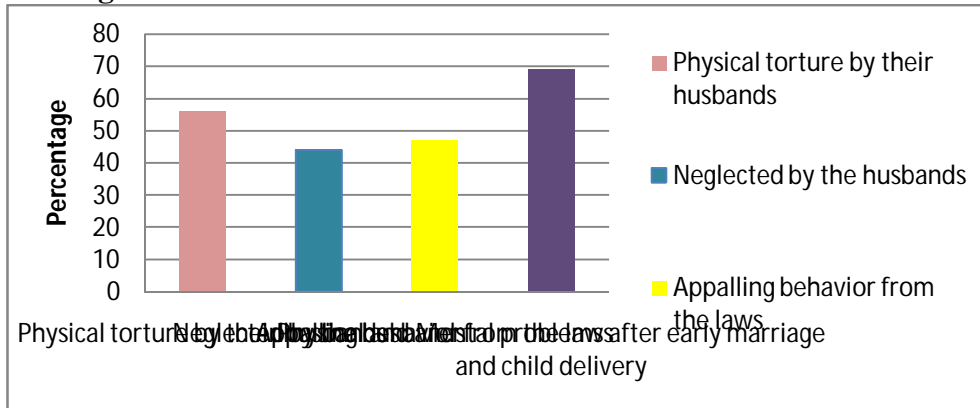
Source: Primary survey conducted in the two villages of East (Purba) Medinipur in West Bengal

Dagram2. **Different sorts of physical and mental challenges faced by girls after physical relationships and child delivery at premature age**
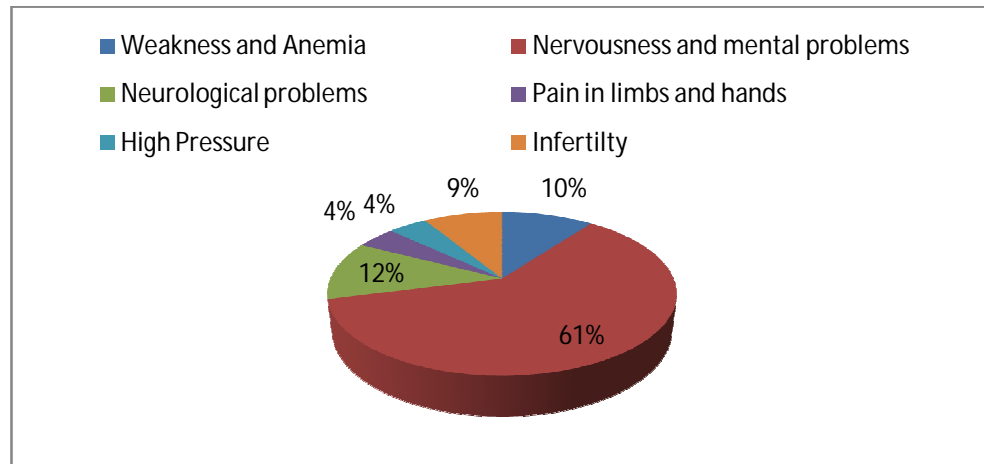
Source: Primary survey conducted in the two villages of East (Purba) Medinipur in West Bengal

Case - I

The informant,A. Bibi (Age-28yrs.) came from a Muslim daily labour family. Her father works as a daily labour. She had four sisters .Sequentially, she was the third daughter. She faced lots of pressure for marriage as she had sisters behind. She attained only five years of schooling. Then onwards, she was deprived of schooling and only continued to do the household works.

She married at the age of fifteen only. She also accepted the marriage willfully as she has been taught to get married only from her childhood. Her father was indebted previously with a borrowing of Rs.10,000/- But the debt amount increased to 25,000 for her marriage only. She was married to a person of 24 years of age without any sort of primary education also.

Her in- law's family basically depended on daily labour but her husband was a mason. Her husband is only earning member, earns monthly Rs. 10,000, which is the main source of income for their five member's family. The girl has to involve her in a tedious sort of low paid work like counting plastic beads to support the family. Though this is an arduous job with a very low wage rate but from these minimum earnings she tries to manage to keep something for herself after spending for the family expenses.

Ornaments, necessary things were given by her father at the time of marriage. After the marriage, at several times, day to day necessary things are being provided by her maternal home as they were demanded.

She does not have a good bonding with her husband. Some money is given by her husband to her to carry on the family expenses. But for that, she also has to be completely accountable to her husband. She is a victim of domestic violence. She was beaten up by her husband several times if she argues on any topic with him or

does something without her husband's consent. She is not even well treated by her in-laws if she cannot serve them properly or perform the domestic work in proper manner.

She has three children, among them two are girl children. The most surprising fact is that none of the children were given birth under a proper medicated supervision. First child was given birth at the age of sixteen only. The girl has not taken any sort of supplementary medication like iron, calcium tablets etc. She did not use to visit doctors regularly before her deliveries. She was not even taken care properly by her husband or her in-law's after the deliveries. She had to do every domestic work at the time of carrying babies and after giving births. Her girl children were not cared properly by her in - laws though her husband did not neglect them.

If the girl gets ill, her parents take her to the doctor, but her husband and her in-laws do not bother of her. She does not share a very good relationship with her husband. A sense of self identity is very much missing. Therefore, forced physical relationship does not matter very much to their lives. They go along the perception that they cannot have any say in this matter. Her husband has not encouraged her to continue her studies in any way. He has not gone against her subsidiary occupation of beads counting. This is more of a distressed labour participation. Because she had to involve herself in this type of low paid work to support the subsistence of her family. But the positive aspect of this sort of job has provided some sort of space. She could open a bank account of her and has saved an amount of five thousands. She has bought a mobile for herself with her earnings.

As a member of a self-help group, she was granted a loan of Rs. 50,000. But all the loan amount was spent for domestic purposes. Now-a-days, after joining the group, she participated in the domestic discussions and in that, they can expressed her opinion also. Her status is also very much improved. Her association in the group and labour market participation has helped to grow a bonding with the neighbors. If she faces any sort of problem, she can ask for their assistance.

Case - II

Another informant,S. Bibi (Age - 30yrs.) coming from a Muslim daily labour family. Her father was the only bread earner and could manage to earn Rs. 5000-6000 on a monthly basis. They were four sisters in the family. She was the second child and there was huge pressure for marriage from her childhood . She had only an opportunity to study till class six. Afterthat, her formal education got stopped and she was engaged in all domestic work.

Only for financial distress, she was forced to marry at the age of fifteen. Her father had to take Rs. 20000 loan from non- institutional finance sources. Her husband's age was only 20years when she got married. **This is an example of double child-marriage from both the families.** He had only schooling till class

nine. Her in-laws only had a small business to run. She was given ornaments and land at the time of marriage as dowry.

She has to take permission from her husband for going outside of home. For visiting father's house, also she has to take permission from her husband. She has been given the whole money for domestic purposes but has to remain accountable to her husband for every reason. She is physically maltreated by her husband several times for domestic works. Besides, Husband's mother is also involved in this sort of physical torture.

She has three children. She got her first child only at the age of sixteen. Her first child is a girl child only. All the deliveries were undertaken at home without any sort of medical supervision. She was only given tetanus before her delivery. None of the children has gone through any sort of vaccination process. She neither shares a balanced relationship nor a decent one with her husband and also with the family members at the in-law's house.

She is not allowed to engage herself in any sort of income earning activities. Though she is in a self-help group, she taken the privileges of getting loan from the self-help group i.e. Rs. 20,000.00 ,which was totally spent on household activities.

She does not exercise her democratic choice during elections also. During elections she has to solely depend on her husband's choice. She only discusses her personal problems with her parents and disclose her grudges to them only.

As a result of staying 20 years in the village, the woman has succeeded to develop a form of social capital in the village. As a result, in her hard times she can expect to have some money as help from the neighbours.

Case - III

G.Das (Age - 31 yrs.) belongs to a Hindu business family having monthly income of Rs. 15000-16000. After finishing her West Bengal Secondary Board exams successfully, she was not permitted to study further.

As she was the eldest daughter, marriage occurred as destiny at the age of 17 only. Husband's age was 24 when she got married. Husband is the only bread earner of the five member's family. Ornaments and furniture were given at the time of marriage. Cash was also given to the in - law's family and to her husband as dowry. She gets beaten by her husband if he feels she is neglecting her domestic work.

At the age of 19 only, she gave birth to a girl child at home without any kind of medical supervision. She has not taken any sort of medicines at the time of delivery. But her child has taken all sorts of vaccination. She was frightened and was suffering from hypertension as she got pregnant at an early age. She was not permitted to take a decision about her baby's birth. She could not pursue any sort of work after marriage which she liked to do.

She does not have any bank account, does not enjoy democratic practice. She can cast vote only depending on the decision of her husband. If anything happens in her family, she can only share with her parents.

Case - IV

M.Maiti (Age - 25yrs.) came from a vulnerable Hindu family headed by her widow mother. Her mother works as a maid servant as well as helping hand in domestic purpose in other's houses. She was the only earning member in their family comprising of only two of them. Her family income was only Rs. 2000.00 or less than that. She was able to complete only two years of schooling.

For severe financial distress, she got married at the age of thirteen only. The family for whom her mother worked forced her to marry at that age only. Her husband's age was twenty at the time of marriage. He works as a contractor. **This is also an example of Child marriage where the groom's age was also below the mandatoryage of marriage.**

She does not share a good relationship with her husband and the laws. She gets physically tortured by her mother-in-law and her husband. She gets beaten up by her mother-in-law if she wants to go outside or if she makes any fault in her domestic work. Her husband is provoked by his family members and is encouraged to physically torture her.

Though she got her first baby at the age of twenty, after delivering two children she got infertile. She has reported that she does not get time to take care of herselfalso. Infertility has been a result of marriage and sexual relationship at a very low age.

As a member of Self-HelpGroup, she got the loan from the group of Rs. 20,000.00,but this loan was totally invested in her husband's business.

Case - V

K.Shi is also a victim of domestic violence. She came from a Hindu poor daily labour family. She was her father's second daughter. She was forced to marry while she was studying in class eleven as the family members believed that she was getting aged.

 Her husband has only had a background till class four and was a daily labour. She is physically tortured by her husband and in-laws. Her husband is alcoholic and beats her up after getting provoked by others. Her in- laws also misbehave with her on issues of domestic work.

They did not follow any sort of family planning and got her first child at the age of eighteen only. Though her husband cooperated to complete her studies till higher secondary, she is not permitted to earn on herself.

She only discusses about their day-to-day problems and miseries with her mother. But a bonding has developed among the respondent and her neighbours as they come out to save her and discourage her husband whenever he beats her.

Case-VI

Am. K Bibi (Age - 22 yrs.) **is a typical case , one who is suffering from severe physical abuse , torture and domestic violence. She is in such a pathetic condition that urgent help is required for her in an organized manner.**

She was married only at the age of sixteen. She was forced to leave education at class X and forcefully married. According to her opinion, economic distress, being the first girl and religious oppressionare the causes of her early marriage. She came from a Muslim daily labour family. Her father got indebted and made around Rs. 25000.00 loan for the marriage. Money in the form of dowry was given to her in- laws at the time of marriage. She was scared, physically tortured and forced to marry.

She receives extremely bad behavior, physical torture and abuses from her husband and father-in-law if she talks to other person and wishes to go to her parent's home. She gets physically tortured by her husband if she denies physical relationship with him. Literally, she gets raped by her husband almost every night. She has encountered several physical advances from her father-in-law. If she refuses, gets physically tortured by her husband and father-in-law. She does not have any say in family matters. She gave birth to a baby boy at the age of seventeen only. She has turned infertile for her early marriage, delivery and physical torture. She had severe nervousness problem as her husband used to beat her up while she was carrying also. She was forced to conceive.

But, whenever she or her child gets ill, her brother or father has to take care of them rather than that of the members of her in-laws. Her father brings medicines for them and takes them to the doctor or the Primary Health Care Centre for treatment. She has gone to the Gram Sabha several times for rescuing her from this sort of torture. She cannot vote as per her choice,and is forced to vote according to her husband's decision.

Case-VII

L.RMaiti(Age -28 yrs.) comes from an agricultural Hindu family with a monthly income of Rs. 6000.00. She got married at the age of thirteen. She dropped out from school at class eight as she was forced to marry. She was youngest among the sisters but the financial condition was the prime cause behind her early marriage. She was married to a 19 years old boy, who did not have any schooling. **This is also an example of Early marriage for both sexes.**

After marriage, she is engaged in poultry farming. Ornaments and money were given as dowry at the time of marriage.

She used to get severely tortured by her husband in the early days. The mother in law also tortured her. Her husband is alcoholic and she gets tortured every time after alcohol consumption.

She was not permitted to talk to others and if she did so, got beaten by her husband. She delivered her first child at home without any medical supervision at the age of fifteen. But the next two got delivered in Government Hospital

followed by proper vaccination Both were not aware of the family control process and did not go for any family planning.

Relationship with her husband and the in-laws were bitter in younger age. But gradually a bonding developed among them. She gets help from her husband in poultry rearing. Earnings from the poultry farming is used for domestic purpose. Now, she can give her opinions in different sorts of family matters. From this example, it can be concluded that maturisty with age is necessary for marital bonding between husband and wife.

Presently, sheis a member ofa self-help group. She has taken loan of Rs. 100000 from the group, which she has totally invested in domestic business run by her husband. As she is residing in the village for 27 years after her marriage, a bonding has grown up between the lady and her neighbours. She can discuss all her family disturbances with her neighbours and can seek suggestions.

Case - VIII

TB Khatun(Age - 22yrs.) married at the age of sixteen, came from a poor labour family. She was forced to marry when she was only reading in class eleven. **This is a typical case of Child-marriage based on her own will which is very rare in Muslim Communities.**

As the family was forcing to marry elsewhere and her relationship was not supported, she left her home and got married on her own. But the girl's choice was wrong and she is paying for the wrong choice. This is very usual in the urbanized villages of West Bengal. Girls are born and brought up in such a manner that they get mentally prepared to get married in their teens. Therefore, in many cases they themselves leave their homes and marry. But in most of the cases, girls commit wrong decisions. Their position becomes more distressed and they get themselves into a more vulnerable position than their own home.Tanimagets tortured every day by her husband and her in-laws. She does not enjoy any sort of liberty. She gets physically tortured if she talks to some other person or refuses to get physically involved. She is forced to get physically involved in most of the cases. She received a maltreatment from her mother-in-law, who always provokes her son to beat her up. She was forced to get a child at the age of seventeen only. She was anemic and was suffering from high blood pressure while carrying. Every time after giving birth to a girl child, her in-laws and husbandill behaved with her.. She has three girls and a son. There was no family planning and every time the girl was forced to conceive.

Whenever she and her children get ill her parents have to take care. Her mother takes her to doctor and bring medicines for them. Husband is severely alcoholic and always tortured her physically after consuming alcohol. Being educated and having a certificate does not make any difference.

She has no voice in any sort of family decision. She has her own bank account and managed to save from the minimum money given to her for family expenses.

She conveyed her complains for domestic violence in Gram Sabha but there is no remedy done from their side.But,when she experienced in trouble, she finds that only her parents support and take care than that of others.

Case - IX

M. Bibi (Age - 23 yrs.), got married at the age of seventeen. He came from a daily labour family . Only her father was the earning member of the family. She was the eldest girl child among three sisters. She studied till class X and succeeded to pass the board exam. But she could not continue her studies as she got married. She got to drop out from the school. Her husband only had a background of seven years of schooling.

As she wish to go outside for studying purposes, she was forced to marry. She was not willing to marry. But family members convinced her and forced her to marry. Ornaments and money were given as dowry at the time of marriage. Major domestic spats occur at home on different occasions. And the girl gets physically tortured by her husband and in-laws. She is only given money when it becomes necessary for domestic purposes. No involvement with any group activity or any sort of occupation is encouraged by her husband or laws. None of them behaves with her in a proper manner. The Husband takes care of her and the children but he always provoked by the other members in the family.

She shares a good relationship with her neighbours. They stand beside her in hard times. The family members also are not caring to her girl child . Several times she did complain at the gramsabha on a demand for justice, but no remedy.

Case - X

R. Santra came from a Hindu daily labour family. She was the eldest daughter and was forced to marry at the age of 16 only. Financial distress of the family was the cause behind the marriage at the low age . She dropped out from class eleven due to her early marriage. But she completed her schooling and passed the Higher Secondary Examination with the help of her husband. **This is one of the rare cases which we interviewed where husband inspired his wife for education**.

She delivered a daughter,at the age of twenty. After that, both of them decided for family planning. Due to their educational background, they were aware of the benefits of family planning. Her husband also takes proper care of her child and her . He has also helped her to get self employed by taking tuition classes of the children. She has a bank account of her own and has a savings of Rs. 25000.00 from her own earnings.

She can take part in all sorts of discussions at home. But also, she is a victim of domestic violence. She gets physically tortured by her husband whenever he gets provoked by her in-laws. Family members at in- laws house misbehaved with her as she came from a poor family. Her husband is alcoholic and often she gets beaten up by her husband after consuming alcohol. This case can be cited as an

example of the paradoxical nature of the Indian society and the status of women in the society.

Discussions and Interpretations:

The primary survey of the two villages of Haldia Block located very adjacent to the Haldia city in East Medinipur district can become an eye opener for us, who think that child marriage is rare in West Bengal and it happens only in some remote pockets. As secondary data show thatWest Bengal is one of the top ranked states in respect of child marriage, primary data also reveal a tragic scenario. Girls are just brought up by their parents as neglected beings and do not get any choice in their lives. They do not even get the choice to study up to their desired levels. Girls are just permitted to go to school as long they do not get anyone, who is willing to marry the girl. Parents do not even think twice where they are sending their child. They just go for the marriage, which they can afford. In most of the cases, parents even do not ponder over things like groom's education, occupation, personal traits. They only consider the dowry amount which they can afford before surrendering their girl child to their hands. Thus daughters are only treated as burden to their parents, whom they only want to get rid of. Therefore, girls face various sorts of harassment, exploitation and violence at their in-law's house. Not only physical torture, sexual and domestic violence become the matters of their daily routine. In most cases physical relationships and pregnancy at very low age result in problems like infertility, physical ailing, neurological problems and Parkinson diseases. A sort of nervousness develops among most of the girls who are married at such a low age. Majority of them do not even have an identity on their own. As the school going girls get married, none of them are mature enough to deal with the marital relationship or the diverse complicated relationships at their in-law's house. They are only treated as servants suited for domestic help. In some cases, when the girls have a background of class ten, they are permitted to continue their studies till higher secondary. But that education does not help in psychological development and empowerment of the female characters. In these cases, somewhere they can take tuition classes of the children and support their husbands in sustaining family. When the female respondents have very minimum schooling background, they are bound to take arduous and low paid works like bidi binding, beads counting for the financial support of the families. But in every case women respondent participate in labour force by compulsion, not by choice. When the male partners are not earning sufficiently to sustain the family, female partners are forced to become casual labourers or self-employed to support their husbands. When there is no need for additional income to sustain the family, women are not permitted to join labour force, even if the female partners have enough education or capability and are willing to earn.

As the study is a comparative one within two religious communities, it can be seen that the Muslim women are in a more disadvantageous and depressed

position than Hindu women. Within the Muslim community, religious fascism plays a major role in obstructing the education process of the girls and forcing the girls for early marriage. Different sorts of exploitation and physical torture are more within the community. In many instances, still now women within this community are having home deliveries without proper iron and protein supplements. And the physical traumas after child delivery is also more among Muslim women. Mostly they are barred to participate in labour force. Comparatively women in Hindu society have a longer schooling background. Mostly they are allowed to continue education till ninth or tenth. In some cases women can pursue their studies at their husband's home till higher secondary, which is rarely seen within Muslim community. In Hindu society social taboos like no suitable groom will be available at higher age or the fear of giving larger dowry at a higher age are more prevalent. Again bearing girl children and spending more on their education is unproductive as they will not become financial support for their paternal house anyhow. Higher education may form a womanhood among women which will make them demanding and this fear also makes the paternal home to arrange marriage as early as possible. But a peculiar feature can be seen within both the communities, that parents become their support system after marriage if the women get exploited at their husband's house. A sort of patriarchal culture exists in the rural society, where male figures are groomed to dishonor women. Men are not groomed in our educational system to honour women. Economic independence, educational background also do not empower women to raise their voices against domestic violence. Women are taught to think themselves as inferior objects. Therefore, they hesitate a lot to protest and are totally ignorant of their own identity.

Conclusions:

In concluding part of this study, it can be said that several welfare measures should be undertaken at the institutional level to immediately stop Child Marriage as well as domestic violence at the household level regarding this worst social practice. LocalPanchayats as the local institutions can take bold steps to organize women at the grass root level and spread mass awareness. Civil organizations should come forward and cooperate the panchayatsto organize women so that that they can protest and raise their voice against any sort of discrimination starting from withdrawal from education system, child marriage and domestic violence against them. Government should sincerely reach out to social organisations for organizing girls at the grass roots against these sorts of malpractices. Policies should be implemented and monitored in a right manner so that they are properly utilized for the empowerment of women. The judiciary, local instruments and administration should function in a synchronized manner to protect women from the daily harassments, empower them and prevent them girls from getting married. Programmes like National Rural Livelihood Mission should be executed

trulyso that micro finance processes are utilized to empower women and organize women in the right direction. The State Government of West Bengal is stepping forward in the right direction with the schemes like Kanyashree and Rupashree targeted for girl children to prevent child marriage and girl drop-outs from schools or colleges. But from the present study it can be stated that programmes aiming at educating boys is also indispensable. Simultaneously it is necessary to spread awareness among malesto bring a change in patriarchal attitude in contracting discrimination against female gender.

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Treatment of Nationality in Amitav Ghosh's The Shadow lines

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Abstract : Amitav Ghosh's The Shadow Lines is preoccupied with the idea of absurdity and ambivalence of geographical borders. For him though the shadow lines that divide the nations may not be visible, they are in fact an inexorable fact, as they lead to political aggression and violent bloodshed.It depicts the characters of the novel as caught between two worlds and the struggle to come to terms with both their present lives as well as their past, forms the core of the narrative. May Price, for instance, is an upper class Anglo by birth, yet also a woman keenly attuned to the conditions under which most of the world's population exists- she sleeps on a thin mattress on a floor and fast one day a week. Gosh's tale dramatizes the inner conflicts of the juxtaposition of dissimilar yet related cultures as well as the outward conflicts between friends and families that have been inflicted by geographical discord.

Keywords –Nation, Displacement, Borders, Identity, nationality.

Amitav Ghosh's Shadow Lines draws heavily upon the character, traditions, and dichotomies of his native land, yet his protagonist and themes often extend beyond India's actual boundaries, most notably towards the Middle East and the Great Britain. Amitav Ghosh belongs to the group of writers who believe that "the exile's distance and separation from the 'homeland', although an issue which gives rise to considerable loss, allows, nevertheless, for the formation of a

kind of critical perspective and detachment that can open up new ways of perceiving the self's relationship with the world (Said: 54-55).

The Shadow Lines refers to the blurred lines between nations, land and families as well as within one's own self identity. Ghosh depicts the characters of the novel as caught between two worlds and the struggle to come to terms with both their present lives as well as their past, forms the core of the narrative. May Price, for instance, is an upper class Anglo by birth, yet also a woman keenly attuned to the conditions under which most of the world's population exists- she sleeps on a thin mattress on a floor and fast one day a week. Ghosh's tale dramatizes the inner conflicts of the juxtaposition of dissimilar yet related cultures as well as the outward conflicts between friends and families that have been inflicted by geographical discord. The titles of the two parts 'Going Away' and 'Coming Home' metaphorically refers to cultural displacement and relevance of nationality.

The post-colonial period saw the discussion of displacement, nationality, identity as ,Edward W. Said points out "the struggle for independence produced new states and new boundaries, it also produced homeless wanderers, nomads, vagrants, unassimilated to the emerging structures of institutional power, rejected by the established order" (Said: 402). The question home, homeland, culture, identity, nationalism, and displacement partition in particular became a major theme of postcolonial Indian fiction. People in the newly independent nations started struggling with the problem of home and nation because the ruling elite in these countries decided to construct the nation as an ethnically homogeneous entity. This notion of ethnicity itself, Gilroy argues, is founded upon the "unthinking assumption that cultures always flow into patterns congruent with the borders of essentially homogeneous nation states" (Gilroy: 3).

The partition of India divided the sub-continent along sectarian lines, which took place in1947 as India gained its independence from British Empire. The northern part dominated by Muslims, became nation of Pakistan and the southern predominantly Hindu became the republic of India.The partition costed many a lives in riots, rapes, murders and looting homes. The partition of India was an important event not only in the history of the Indian subcontinent but in world history. The chief reason behind this devastating event was the communal thinking if both hindus and muslims resulting in two countries with ruined economies and lands without an established, and also about 15 million people were displaced from their circumstances. No doubt, The fanatic leaders of both communities played a prominent role in stoking the fire of communalism.

In Ghosh's fiction, space is represented, as a dynamic arrangement between people, places, cultures and societies; it is "never ontologically given. It is discursively mapped and corporeally practiced" (Clifford 54). Hence, cultural

space is composed through movement, produced through use, at the same time an agency and result of action or practice. A number of cultural and postcolonial critics have examined the difference and connection between culture, home and Nation. Cultural space in former colonies is the creation of colonialism that virtually dislocated the colonized.

The bloody riots as its aftermath could inspire many a creative minds in India and Pakistan in depicting this event creatively especially through the genres of literature.[1] While some creations focused on to the massacres during the refugee migration, others concentrated on to after effects of the partition in terms of difficulties faced by the refugees in both side of the border. Even now, works of fiction are made that relate to the events of partition as it left a scar that hasn't healed till date.

The human cost of independence and partition is portrayed Khushwant Singh's *Train to Pakistan* (1956),Amitav Ghosh's The Shadow Lines , several short stories such as *Toba Tek Singh* (1955) by Saadat Hassan Manto, Urdu poems such as *Subh-e-Azadi* (Freedom's Dawn, 1947) by Faiz Ahmad Faiz, BhishamSahni's*Tamas* (1974), Manohar Malgonkar's*A Bend in the Ganges* (1965), and BapsiSidhwa's*Ice-Candy Man* (1988), among others.[2][3]Salman Rushdie's novel *Midnight's Children* (1980), which won the Booker Prize and the Booker of Bookers, weaved its narrative based on the children born with magical abilities on midnight of 14 August 1947.*Freedom at Midnight* (1975) is a non-fiction work by Larry Collins and Dominique Lapierre.

This paper puts an effort to make an analysis of the treatment of partition in Amitav Ghosh's *The Shadow Lines*,a foray into the psyche of Bengal's partition in 1947. The Shadow Lines deals with the aftermaths of partition, the ultimate needlesnes of so called borders and the concept of nationalism as every division only results in tragedy.

Amitav Ghosh shows the Hindu-Muslim riots in Bengal in 1964 which soon spread to erstwhile East Pakistan. The novel depicts how different cultures and communities are becoming antagonistic to a point of no return. Spanning around three generation, it shuttles back and forth from Calcutta to London to Dhaka. Its a multilayered narrative around the unnamed narrator and his family.

Amitav Ghosh was born in Calcutta on 11 July 1956 in a Bengali Hindu family and currently lives in Newyork. He grew up in East Pakistan (Bangladesh), Sri Lanka, Iran and India and in his childhood days he was brought up on the stories of partition, the struggle for independence and the Second World War. History is his prime obsession. His fiction is rich with both political and historical consciousness. The history of partition makes a dominant theme of **The Shadow Lines**, by interweaving memory, history and contemporary life.A fact that distinct has no faith and belief in national borders and geographical boundaries that divide and separate both the country and its people from their own people.

This Sahitya Akademi Award-winning novel is set against the backdrop of historical events like, Second World War, Partition of India and Communal riots of 1963-64 in Dhaka and Calcutta.The novel brought its author the 1989 Sahitya Akademi Award for English, by the Sahitya Akademi, India's National Academy of Letters.[2] It goes one step ahead of earlier partition novels: it not only takes 1947 and interrogates it, it goes beyond that and touches 1963-4 to work on the theme of communal violence and riots. Moreover, it treats the question of the generation of nations and validity of the process and its results in a comprehensive manner.

The novel follows the life of the unnamed narrator's family growing up in Calcutta and later in Delhi and then in London. His family – the Datta Chaudharis - and the Prices in London are linked by the friendship between their respective patriarchs – Justice Dattachaudhari and Lionel Tresawsen. Written against the backdrop of the civil strife in the post-partition East-Pakistan and riot-hit Calcutta, the narration begins in 1939 (the year World War II broke out) and ends in 1964. The novel depicts riots at various levels. Robi, one of the narrator's cousins, a government official says:

> *I'd have to go out and make speeches to my policemen saying: You have to be firm; you have to do your duty. You have to kill whole villagers if necessary – we have nothing against the people, it's the terrorists we want to get, but we have to be willing to pay a price for our own unity and freedom. And I went back home, I would find an anonymous note waiting for me saying: We're going to get you for our freedom. It would be like reading my own speech transcribed on a mirror (**The Shadow Lines** 246-247).*

The novel narrates the history of an Indian family that lives in Calcutta but has its roots in Dhaka on the border of Pakistan. The assassination of the then Prime Minister Indira Gandhi in 1984 and the violence and the unrest that followed have contributed the background of the novel. The structure of the story that shifts from London to Calcutta to Dhaka itself questions the aspects of boundaries. The story interweave life in Dhaka before Partition, life in London during the war and the life the narrator leads in Calcutta during the 1960s and his life in London of the 1970s.

The events revolve around Mayadebies' family, their friendship and sojourn with the English friends and Tha'maa, the narrator's grandmother's links with Dhaka, her ancestral city. The young narrator, makes one travel through the mindscape of Tridib, his hero, who fed him on the memories of his one visit to London during the war and Tha'mma his grandmother, who shared with him her nostalgia of East Bengal where she was born . And then there is Ila, the daughter of Tridib's elder brother, who travels all over the world with her diplomat parents

and occasionally comes home to tell him tales of abroad. The novel's two sections, "going away" and" coming home" are named after the two, principal journeys: Tridib's journey to England in 1939 and Tha'mma journey to Dhaka in 1964.

Ghosh throughout the novel stress on the arbitrariness of borders. He illustrates this point through Thamm'a, the narrator's grandmother, who while traveling to Calcutta with her family in the plane, asks "whether she would be able to see the border between India and East Pakistan from the plane" (p. 167). She says:

> *But if there aren't any trenches or anything, how are people to*
> *know? I mean, where's the difference then? (Ghosh, 1988:*
> *167)*

Though she stands for borders she herself reveals the meaningless of the borders. Ghosh's approach toward borders is that they are arbitrary and they only lead to divisions between people and nations. This point is clear in Thamma'a's uncle, Jethamoshai words when Thamma"a persuades him to return to Calcutta: "I don't believe in this India-Shindia . . . Suppose when you get there they decide to draw another line somewhere? What will you do then? No one will have you anywhere. As for me, I was born here, and I'll die here" (p. 237). The narrator also has the opinion that borders are futile as they only provoke acts of violence on both sides of the border.

The absurdity of borders is also expressed through Tridib, who believes that the borders are mere shadows as they shall never separate people who share the same history and culture, but the riots will. The bitterness of partition is also metaphorically conveyed through the partition of Thamma's ancestral home.

The absurdity of boundaries is also conveyed through the ambivalent representation of national identity. Amitav Ghosh being a post-colonial historian shows a natural disbelief and dislike for grandness of terms like the bliss of 'freedom' and the power of 'nationalism'. At the core his disagreement is with the historiography, dominated so far by the Westerners or the bourgeoisies. These concepts have been exploited for drawing new lines as borders here and there in the world now and then. In *The Shadow Lines* (1988) the grandmother of the narrator Tha'mma gloriously becomes the one who celebrates the idea of borders and nation building. Though Dhaka has been Tha'mma's place of birth, her nationality is Indian since partition.

The narrator's grandmother conforms to the popular idea of nation for her it is a clear marker of identity. She is a votary of the nation in a sense in which none of the other character is. In fact, she represents a legitimate view of the nation against which the viewpoints of others like those of Tridib, Ila and the narrator, may be perceived. Though she lives in the frozen past, the reality of nationhood is largely stable in her case. For her idea of home and nation with

regard to family are located in one political unit that is why she worries about her old uncle living alone in Bangladesh. She tells her son,

> *It doesn't matter whether we recognize each other or not. We are the same flesh, the same blood, the same bone and now at last, after all these years, perhaps we'll be able to make amends for all that bitterness and hatred (SL 129).*

It is clear that she cares for the ties of blood which congruent with nationhood, and is prepared to let go the bitter memories of family feuds. Her quest for freedom is, obviously, a quest for attaining nationhood; and she is prepared to pay any price for it. However, Tha'mma thinks that Ila does not understand the true spirit of England, and, so, does not have the right to be staying there.

As a young girl, she had thought of fighting for freedom in east Bengal, but in 1964 being an 'Indian' the very same people for whom she had been willing to lay down her life are enemies. . Even the central incident of the novel – assassination of Tridib, her nephew never wakes her out of the slumber caused by these grand notions of nations and borders. It is because these grand myths have been instilled in us so intensely since childhood. History exhibits how this nation building and Partitions have never led us beyond wars, misguided riots and violence. , In the words of Indo-Pak poet Faiz, wreaked havoc at an unprecedented level, as he sang in pain –"The blood of how many do you need, o my motherland/ so that you're lusterless cheek may turn crimson? / How many sighs will soothe your heart/ and how many tears make your deserts bloom?"- (Majeed: 182)

As Russell says nationalism is "the most dangerous vice of our time, far more dangerous than drunkenness of drugs, of commercial dishonesty" (*Freedom and Organisation:* 403).Though it is to be agreed that the feelings of nationalism had motivated the fight against the British, the same feelings distorted by a few fanatics unleashed violence resulting in communal violence and distortion of political judgments and derangement of moral righteousness.

Ghosh proves that borders are porous. He proves wrong the idea about the national culture as a sanitized realm of unchanging monument. India and Pakistan share the history and the identity together. Communities living on both sides still feel for each other, and are not limited to their own nationalisms as they have inherited memories of the past which cannot be erased from the minds of people entirely. This is what *The Shadow Lines* uncovers,iethe simplified, seamless narrative of our national identity.

The porosity of the fences across nations is most obvious when the Khulna violence is triggered by the reported incident of Mui-Mubarak's theft from Hazratbal mosque in Kashmir, hundreds of miles away from Dhaka. As the doubting finger is pointed towards the other community, the same sects' people in

the other part of the continent are enraged. Tridib happened to be in Khulna with Thamma and May, trying to rescue Jethamoshai. Tridib gets killed in the mob attack that follows and the irony is the Dhaka Muslims were reacting to the riots in India only.This becomes a looking glass mirror image across the borders! That's where; Ghosh brings in Robi who questions the validity of the separating walls. Robi hates divisive lines and hopes for the development of a synergetic civilizations. But it is possible only when we erase the division between East and West, tradition and modernity, and national borders.

The structure of the novel is in itself a complex jigsaw puzzle carefully crafted to make one discover that the world is not a simple place that can be seen in an atlas.

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Victim to Victimiser: Developmental traumatology in Pat Barker's *Another World*

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"The greater a child's terror, and the earlier it is experienced, the harder it becomes to develop a strong and healthy sense of self."
– Nathaniel Branden, *Six Pillars of Self-Esteem*

Childhood is the most engaging and enchanting phase in a person's life. It constitutes the formative years of a person's personality traits, character.To one's dismay, many children are exposed to traumatic events, with potentially serious psychological and developmental consequences. "Developmental trauma research now argues that trauma exposure during childhood affects children's self-regulatory capacities by disrupting the normal functioning of the body and brain stress-response systems, which can affect emotional and cognitive functioning" (Putnam, 2006).Understanding development of long-term posttraumatic stress in children is essential.Tracing the reason behind certain personality traits of children leads to surprising discoveries. In recent times, a renewed interest has begun in the literary field to examine and unearth the facets of trauma and child psychology.

Pat Barker, a contemporaryBritish novelist is one such author who artistically delineates inbred psychic framework of her characters and in her novels explores why certain characters behave the way they do. The Booker prize winning novelist has produced 14 novels and her novel *Another World* is an exemplary novel that dwells deep into the roots of the characters exploring the unexplored facets of human psyche. The novel centres around the trauma of 101-year old war veteran Geordie and includes characters that are the family members of his grandson Nick. Gareth, a 11-year old son of Fran and step-son is an interesting and challenging character that Barker has dealt with in the novel. Gareth is seen to be a problematic and aggressive child throughout the novel. He lives with his mother Fran, step-father Nick. Nick and Fran together have a 2-year old son Jasper and Fran is pregnant again. Gareth is an introvert child who does not like to mingle with kids of his age nor with his family. He locks himself up in the room spending his time with snipper toys and is a computer games freak.

One day, his step-sister Miranda from Nick's first marriage comes to visit and stay with her dad Nick for few days after her mother is hospitalised with psychological instability.

> "Gareth's staring at her. 'Are you going to be here all summer?'
> 'I don't know.'
> 'Mum doesn't want you here.'
> 'That's all right, I don't want to be here'. (Barker, 1999, p.24-25)

Gareth hates the fact that Miranda is home with them and is already hateful towards his family members. Gareth never tries to hide his hatred and dislike for his family members and outrightly projects his anger and shows the same to Miranda the very moment she comes home. Gareth is temperamental, hot-headed kid who is seen strangely resentful with his little brother Jasper. "Right from the beginning there's always been Gareth, as jealous of Jasper as a toddler, but without the charm that makes a toddler's jealousy acceptable" (Barker, 1999, p.30). The anger and tantrums that Gareth shows on Jasper is also an act of jealousy that the elder sibling usually gets with the younger child but his portrayal of jealousymore is more of anangerthat is life-threatening.

"Gareth waits till he's sure he's not being observed, then drops Jasper on to the ground. 'there, you've bloody well got something to cry about now, haven't you? There's a graze on Jasper's forehead with three dark beads of blood. 'Chicken', Gareth jeers, watching him scream. And then he kicks him"(Barker, 1999,140).Gareth goes way beyond the normal sibling rivalry and hurts the toddler to an extend that Jasper bleeds. What makes it horrifying is that Gareth has no guilt about it, he probably feels alright to have hurt the little brother. Judith Herman in her *Trauma and Recovery*has probed into the tenants of childhood and trauma and she observes that "The array of personality fragments usually includes at least one "hateful" or "evil" alter, as well as one socially conforming,

submissive, or "good" alter"(Barker,1999, p.90). Gareth's personality is more of an evil alter that wants to hurt others both physically and emotionally not sparing even the toddler brother. For a child of his age, this desire to harm another person is bizarre.

Once when Fran had taken Gareth to meet a psychologist she had observed that, "….. Gareth has a marked tendency to bully younger children, and that' s always going to make him difficult to contain in a mainstream school" (Barker, 1999, p.141). The reason behind him bullying younger children isn't culled out by the psychologist at that point in time and Fran also chooses to ignore her comment, fails to take it seriously and do something about it due to the overtaxing commitments that lie ahead of her,

One day Fran looks at her son and, "She thinks how unhappy he looks" (Barker, 1999, p.142). She wonders what an unhappy, rebellious child Gareth has always been and she leaves it there without trying to explore the roots of his behaviour. Never has she taught why Gareth behaves the way he does and had failed to take time and effort to understand the reason behind Gareth being hostile, detached and aggressive. Bryazgunov (2018) writes "Child traumas have a strong negative influence on the mental development of the child because of his/her inability to give a response to a traumatic event such as 'abandonment', 'rejection', 'deprivation', 'betrayal', 'sexual abuse', 'humiliation" ("Understanding the impact of trauma - trauma-informed care in behavioral health services - NCBI bookshelf," n.d.).She's been busy and extremely tired with the toddler in hand, pregnant with another baby and managing the need of the family. She is too exhausted to investigate and focus on the psychological needs of Gareth.

On a rare occasion, Fran notes how even Gareth enjoys her attention and wishes he remains that calm and composed all the time."As soon as it's over he jumps up and presses buttons, then comes back and sits closer. She runs her fingers through the stubbly hair and he doesn't pull away. If only he was like this all the time, he does have a good side, he sometimes sees she's tired and makes her a cup of tea. He just doesn't seemable to cope with other children" (Barker, 1999, p.143). Fran yet again fails to ascertain how Gareth is capable of an emotional connect towards her whereas he is hostile in most times. Fran's inability to examine the situationsleaves Gareth with no hope for a reconciliation with his family and also for the transformation of self.

Interestingly, tracing back to an incident that had happened to Gareth provides the readers with rather an alternated perspective towards Gareth's complicated behavioural pattern. Gareth was once bullied and abused by a group of girls on his way back home from exploring his new school that he will join the coming year.

> What do you want ? he says when he feels the first girl's hand on his anorak. … He tries to rub, but they're on to him, dragging at his shorts, and he's fighting them. Clutching, clawing, trying to keep himself covered up. The skinny one punches him in the guts and when he bends the fat one knees him in the face, and he lets go of the shorts. He can't look, his eyes are streaming, he keeps them tight shut, but he knows from the feel of the air on his skin that they can see everything (Barker, 1999, p.173)

Gareth is cornered by a group of elder girls and bullied, abused by them. His eyes are full of tears and it is described as 'streaming' for the pain and humiliation is unbearable to the young boy. He is caught among them alone and helpless. What was only a matter of fun to the girls is an irrevocable trauma for a lifetime to Gareth. "He sees it himself, the brown streak in his pants, as he pulls the shorts up.'Skid marks! Skid marks!' they shout after him, as he runs crying down the alley and out into the street"(Barker, 1999, p.173).

Gareth is devasted physically, psychologically and is humiliated beyond repair at that age by the unexpected abusive encounter with the girls. The strange thing is that though they soon stop following him, he can still hear them shouting, even when he's running up the drive and into the house. "All the time in his head there's a voice shouting, 'Skid marks ! Skid marks!"(Barker, 1999, p.174).He is haunted by their voice making fun of him. The trauma of abuse and humiliation haunts him and leaves him with an imprint of aggression towards girls and others in general. An intense animosity and a deepmotive for revengeisimplanted within his little budding mind at that point.

"He wishes he could kill her, but it wouldn't be any use just killing her, but it wouldn't be any use just killing her, he'd have to kill them all. He can't even remember how many there were" (187). Gareth is haunted by the trauma of abuse and humiliation and wishes to kill them all. Revenge for him can be the only act that will help him get justice for what they had done to him. It is alarming to know how much of an intense imprint it has caused in the young mind such that he wishes to kill them all. A trauma in one's childhood has the magnitude to alter the character and attitude of the victim. Herman has arguedthe same in *Trauma and Recovery* that "feelings of rage and murderous revenge fantasies are normal responses to abusive treatment. Like abused adults, abused children are often rageful and sometimes aggressive" (Herman, 1992, p.73)

Gareth looks at everyone around him with hostility and wishes to hurt them in every way possible. Even after days of that incident Gareth is haunted by the voice of the girls, "He's sweating all over. Sweat stings his eyelids, he closes them for a moment and immediately the voices start. Skid marks! Skid marks!" (Barker, 1999, p.189).His trauma in channelized into hatred and his hatred for people around him becomes endless, such that he hates almost everyone around

him. He takes every situation possible to hurt them including Nick, Miranda and even his little toddler brother Jasper. On a trip to the beach, Gareth tries to kill Jasper by throwing pebbles on him without anyone watching and Jasper falls off and gets hurt with intense bleeding, and is taken to the hospital.

Gareth shows his hatred towards Nick in an indirect way because he could not hurt him directly. "Then he replaces his toothbrush, and reaches for Nick's, intending to do the usual brisk rub round the lavatory bowl. Only he feels he can't do that now. He looks at the toothbrush in his hand and returns it to the rack" (Barker, 1999, p. 274). Gareth rubs Nick's toothbrush in the lavatory bowl as an act of projecting a kind of power and subverting his anger and hatred towards him in an indirect way possible for him. Herman notes in her seminal book that traumatised childhood results in distorted relationship and personality development which the psychologists call as Borderline Personality Disorder. "…the disturbance in identity and relationship is most prominent in borderline personality disorder.(Barker, 1999, p. 91)

"Gareth hasn't had a birthday card from his father in all these years, and yet he rejects all substitutes" (Barker, 1999, p. 142). The fact that his father left even before he was a toddler and her mother had been unsuccessful with two step-fathers had only added to his pain and turmoil of broken trust and longing for a father figure. Gareth never really had a father figure to look up to or experience the completeness of a family. The arrival of Nick as his step-father hasn't really gotten well with Gareth, he's not ready to look up to Nick as a replacement father figure. His presence only infuriates him further. Gareth's childhood without a father only adds up to his aggressive character formation because he did not have father-figure to look up to, correct him or to follow the footsteps of.

Instinctively, Gareth finds comfort and companionship in a snipper toy that he always keeps close to him and has it close to him in bed while he sleeps. "Gareth keeps putting a hand in to touch him, because he's a sort of friend" (Barker, 1999, p. 207). The toy is more of a friend, a companion and replacement for the attention and care that he lacks at home. For Gareth, a lifeless toy is more significant and meaningful than the people around him, he values it more and finds comfort in the toy than the friends and family. Subverting his longing for care and attention by replacing people with a toy is a kind of defence mechanism that Gareth takes to find solace.

In the end of the novel, Gareth is happy to know that he has computer classes in his new school. Gadgets and toys as replacement for love and affection from real people is typical in Gareth's life and it will remain so in his life."Even Gareth seems happier, amazed to find that at his new school in York computers are on the timetable, in every classroom, one for each pupil"(Barker, 1999, p. 275). When children undergo traumatic situations, they form special relations

with idealised characters and figures. Gareth does the same with his toys and computer games.

Psychologists say that when a traumatic event occurs especially in a person's early childhood, it has a worseeffect than of the similar event that can happen at the later stage in life. Gareth has turned out to be a destroyed child with troubled personality and is disengaged from everyday activities and relationship. The only factor thatcan help the child come out of it isa healing relationship. "Recovery can take place only within the context of relationships; it cannot occur in isolation…These faculties include the basic capacities for trust, autonomy, initiative, competence, identity, and intimacy. Just as these capabilities are originally formed in relationships with other people, they must be reformed in such relationships"(Herman, 1992, p.94).

If Gareth had a father figure to guide him, if he had a mother who was capable of giving him the sort of attention that he longs for and rightfully deserves, Gareth wouldn't have succumbed to the trauma of abuse and humiliation and wouldn't have turned out to be a child of aggressive behaviour and antipathy. The significance of a comforting relationship, protection and feeling of being loved in one's childhood cannot be emphasisedenough. A devastated childhood leads to a destroyed man, if the society and families understand the significance of childhood and developmental trauma the world would become a better place for the children.

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Pre-EminEncE of ArAb TrAdE And SETTlEmEnT of EminEnt ArAb-MusliM FaMilies in Malabar

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Abstract:
This study depicts the historical views on the Trade and Commercial relations that established the Arabs with Malabar from time immemorial.The coast of Malabar was the first place to host Islam in India.The long and uninterrupted trade and commercial relations that existed between the Arab countries and Malabar, paved the way for the beginning and spread of Islam in Kerala,even from the time of prophet Muhammad.With the missionary activities,encouragement and patronage readily extended by the rulers and chieftains of the land.The terms Malabar and Kerala are invariably used in the study.Though they are identical in medieval context,Malabar means the south western coast in general and in social context means the culture area of Malabar. From very early times commercial relations existed between Malabar and Arabia.In this trade spices took a very important place.
Key Words:
Arabs, Malabar, Cranganore, Mappila Muslims, Tarissapalli Copper Plate, Ba'Alavis.

INTRODUCTION

From very early times commercial relationshad existed between Malabar Coast and Arabia.In this trade,spices took a very prominent place. Of these the staple produce was pepper,the berry of a vine growing in India.It was used in Arabia by all who could afford the luxury of a seasoning but for a common use the price was prohibitive.More expensive than even pepper were cloves costing two and three times as much as pepper.They were used for seasoning food and drink and also as medicine. Malabar was an area of abundance of cinnamon, pepper,nutmegs andmace. Second only to pepper among medieval luxuries was ginger.Ginger was on the border land between medicine and table luxuries.The Arabs reached Malabar in 6[th]or seventh centuryeven before the advent of Prophet Muhammad.A signal service was rendered to the students of history that the Arabs were the masters of trade and commerce with Malabar until the presence of Europeans.

Geographic Conditions:

People of Malabar are well known fortheir struggle for existence. They travelled far and wide to earn a livelihood. Earlier Burma andSrilanka were their main destinations. After the Second World war when the conditions becomeunfavorable they found a shelter in Malaysia. But after one or two decades when the popular government tightened their restrictions on the expatriates, they had to find new pastures. They had to wait till the seventies to find new destinations in the Arabian Gulf countries.Using all types of vessels they crossed the Arabian Sea and reached the Gulf countries. Literally speaking there was an exodus of people from Kerala to the oil-rich Gulf countries. They played significant role in the development of those countries.

The heart throbs of those expatriates will be felt immediately in this coastal region. It affects their social, economic educational and cultural life. When Iraq invaded Kuwait in August, 1990 and all expatriates had to run for life, many matrimonial alliances to be solemnized, were cancelled. Many newly wedded couples were apprehending demand for divorce because all of a sudden multimillionaire became a helpless refugee.After the liberation of Kuwait when the Government of India relaxed the gold import rules, gold began to flow toCalicut securing second position in the whole country in the import of gold. During 1996-97, 84 tons of gold was imported through this airport but in 97-98 the figure was 73.16 tons.[2]

The country is earning hard foreign exchange through the export of launches built at Beypore near Calicut. Recently one such vessel was taken to Dubai by Ali Muhammad al-Khallafi, anindustrialist of Dubai the cost of which was Rs. 1.20 cores. Such is the nature of contact that Kerala has with the Arab nations. It will be interesting to examine the Arab relations with Malabar Coast during 9th to16[th] centuries.

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[2]*Madyamam Daily* (Mal.), Calicut dated 25/2/99.

Geographically, Kerala extends from Gokarnam to Cape-Comorinbut in historical times its area was confined to the Malayalam speaking territories on the West Coast. It is a narrow strip of coastal area with a length of about 360 miles and an average width of 40 miles with a total area of 15,002 square miles (38,855 sq.KMs). It is bound by the Western Ghats on the east and by the ArabianSea on the west, tapering towards the south where the *Ghats* meet the sea near Cape Comorin. The Ghats break off into elevations of every variety covered with abundance of superb forests and washed by very many rivers. The chief summit of the Ghats is*Anamudi,* with a height of 8841 feet. *Bharatapuzha* is the most important river in Kerala with a length of 156 miles.

The West Coast of India was known as *Malabar* tothe Arabs. Al-Biruni (973-1050)AD/362-442 A.H.) appears to have been the first to call the country by its proper name,*Malabar.* [3] Before him Kosmos Indicopleustus (522-547 A.D) who,for the purpose of trade made voyages to India mentions a port named Malewhere the Pepper grows", on the West Coast of India which,*Malabar* is he says, was frequented on account of its extensive trade in spices. [4] The word *Malabar*therefore probably, in 'part at least,of foreign origin. The first two syllables are almost certainly the Dravidian word *Mala*(The hill of the mountain) and *Bar*is probably the Arabic word *Barr*(Lend or ground).[5]From the time of Comes Indicopleustus (522-547) A.D down to the eleventh century A.D., the word*Malabar*was applied to the coast by the Arab navigators and the seafaring population who flocked thither subsequently for pepper and other spices, *Malibar,Manibar,Mulibar* and *Malabar* were the various forms of the name, which meant the hilly or mountainous country, was a name well suited to its configuration.[6]As the Arabs had close contact with this shore for a long period, the word *Malabar*most likely might be a combination of the Malayalam word *Mala*(The hill) and the Arabic word *Barr*(the Land).

RELATIONS WITH FOREIGN COUNTRIES

The extensive coast and the availability of spices attracted foreign merchants to the Kerala coast from very early times. The Bible and early Greek and Roman writers bear testimony to this fact. Referring to Solomon's period the Old Testament says that in his period gold was obtained from *Ophir*and once in three years came the navy of *Tharshis* bringing gold, silver, ivory, apes and peacock.[7]All these objects except gold were products of *Malabar*; and the Hebrew names for the last two objects, *Kapim* and *Tukim*are obviously the Tamil *Kavi*and

[3]*Ibid*, 16/2/99, p. 1.

[4]C.A Innes, *Malabar DistrictGazatteers*, Vol. I, Madras 1951, p. 26.

[5]William Logan, *Malabar Manual*, Madras, 1951, p. 1.

[6]*Ibid,*

[7]C.A. Innes, *op.cit.* p. 27.

Thikai. In view of this it is not perhaps an altogether idle fancy which identifies *Ophir*with *Beypore*a port near Calicut at the mouth of the river of the same name which is famed for its auriferous sands.[8]The similarity again between the Greek names for rice (*onyza*), ginger (*zinziber*) and cinnamon (*Karpion*) and the Malayalam *Ari,Inchiver* and *Karpuram* indicates that trade existed in these articles between Greece and Malabar, the only part of India where all these products grow in abundance.[9]

TRADE WITH ROME

The conquest of Egypt by Romans (about 30 BC) made them masters of the trade route to the East. Hippalu's discovery of the possibility of sailing straight across the Arabian Sea by the aid of the South-West monsoon had an immense impact upon commerce in the first century A.D. and a few years later we find Petronius reproaching Roman ladies for exposing their charms in diaphanous IndianMuslims.[10]For some centuries after the time of Ptolemy trade was carried on steadily with Roman Empire. The *Peutiingerian*tables compiled in the third century A.D. mention that a considerable Roman settlementexisted at Cranganore which was greatest metropolis of trade on the coast. Roman coins which had found their way into *Malabar* during that period have been dug at various places on the West Coast. They belong to the reigns of Augustus, Tiberius, Claudius and Nero.[11]

TRADE WITH ARABIA

Historians are unanimous that Kerala had maritime relations with the Arabs since very early times. Sardar K.M. Panikkar says, from very early times Kerala had been in contact with the Arabian coast and that traders especially from Muscat and other centers of the Arabian Peninsula used to frequent the Malabar ports.[12]Pepper, which was grown in Kerala alone until the Dutch spread its cultivation to Java, was an essential item for the people in the cold area.[13]Mecca was on the trade routes for goods from China, India and African coast in the south and from Damascus and Constantinople in the North. Arab merchants sailed to the coasts of India and Africa for trade.[14]Abu Zayd, the Arab traveller of the ninth century A.D., mentioned that 'the Arabs of Oman take the carpenter's tool-box with them and go to the place where the coconut grows in abundance. First they

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[8]*Ibid*, p. 24.

[9]*Ibid*, p. 27.

[10]*Ibid,*

[11]*Ibid*, p. 31.

[12]Sardar K.M. Panikkar, *A history of Kerala*, Chapter I, Annamalai University, 1959, p. 32.

[13]Ilamkulam Kunhan Pillai, *The darks pages of Kerala History*, Mal., p. 32.

[14]Jawad ali, *The history of Arabs before Islam*, Arabic, p. 32.

cut down the tree and leave it to dry. When it is dry, they cut into planks. They weave ropes of coir. With this rope they tie the planks together and make them a vessel. They make its mast from the same wood. The sails are made of fibre. When the boat is ready, they take a cargo of coconuts and sail for Umman. They make huge profits in this trade."[15]In his poem the pre-Islamic poet, Imru-al-Qays has compared the dry dung of the antelope to the pepper corns. He says: "There all about its yards, and away in the dryhollows you may see the dung of antelopes scattered like pepper corns.[16]It is sufficient proof for the availability of pepper in Arabia before prophet Muhammad; and since pepper was available in Kerala alone at that time, it is clear that Arabs had contact with Kerala before prophet Muhammad.Goodswere taken from the Indian coast to that of Yemen and from there passing along the Red sea coast, to Syria and thence to Europe, either directly from Syrian coast or via Egypt and Alexandria. The route panning from Yemen to Syria, through Hijaz, has been referred to in the Qur'an as *Imam Mubin* (A manifest road).[17]The winter and summer journeys mentioned inthe holy Qur'an means those made by the *Quraysh* on the High way called Imam *Mubin*.[18]There were other reasons also for the Arabs to come in contact with Kerala. Ceylon was very early known to the Arabs on account of its pearl fisheries and trade in precious stones. The Arab merchants had made commercial establishments there centuries before Islam.[19]This also led the Arabs to come in contact with Kerala. Therefore, it stands to reason to suppose that soon after the rise of Islam in Arabia, it reached the Kerala coast along with the Arab merchants. It is also reasonable to believe that in the first flush of enthusiasm they tried to spread the new faith in all the lands they traded with.[20]Their embracing of Islam changed their outlook and strengthened their relations.

RELATIONS WITH MUSLIM ARABS

When Islam swept over Arabia, its influence was felt immediately in Kerala also. The Muslim Arabs took up missionary work and strengthened their contact with the people of Kerala which led to the propagation of their faith, culture and language. Islam was making headway quite peacefully and without adopting jingoistic methods.[21]Moreover Muslim Arabs came to India, not like the Christian colonies of Syrians, driven and persecuted from their homelands, but

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[15]J.W. McGrindle, *The commerce and Navigation of the Erythrian Sea*, p. 79.

[16]Imrul Qays,*Muallaqa*

[17]The Holy *Quran*, XV:79

[18]*Ibid*., CVI:2.

[19]*Enclopaedia of Islam* Vol. III, p. 838.

[20]A.P. Ibrahim Kunhu, *Mappila Muslims of Kerala*, p. 15.

[21]Syed Sulaiman Nadvi, *Religious Relations of India with Arabia in Islamic Culture* VIII, 1934, Reprint: New York, 1967, p. 204.

full of ardour of a new found religion and of the prestige of conquest and glory. [22] Thus, the propagation of Islam played a significant role in the development of Arabic language in Kerala. According to Commander K Sreedharan: "Arabs were known as sea farers even before the birth of Islam, but they seem to have re-doubled their efforts at oceanic commerce after the advent of Islam.[23]During Shri Vijaya Chola age (11th century AD.) the Arabs reached the zenith of maritime commerce, and by the end of the Hindu period they held a complete monopoly in over-seas trade. They take over of trade from the South Indian merchants by the Arab middle men apparently came at about the end of Chola power.   The decline of Chola power had created a vacuum in overseascommence and the Arabs steped in.[24]The Zamorins (13th to 15th century AD.) relations with the Arab traders became intimate and Calicut slowly attained a pre-eminence in trade of pepper and other spices which made it the greatest emporium on the West Coast.Gradually the Muslims monopolized the external trade of the coast. Malabar's pepper and cardamom and the textiles which were also in great demand were shipped from this port. As a result, the Zamorins became one of the wealthiest rulers in India end the most powerful in the West Coast.A Muslim inscription in *PantalayaniKollam* in North ' *Malabar* dated *Hijra* 166 (752 A.D.) is a sufficient evidence for it.   With the growth of Arab Commercial activity under the Caliphs, *Malabar* ports became popular among the traders of Muslim capitals. Numerous Arabian travellers, most notable among whom are Ibn Khurdadbeh (256-272 AH/ 869-885 A.D.) and Abu Zayd of Zirag (304 AH/ 916 A.D) speak of *Malabar* ports in their works.[25]

Referring to the conquest of Sind, the famous historian Ahmed al Baladhuri (279 AR/ 892 A.D)says Arab merchants frequented Ceylon on maritime activities. Some of the Muslim families had settled there for trade. When the senior members of them died, the native king sent the remaining ones to Hajjad ibn Yusuf (115 AH/ 734 A.D) the governor of Kufa with some beautiful presents for him. But the ship was plundered by pirates at Dhabul in Sind. On hearing this report, Hajjaj sent an army under Muhammad ibn Qasim who attacked Sindh in 91 AH/ 712 A.D. This incident occurred during the reign of Caliph al -Walid ibn Abdul Malik ibn Marwan (86-96 AH/ 701-715 A.D). At about the same time Arab Muslims had settled in *Malabar* also.[26]

The presence of Muslim groups in the different port-towns of Kerala, which were able to secure recognition of the governments in the country, is

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[22]Dr. Tara Chand, *Influence of Islam on Indian Culture*, p. 26.

[23]Commander K. Sreedharan, *A maritime history of India*, Delhi, 1965, p. 43.

[24]Sardar K.M. Panikkar, op.cit, p. 7 *Ibid.*

[25]Sardar K.M Panikkar,*Ibid.*P.7.

[26]Ahmad al Baladhuri, *Futuh al Buldanp*. 423, 424.

proved by the *Tarissapalli Copper Plates*(849 A.D.). One such group attested the grant in Arabic in *Kufic* characters, which included the names of eleven Muslims as witnesses viz., Maimun ibn Ibrahim, Muhammad ibn Main, Salih ibn Ali, Uthman ibn Ali, Marziban, Muhammad ibn Yahya, Amr ibn Ibrahim, Ibrahim ibn al -Tayyi, Bakr ibn Mansur, Al-Qasim ibn Hamid, Mansur ibn Isa and Ismail ibn Yaqub.[27]Some years after his death Malik Ibn Dinar and his family set out from Yemen to *Malabar.* Besides him, his party consisted of Malik ibn Habib, Sharaf ibn Malik and his wife Kumarieth with their ten sons (Habib, Muhammad, Ali, Husayn, Taqiy al Din, Abdu al-Rahman, Ibrahim, Musa Umar and Hasan)and five daughters (Fatimah, Ayishah, Zainab, Halimah and Tanirah). They were received most hospitably at Kodungalloor in Malabar and all facilities were given to them. [28] Mosques were constructed at Koudungalloor, Southern Kollam, Pandalayini, Chaliam, Dharmadam, Sreekandapuram, Ezhumala, Kasaragode, Mangalore and Pakanur, and *Qadis* were appointed in all these mosques.[29]

After the construction of mosques and making necessary arrangements for their management, Malik ibn Dinar and Malik ibn Habib went to Arabia and visited the grave of the king at Sahr from there Malik ibn Dinar went to Khurasan but Malik ibn Habib returned to Malabar and settled down with his family at Cannanore. He deputed his sons to look after the mosques constructed by them.[30]Dr. M.G.S. Narayanan points out that there is no reason to reject the tradition that the last Chera king embraced Islam, and went to Mecca, since it finds a place not only in Muslim chronicles, but also in Hindu Brahminical chronicles like the *Keralolpathi* which need not be expected to concoct such a tale, which no way enhances the prestige or further the interest of the Brahmin of Hindu Population. [31]During the early centuries of *Hijra*, the Arab contact was mainly with the rulers of the two cities (Cannanore and Calicut), whose prosperity depended mostly on the export trade in pepper and spices.This has been attested by all authorities. Ibn Batuta (779 A.H/1378 AD) declares that the Moors of Malabar were extremely rich that one of their leading merchants could purchase the whole freightage of such vessels as put in there and fit out others like them.[32]The Mammalis and Koya Musas whom the Portuguese encountered in the coast were merchant princes with whom Cairo and Damascus were as familiar as Calicut and Cannanore.[33]Arabs came to Kerala mainly for trade. The mission of

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[27]*Tarisappalli Copper Plates*, Kerala society papers series six, p. 323.

[28]William Logan, *Ibid,* p. 193.

[29]Shaykh Ahmed Zayn al Din, *Tuhafatul Mujahidin*, Mal. Tr., p. 13.

[30]*Ibid.*

[31]M.G.S. Narayanan, *Perumals of Kerala*, p. 65.

[32]Sardar K.M. Panikkar, *op.cit*, p. 15.

[33]William Logan, *op.cit,* p. 15.

Malik Ibn Dinar and his family cannot be counted as an off shoot of the Arab trade relations. This mission was carried out on the request of the Keralite king mentioned above who is said to have given them letters addressed to local kings requesting them to give necessary help and endowments for constructing mosques at different centers from 9th to 16th centuries foreign trade of the West Coast was the monopoly of the Arabs. Along with traders Arab scholars also made their way to Kerala who settled here, established centers of learning Arabic and made their contribution to Arabi language and literature. Some of them,the Maqdums of Ponnani,the Qadi family of Calicut,the Ba Alavis of Mamburam and the Bukharisof Chawghat deserve special mention.

The Makhdums

The illustrious family of the Makhdums of Pannani occupies a very distinguished position among the Arabic scholars of Kerala. They are reputed for their erudition, piety, dedication and commitment to the cause of knowledge. They have earned recognition of the western scholars for their regards for knowledge. That Ponnani, the centre established by them was known as the "Mecca of Malabar" speaks well of their importance. This centre of advanced studies in Arabic was established by Shaykh Zayn al Din Ibn 'Ali (928 AH) on whom the title Makhdum (worthy of respect and regard) was conferred for the first time. The Makhdums suffix the title "*Malabari"*to their names. Maabar is the Arabic name for Coromandel. The forefathers of the Makhdums came to Tamil Nadu from South Yamen. One of them settled in Maabar and the other at Kayalpattanam (both in Tamil Nadu). His grandfather Ahamad Al-Maabari shifted his residence from Maabar to Kochi where Zaynal Din bin Ali was born in 871 AH. Later the family shifted their residence to Ponnani. It was Zayn al Din ibn Ali who constructed the big mosque of Ponnani which became a reputed centre for advanced studies in Arabic and Islamic Scinces. It was during the life time of Zayn al Din ibn Ali that the Portuguese Stepped into Malabar soil. The Portuguese attitude towards the Arab traders was one of inveterate hostilities. Their idea was to root out the trade of the Muslim Arabs and to destroy them as a race as far possible. When captured,the most barbarious type of tortures was inflicted on them and they were either killed or made a slave.

Shaykh Zayn al Din rose to the occasion and composed a long poem entitled, instigating Muslims to fight against the alien rulers to save the mother country and reminded them that it was their religious duty. He has a good number of works in Arabic to his credit. Another scholar of Makhdum family is Ahmed Zayn al Din ibnMohammad al Ghazzali (1028 AH).   His work *Tuhfatul Mujahidin* earned for him international fame. It is the first authentic work in Kerala History written by a Keralite and deals with Kerala History from the time

of Portuguese arrival in Kerala in 1498 AD up to 1583 AD covering about eighty five years. It also deals with the history of the advent of Islam in Kerala and the condition of Muslims and the local people at that time. The fact that this work was translated into English by Lient. Rowlandson, the persian interpreter at the Head Quarter of the army, Fort. St. George, as early as 1833 speaks well of its importance. Afterwards it was edited and tendered into Portuguese by David Lopes in 1893. The remarks made by Lient. Rowlandson deserve mention,in this context. Referring to this work he writes, It is creditable to the author that the testimony of the western authors establishes the fidelity of his narrative since besides a very minute and extra ordinary agreement on many minor points of detail, in the relation of leading events, it is seldom found at variance with their account. He has five other important works in Arabic. Thisfamily has produced a good number of scholars who produced numerous works in Arabic

The *Qadis* of Calicut

The family of the *Qadis* of Calicut had their origin from Malik ibn Habib who had migrated from Yemen. One of the mosques constructed by Malik ibn Dinar was at Chaliyam. Chaliyam is a coastal region south of Calicut by about eight Kms and was the head quarters of Calicut at that time. Afterwards the head quarter was shifted to Calicut.Before the development of Ponnani into a centre of advanced studies, that position was occupied by Calicut. This family imported knowledge and contributed to the development of Arabic language and literature. The first work in Arabic composed on Kerala about which information is available now is:*Umdatul AshaabWa Nazhatul Ahbab* (support of the companions and Entertainment for the Dear ones) written by Qadi Zayn al Din Ramadan ibn Qadi Musa al Shaliyati (899 AH). This book in four chapters deals with dogmatic Philosophy, prayers and hymns, reasons for poverty and prosperity and spiritual deeds. Many members of this family have produced a good number of works in Arabic. The most distinguished among them is Qadi Muhammad ibn Qadi Abdul Aziz (1025 AH/1606 AD). He has more than fifty works to his credit, both big and small. His works belong to different disciplines like grammar, *Tajwid,Tasawwuff*, *Fiqh* etc. Most of his works are in verse. The most important among them is "*Al-fathal mubin*" (The Great Victory) in history which describes the condition of Muslims under the Zamorin-Rajas of Calicut and instigates time to fight against the foreign rulers. It also describes the atrocities that Muslims had to face under the Portuguese. This poem 520 couplets has been published in the '*JawahirulAshar* of Abdul Qadir Al Fadfari. The other famous scholars of this family are (a) Qadi Abu Bakr ibn Qadi Ramadan (b) Qadi Abu Bakr ibn Muhy al Din (1301 AH) (c) Qadi Muhy al Din ibn Ali (1266 AH) etc.

The Ba Alavi Family Ba-Alavi is another Arab Family that came to Kerala from Yemen. Shaykh ibn Muhammad al Jifri (1222 AH) came to Calicut in 1159

AH/1746 AD from Tarim in Hadramowt in Yemen. He was introduced to king Zamorine of Calicut by Qadi Muhy al Din the then Qadi of Calicut. The king received him with honour and respect and gave him necessary facilities to settle down at Kuttichira in Calicut. Shaykh ibn Muhammad al Jifri was a good scholar in Arabic and composed seven works including a few poems. The most important among them is *Kanz al-Baiahin*. The line of Sheikh Jifri was continued by his nephew Saayyid Alavi(d.1260/1844) who established his centre in Mamburam near Tirurangadi, Malappuram district.The popularity of Sayyid Alavi increased so much that he came tobe called*Qutub al Zaman*(The Pivot of the age).He was the spirit behind the Mappilas in the period of struggles againstthe British power.Another member of this family Sayeed Fadl Ibn Alavi who was born at Mamburam inMalappuram District in 1240 AH.Sayeed Fadl was a great scholar and freedom fighter. He composed a treatise entitled *Al SayfulBattar*(the cutting sword) and published it in 1306 AH instigatingMuslims, to fight against the British regime, asit is their religious duty. He has illustrated his statements with quotations from the *Qur'an*and *Hadith* and also from the works of later scholars. He took a leading role in the *Cherur*revolt. This antagonized the British officials and he was banished to Istambul in 1270 A.H. He died there in 1318 A.H. He has composed sixteen works in Arabic.

The Bukharis:

The Bukharis constitute another family of Arab luminaries who came to Kerala from Bukhara in Zamarqand. The first scholar of this family is Ahmad Jalaluddin Bhukhari who came to *Baliyapattom* in Kannur district, was renowned for piety and scholarship and commanded respect and regard in the society.Sayyid Muhammad Moula of Kavarathi Island, born in 1144 A.H./1724 A.D., was the fifth descendant of Jalaluddin Bhukhari, It is reported that his activities extended from Mangalore to Trivandrum. A few scholars belonging to this family established centers of Arabic at *Kadappuram* near Chawghat in Trichur district. Sayyid Hamid ibn Muhammad (1352A.H) belongs to this family.His most important work is *Matali al—HudafiMatamiil Ihtida'* dealing with the history of the Sayyids with special reference to *Bukharis*. There are certain other Arab families who flourished in Business like the *Baranis* and in politics like *Bafakis*. The migration of the Arab families to Kerala could not be limited to few Arab families. The Arab traders who frequented Malabar Coast who always came alone established matrimonial alliance with the women of the country,leading to the formation of a new race viz., the *Mappilas*. The original inhabitants of Kerala were Dravidians who were dark in complexion. But this new race is fair in complexion and comparatively tall in size. Thus trade relations led to racial amalgamation also. In short Arab relations with Malabar had deep impact in the socio,economic and cultural life of this region.

AnAlysing ChinA's Belt And RoAd initiAtiveAnd its implicationsfor india through the prism of Kautilya's Mandala theory

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Abstract
The paper seeks to analyse China's Belt and Road Initiative (BRI) through the prism of the Mandala theory. To that end, China is considered the primary king or Vijigishu. BRI's geo-strategic implications for India will be discussed, following which the same Mandala paradigm will be utilized to analyse India's foreign policy options vis-à-vis the BRI and China.
Keywords: Belt Road Initiative, BRI, China Pakistan Economic Corridor, CPEC, China, India, Mandala theory, foreign policy.

At the outset, a brief overview of the Belt and Road Initiative (BRI) is given, followed by a discussion on the Mandala theory. China is treated as vijigishu and its Mandala of friends and enemies is looked into, followed by an analysis of BRI using the Mandala framework. Then, the strategic implications of BRI for India are dwelled upon and India's geo-strategic situation is engaged with using the

Mandala theory. The paper concludes with an enquiry into India's foreign policy with respect to BRI and China within the same framework.

<u>BRI</u>

BRI was announced to the global audience by the President of People's Republic of China Xi Jinping in Kazakhstan in 2013. It is a highly ambitious connectivity project which, upon completion, wouldseamlessly interconnect- connect Europe, Central Asia, Africa, South Asia, and South-east Asia by building a network of roads, railways, power grids, pipelines, ports, and an entire paraphernalia of related infrastructures. The initiative was launched as the 'One Belt, One Road' (OBOR) project but was rechristened as BRI later. It's two main components are – the overland Silk Road Economic Belt (SREB) and the Maritime Silk Road (MSR).

The Silk Road Economic Belt mainly consists of the Polar Silk Road and six corridors which are as follows:

1. New Eurasian Land Bridge Economic Corridor (NELBEC) running from Western China to Western Russia through Kazakhstan, and includes the Silk Road Railway through China's Xinjiang Autonomous Region, Kazakhstan, Russia, Belarus, Poland and Germany.
2. China – Mongolia – Russia Economic Corridor (CMREC) from Northern China to the Russian Far East.
3. China – Central Asia – West Asia Economic Corridor (CCWAEC) envisioned running from Western China to Turkey.
4. China – Indochina Peninsula Economic Corridor (CICPEC) extending from Southern China to Singapore.
5. Bangladesh – China – India – Myanmar Economic Corridor (BCIMEC) from southern China to Myanmar and is officially classified as "closely related to the Belt and Road Initiative"
6. China – Pakistan Economic Corridor (CPEC), also classified as "closely related to the Belt and Road Initiative", is a collection of infrastructure projects throughout Pakistan which aims to rapidly modernize Pakistan's transportation networks, energy infrastructure, and economy.

The Trans-Himalayan Economic Corridor (THEC) is also a part of the project, running across the Himalayas from Beijing to Kathmandu through Lhasa.

The 21st century Maritime Silk Road (MSR) connects or enhances effective sea-lines of communication of China with South-east Asia, South-Asia, Arabian Peninsula, Eastern coast of Africa and Europe. This would ensure unprecedented greater Chinese presence in South China sea, Strait of Malacca, Indian Ocean, Arabian Sea, Persian Gulf and Red Sea.[1]

BRI is a mammoth undertaking spanning around more than 120 countries comprising two-third of world population, more than 50 per cent of world GDP and around 75 per cent of global energy reserves. It is valued at approximately 4

trillion dollars in 2020.[2] Its vision and action document emphasizes building on traditional links and on regional cooperation.[3] It has continuously expanded and evolved since its announcement in 2013 so that now it also covers South America, cyber space and outer space.

Mandala

Mandala literally means circle. The Mandala Siddhant is a formulationto help discriminate between friends and foes in the area of international relations based on geographical realism.While this principle is also explained by ancient Indian theorists like Kamandaka, Manu, Yagyavalkya and Shukra, it is most widely associated with the Arthshastra author *Kautilya*.   In the ninth book of the Arthashastra *Kautilya* dwells upon the concepts of sovereignty, and Mandal theory. Therein he states that the vijigishu or the conqueror, his friend and his friend's friend form the primary circle or mandala. Similarly, there are separate mandalas of ari or enemy (of vijigishu), madhyam or the state between vijigishu and arithat is stronger than both of them, and udasin or neutral state.The vijigishu is characterised by enthusiasm, capability and the desire of territorial expansion.The states sharing a boundary with vijigishu state are considered natural enemies. A neighbour with considerable power in considered enemy. The states whose borders lie with the enemy state are considered natural friends, because they are natural enemies of the vijigishu's enemy states.[4]These fundamentals are repeated in other works by the same author. For instance, in the ChanakyaSutrani, it is reiterated in verse 50 –

<div align="center">Ekantaritam mitramishate II50II</div>

i.e., the state next to the ari, which is a natural enemy for ari, becomes vijigishu's friend naturally.[5]

A rearward enemy is called parshnigrah, and a rearward friend is called akranda. Parshnigrah's ally is called parshnigrahasara, and akrandasara is akranda's ally. A state that lies beyond all these states, and is powerful enough to help or resist vijigishu, ari and madhyama together or individually is called udasin.
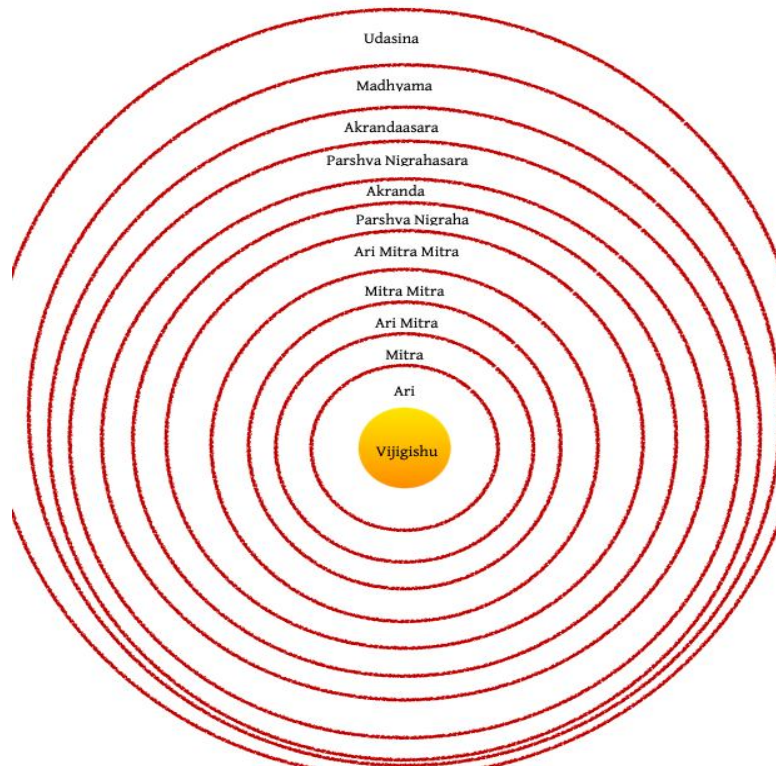
Figure 1: Diagrammatic representation of Mandal theory.[6]

According to *Brigadier Khanduri*, the aim of Mandal theory is cultivation of neighbours, friends and neutrals effectively. He considers it Kautilya's greatest contribution to the concept of diplomacy linked with strategy.[7] *Gautam* holds a similar view that Mandala is the most unique contribution of Arthashastra and it needs to be applied to issues of politics, diplomacy, statecraft and more. The theory is universally applicable.[8]

China as Vijigishu: Sino-Mandala

Communist Party led China is exhibiting the traits of a vijigishu- it has the capacity as well as the desire to become a conqueror, or the hegemonic superpower. It frequently lays claims to neighbouring sovereign territories and in tandem with controlled use of force often gains control over miniscule pieces of their territories, a tactic that is often referred to as 'salami slicing'. Looking at it in a broader purview, China's muscle flexing in its neighbourhood is a part of its larger foreign policy goal of making China the super-power in the world, or as the Chinese officials often put it, reviving China's lost ancient glory as the greatest state in the world.
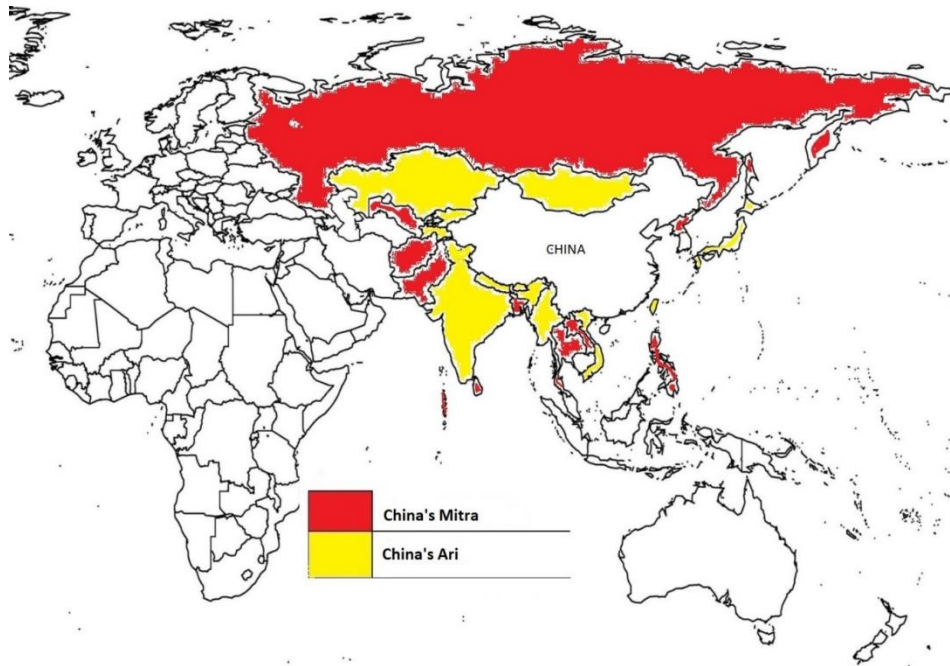
Map 1: The Sino-Mandala

Vijigishu China's ari or natural enemies as per the Mandala theory would be Mongolia, Kazakhstan, Kyrgyzstan, Tajikistan, India, Nepal, Bhutan, Myanmar, Vietnam, Taiwan, and Japan. Its mitra or natural allies would be Russia, Uzbekistan, Afghanistan, Pakistan, Maldives, Sri Lanka, Bangladesh, Thailand, Laos and Philippines. North Korea has been treated as a friend because it is a declared ally of China and does not pose any threat to it.This is China's Mandala of immediate friends and enemies as per Kautilya's theory,depicted in Map 1. The map is not necessarily a depiction of current international relations of China. Russia shares some border with China but has been considered a friend here because it shares a much larger border with enemies Mongolia and Kazakhstan. Similarly, Laos also shares a small border with China but it has considerable border with Vietnam and Myanmar.

Major Abhishek Kumar has similarly used the Mandala framework to analyse China's foreign relations. He has placed China as the vijigishu and Japan as its primary enemy. Pakistan and North Korea are considered allies while Japan, India, South Korea and Vietnam are considered enemies. Russia is the middle king and USA the all-powerful neutral king. He also points out similarities between China's policies and Chanakya's Shadguna-neeti and states that a strategic alliance of USA, Japan and India can effectively counter China Mandal of friends.[9]

Actualization of the Mandala:BRI as China's strategic footholds in Asia

B K Sarkar underscored that in the Hindu theory of international relations, the theory of state is based on the twin doctrines of Danda and Mandala- the doctrine of danda ends matsya-nyaya or the law of the jungle in a state; the doctrine of mandala maintains matsya-nyaya in the international sphere. In analysing the Mandala doctrine, Sarkar concludes that the Mandala theory finds its logical end in the idea of Dig-vijaya (literally meaning victory in all directions) by the Sarva-bhaumor the Chakravarti, the ruler of the world. Therefore, Mandala according to him is 'the cult of expansion'.[10]

Connectivity, including infrastructure projectshas long been recognized as an integral element of global politics as well as a reflection of new political and economic realities. *Halford Mackinder*'s seminal contribution to classic geopolitics was based on the transformative effects of railway routes.Mackinder's Heartland theory seems relevant here, famously summarized as follows –

"*Who rules East Europe commands the Heartland; who rules the Heartland commands the World-Island; who rules the World-Island commands the world.*"

- where 'heartland' lies between Volga and Yangtze, and Himalayas and the Arctic, and 'world island' means Europe, Asia and Africa.[11] The relationship between trade routes and imperialist expansion is historically known. Vasco de Gama's discovery of sea route to India paved the way for European colonialism, as did Christopher Columbus' discovery of Americas.

BRI covers this heartland, effectively leaving USA, the current super-power state,side-lined through its corridors. China needs to keep expanding its economy to escape the 'middle-income trap' and to further bolster its path to becoming 'the superpower'. *Frankopan* draws attention to the fact that China's domestic energy are going to treble by 2030. High levels of population and pollution with rising living standards makes them seek food and water security beyond their boundaries in the long run.[12]To these ends, it needs to secure an uninterrupted inflow of energy and other resources from Middle East and Africa, most of which flows through the Indian Ocean, a route which doesn't seem conducive enough due to the presence of US and European military bases, Japan and of course, India.

In tandem with these pressing geo-political concerns, China's foreign policy is also guided by its current approach to its own history. Humiliating treaties imposed by the western world reduced the honour of the greatest empire in the world to rags, and that honour needs to be restored so that China can once more be the middle-kingdom. *Khurana* is of the view that China's 'middle-kingdom' approach is the key to understanding China's foreign policy. The approach is premised on the notion of ancient cultural superiority, based on which the current Chinese leadership seeks to subject the transactions among countries to a geo-political hierarchy. It seeks to dominate the peripheral nation-states in the manner

of its tributaries as in the past. This ultimately challenges India's traditional influence in the Indian Ocean.[13]

The manner in which the implementation of BRI is progressing, it is being pointed out by an increasing number of observers, analysts and scholars that there is marked difference between what Beijing says it does and what it actually is doing. China has repeatedly had to clarify that the BRI is not aimed towards expanding their 'sphere of influence' because many view this initiative as a geopolitical strategy to secure China's regional dominance and to successfully challenge USA's position as the superpower. Events unfolding in reality are contradicting China's stated foreign policy principles and objectives with respect to the BRI.Verses 172-74 from Chanakyasutrani are quotable in this context[14]

<center>Maryadatitam na kadachidapi vishvasetII172II</center>
<center>Apriye kritam priyamapi dweshyam bhavatiII173II</center>
<center>Namantyapi tulakotih kupodakakshyam karotiII174II</center>

Verse 172 cautions against trusting the one who does not adhere with socially accepted boundaries. China has regularly flouted international rules and conventions for the sake of its self-interests. For instance, it outright rejected the Hague tribunal's ruling on territorial dispute with Philippines, it is constructing artificial islands in violation of UNCLOS, its distant water fishing fleets poach into other nations' sovereign territories.[15] The most glaring example would be China's refusal to cooperate with the WHO on investigating the spread of the Wuhan virus pandemic that is claiming millions of lives across the world.

Verse 173 states that the enemy's act of apparent goodness should also be viewed with suspicion. Verse 174 draws a parallel between a pot of water and an enemy who is bowing because they both use the garb of civility to drain the well and the person respectively. BRI has been used by Beijing to portray China as pole-bearer of a 'new kind of international relations' that is characterized by 'win-win cooperation', and partnerships on equal footing. It is the centrepiece of Xi Jinping's foreign policy which includes ideas such as 'diplomacy with Chinese characteristics for a new era' and a 'global community of common destiny'. At the 2018 central conference on foreign affairs in Beijing, Xi emphasized that Chinese diplomacy's main tasks are national rejuvenation, and promotion of common development and word peace.[16]However, it is fairly evident that the BRI, previously known as One Belt, One Road (OBOR) is owned by one country and geared towards the interests of one country only. Like the white man's burden, China wants to share the fruits of its development with the lesser fortunate countries. Many observers and scholars have pointed that BRI is a form of neo-colonialism. In fact, Malaysian Prime Minister Mahathir Mohammed has openly called the BRI as 'a new version of colonialism' and has compared deals with China with unequal treaties forced by Britain on China after the opium war.[17]

A map of China's strategic investments and acquisitions would yield Map 2.
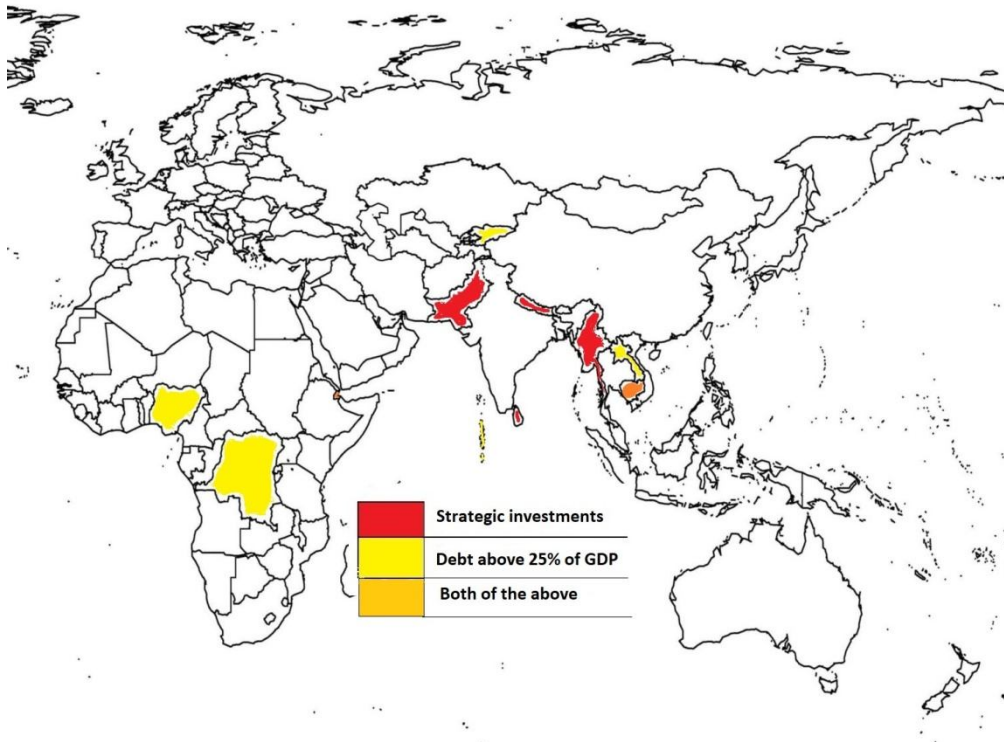
Map 2: Strategic investments through BRI.

Some clear overlaps are visible in the two maps. Pakistan, Maldives, Sri Lanka, and Laos are red in both the maps.China has built the CPEC in Pakistan which owes more debt to China than it does to the IMF. As of 2019 it had to pay commercial loans of over 6 billion dollars to China by 2022.[18]As per reports, Djibouti, Niger and Republic of Congo in Africa and Kyrgyzstan, Laos, Cambodia and Maldives in Asia owe more than 25% of their GDP in debt to China.[19]China has control over Doraleh port in Djibouti and Hambantota port in Sri Lanka. Riding on the back of heavy investments, the PLA has access to Sihanoukville port in Cambodia. Chinese investments in Nepal have seen a recent surge and havebecome three times more than the Indian investment.

Guided by its 'middle-kingdom' approach riding on the narrative of setting right historic wrongs and humiliations, China has systematically worked towards becoming a contender for superpower status. Through easy loans and what has been referred to as debt-trap diplomacy, lucrative looking infrastructure development deals, strategic capital investments, and careful control of narrative, China has been able to woo many lesser developed nations to be a part of the BRI, especially in Central Asia and Africa.

In spite of China's unprecedented expansionism, a major hindrance to its global ambitionis its lack of access to the Indian Ocean through which large portions of its trade and essential commodities' supply flow. Xi Jinping has sought to cure the

'Malacca dilemma' through BRI's Maritime Silk Road. MSR is geared towards building or acquiring a network of ports, artificial islands and related infrastructural paraphernalia from South China sea to the East coast of Africa. As aforementioned, some strategically significant port acquisitionsare already under China's belt. At the same time, through its overland Silk Road Economic Belt's flagship programme China Pakistan Economic Corridor or CPEC's Gwadar port, China is seeking unfettered access into the Indian Ocean.

India's strategic concerns emanating from BRI projects

India's current Minister for External Affairs Dr S Jaishankar had cautioned against countries using connectivity for influencing choices of others. New Delhi's strongest direct response so far has been not attending the Belt and Road Forum organized in 2017and 2019 to which it was formally invited, on the grounds that the CPEC is violation of its sovereignty, and that there are concerns related to transparency, rule of law and equality.[20] While India chooses to stay away from the initiative, its neighbours have not held back, and the unbridled enthusiasm of some of them is a cause of concern for India.

Murthy argues that Bangladesh, Bhutan, Nepal, Sri Lanka pose no direct military threat to India but the apprehension remains that they can be used by other players against Indian interests. In fact, China was a concern when the British signed the Treaty of Segouli with Nepal in 1815, and one with Bhutan in 1910 by which Bhutan placed its foreign relations under British control.[21] With the buffer of Tibet gone, and Beijing's growing influence in Nepal, Indian unease with the initiative is understandable. Pakistan and China are 'iron brothers'. Sri Lanka has grown warmer to China with a simultaneous cold shoulder to India in recent years.

From India's strategic vantage point, the BRI raises serious concerns because its key economic corridors could be used to drastically restrain India's manoeuvrability on all sides. Pakistan, Nepal, Bangladesh, Myanmar, Sri Lanka, and smaller island nations in India's vicinity as Maldives and Seychelles have undertaken some form of participation in the BRI. Of all the corridors listed under the aegis of SREB, the CPEC is New Delhi's primary head-ache. Starting from China's Kashgar and passing through Pakistan Occupied Kashmir, this corridor ends at the Gwadar port, thus facilitating China's access to India's western oceanic flank. Moreover, it is a clear breach of India's sovereignty by China because China chose to build it through Pakistan occupied Indian territory without consulting India or addressing India's legitimate concerns. A portion of this territory was ceded to China by Pakistan following the Sino-Pakistan Frontier Agreement of 1963.

At the Himalayan border, the THEC would provide more effective movement across the rugged terrain from China to Nepal through Tibet which was annexed by China in 1952. China has consistently deepened its influence in China and recent political upheavals in Nepal have showcased Chinese handling of affairs in Kathmandu. China's stronger presence here poses challenge for India owing to increased vulnerability of the 'chicken neck' Siliguri Corridor.

The BRI is remarkable for its flexibility in that, it lacks any concrete plan so that projects are subsumed or removed from its umbrella as per suitability. This was showcased in case of the Bangladesh-China-India-Myanmar Economic Corridor (BCIMEC). BCIMEC was subsumed by China as a flagship corridor of the BRI in 2013, even though it has been worked upon by concerned states since nearly two decades. Because India refuses to be a part of the BRI, post 2013, it started dragging its feet on the BCIMEC. Then, displaying the quintessential flexibility of China's foreign policy, the second BRI forum conducted in 2019 did not mention it in the corridors listed under BRI, while at the same time statements were made by the Chinese officials to deny that it has been dropped from BRI.

For China's interests linked with BRI, whether economic or strategic, the Maritime Silk Road is of utmost importance. Owing to geography, China lacks access to the Indian ocean and has no considerable footprint here which is a matter of concern for it because a huge portion of its trade and vital energy supplies pass through these waters via various straits as the Malacca strait. MSR seeks to remedy this 'Malacca dilemma'. Through this initiative, China seeks to build (acquire) ports at various locations such as Yangon (Myanmar), Palawan (Philippines), Klang (Malaysia), Leam Chabang (Thailand), etc. The initial plannedoutlay included Indian port cities of Kolkata, Mundra, Pipavav etc. Through the debt trap diplomacy (a term coined by renowned geo-strategist*Brahma Chellaney*) China has secured the Hambantota port in Sri Lanka. It already has military presence at the Doraleh port in the Arabian Sea. Since India considers the Indian Ocean as its own area of influence, China's power projection here rightly ruffles New Delhi. The creation and militarization of artificial islands in South China Sea, despite objections from other littoral nations should raise concerns in the international community about the end results of unchecked belligerent behaviour. India also has cause of concern here because nearly 1/3 of India's trade (by value) is through these waters. Gwadar demonstrates Chinese intentions in Indian Ocean. The concept of String of Pearls is evidently being put to practice here. The presence of other forces like the US and France in these waters further complicates the situation. The tug of war between China and USA is panning out in the Indian Ocean, and there is no way for India to avoid being caught in the middle of it because it is quite literally at the centre of the Indian Ocean. India must plan ahead for the long-term security of core national interests.

India in the Mandala framework

As per the Mandal theory, India's Ari and Mitra states would appear as depicted in Map 3.
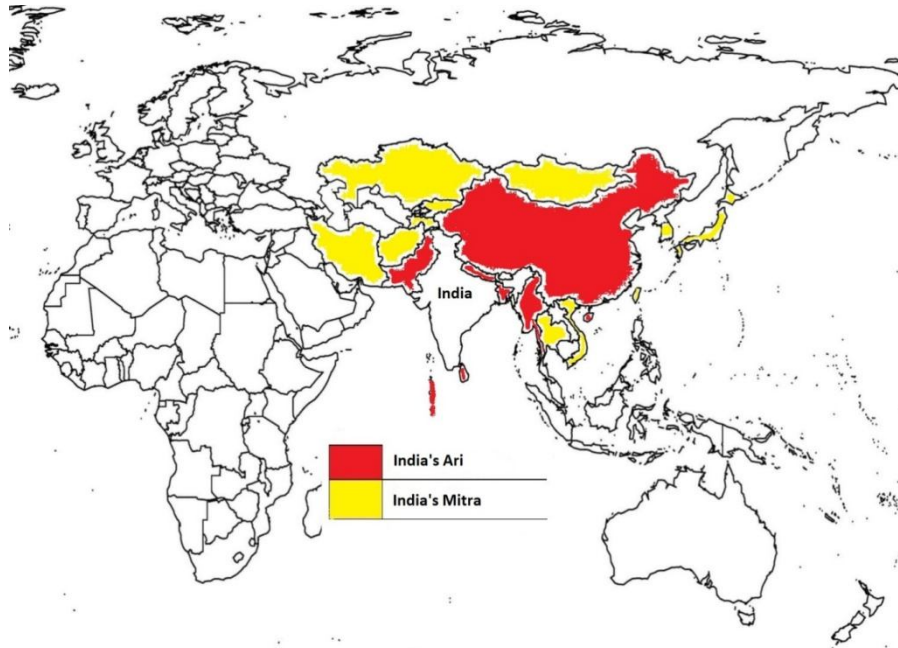
Map 3: India's Mandala

Khanduri asserts that 'The *Mandal* is now being practised by China against India.'[22]In light of vijigishu China's BRI mandal, India needs to appropriately assess its position and recalibrate its foreign policy accordingly. It cannot take its position in the Indian Ocean, and its relations with its immediate neighbours for granted. For China to become the dominant global power, it is vital that it maintains hegemony in Asia, for which it must always keep India in check. In fact, the 1962 war was a demonstration of this hegemony.

On its part, China has followed Chanakya's Mandal theory and nurtured its relations with Pakistan because the neighbour's neighbour and neighbour's enemy are natural ally- India is sandwiched between vijigishu China and its natural ally Pakistan. *Mattoo* quotes US CIA director *James Woolsey*'s statement that Beijing regards nuclear Pakistan as a crucial ally to counterweight growing Indian military capacity.[23] China sided with Pakistan in 1965, and in 1971 it denounced India's decisive intervention in East Pakistan.The 62-billion-dollar CPEC running from Kashgar to Gwadar has already been elaborated upon.

Nepal is land-locked and wants to reduce its dependency on India for which China appears to be a good option. Its ruling party shares the ideology of China's only party. It is in acute need of infrastructure development, and while it receives aid and investments from both India and China, recent years have seen an

upswing in China's influence in conjunction with worsening of relations with India.[24]Bhutan has been the only neighbour firmly allied with India and this was abundantly shown in the Doklam stand-off.

Sri Lanka has shown a definite preference lately for China over India. After the strategically located Hambantota port was leased to China for 99 years, India approached the Sri Lankan government for stakes in developing the Matalla airport, but to no avail. In February this year, the Colombo port project with India and Japan was scrapped by Rajapaksa government.[25]Maldives' islands in Thaa and Kaafu atoll were lost to China's debt trap but for timely Indian intervention. Former Maldivian President Nasheed has stated that the debt amounted to almost 3 billion USD.[26]

Bangladesh is presenting a good example of prudent foreign policy which is good for India because unlike some other participant nations of the BRI, Dhaka has avoided or even cancelled agreements that could potentially harm its national interests. The scrapping of Sonadia deep sea port is an example. It also blacklisted China Harbour and Engineering Company over bribery charges. It was this company that had built the Hambantota port. Bangladesh is awake to the fact that it shares Indian borders on three sides, and maintaining a healthy relationship with India is essential. So long as such balanced policy is followed here, China is not likely to gain any major strategically important foothold in Bangladesh.

But China's hold over Kyaukpyu port in Myanmar raised flags in India because its distance from Andaman Nicobar Islands is less than 900 kms. China was able to extend its influence here because while the developed countries of the west shunned the military government and tried to force it out through sanctions and reprimands, China engaged with the junta without qualms. The now ousted National League for Democracy government had halted several of the BRI projects, such as the Muse Mandalay rail project and the New Yangon City project, due to opposition by the local populations and also because the government rightly grew wary of China's debt trap. Only nine of the 38 projects China had proposed under the China Myanmar Economic Corridor or CMEC of the BRI were approved. Under Aung San Suu Kyi's leadership of the democratically elected government, Myanmar's debt to China reduced by 26 per cent.[27]But it wasn't a cake walk for China even when Myanmar was previously under military rule. President Thein Sein had stopped work at Myitsone Dam, and also cancelled the Yunan-Kyaukpyurail project, citing the will of the people of Myanmar. The people of Myanmar are praiseworthy for their indomitable courage and political awareness. Protesting against the current military coup, several Chinese factories and shops were targeted by the people, and their placards said 'China get out of Burma', and 'China supports military coup'. It needs to be mentioned here that China exercises additional leverage in Myanmar with its influence over the Rohingya separatists.

A key potential ally of India in this mandala framework is Iran. Like Myanmar, Iran was forced to lean towards China following the suspension of the nuclear deal by the Trump administration. India cautiously chose not to toe the line with USA over Iran, and China has conveniently filled the vacuum. The Chabahar-Zahedan railway project exemplifies this. But before these unfortunate complexities cropped up, the Chabahar port deal between India and Iran was harbinger of greater strategic comfort between Tehran and New Delhi vis-à-vis common neighbour and hence enemy Pakistan.

China engages with the Taliban in Afghanistan on good terms as evidenced in Taliban's silence on the issue of Uighur repression. In fact, many of those few who escape from Xinjiang take refuge in the Wakhan corridor. American withdrawal from Afghanistan made space for China to spread in the area. There are proposals for extending CPEC to Afghanistan, and it is no news that the war-torn country needs funds, and infrastructural development. As with other under-developed countries, China has lately increased its engagement with Afghanistan, although the success of any infrastructure project in Afghanistan is always suspected.[28] On the other hand, Afghanistan has had good relations with India for a long time, and India has undertaken infrastructure projects as the Salma dam, now known as India-Afghanistan friendship dam. The key concern for India in Afghanistan is that while China is very much a part of the peace negotiations here, India is absent from the table.

USA as India's mitra

Struck with the Superpower Syndrome, Beijing finds it necessary to counter the current hegemone USA at all fronts i.e., economy, strategy, technology and ideology. By virtue of China being the contender to 'the superpower' status, and USA acting as the defender of the sole right to the status, USA becomes ari of China, and therefore mitra for India. The BUILD Act was passed in 2018 ostensibly with China and BRI in view. The recently declassified US Strategic Framework for Indo-Pacific or SFIP is entirely oriented towards containing China. As Pakistan allies itself more firmly with China, USA has reduced the favours it once so generously bestowed to Islamabad, and is finding convergence of interests with India.

The assumptions on which the SFIP is based unequivocally state the maintaining US primacy in the Indo-Pacific region is crucial to its top interests; its security and prosperity is dependent on free and open access to the region. It goes unstated that China's increased presence in the region through the MSR of the BRI poses challenge to this primacy. The SFIP also articulates US' intention to use India as a counterweight to China by helping enhance India's capacity as the net security provider in the Indian Ocean. The strategy document recognizes that in the face of increasing strategic competition with China, it is in the interest of the US that

India maintains its pre-eminence in South Asia and also that India needs to become the leading force when it comes to securing the Indian Ocean Region.[29]

India's options

Dabhade uses *Mohan Malik*'s term 'congage' to describe India's foreign policy in East Asia with respect to China. Post the cold war, India responded to China's growing influence in East Asia through a policy of simultaneous covert containment and overt engagement or internal balancing i.e., enhancing own strategic capabilities, and external balancing i.e., building partnerships and alliances as counter with China's regional rivals like Japan and Vietnam.[30] India considers the region from Middle East to Malacca as its extended strategic neighbourhood. So, growing Chinese presence here are is a potential security issue for New Delhi to be worried about.

When it comes to unfolding events in the international arena, India has traditionally gravitated towards the 'wait-and-watch' approach. While this policy has its benefits, it does not seem the best path to tread now because as has been mentioned before, China needs to contain India in order to ensure its hegemony in Asia. It would be prudent for New Delhi to be more pro-active than before. The deft handling of situation in East Pakistan in 1971 bears testament to the benefits of timely action. In the context of China's non-aversion from use of force and in light of recent escalations in stand-offsat LAC, like at Pangong lake and Doklam, worst case scenarios are not impossible to imagine.So, as it is mentioned in the Arthashastra, one who aspires to peace should prepare for war. It is also aptly said-

<div align="center">Apratikareshvanadaro na kartavyah II252II</div>

Even when an enemy looks uninterested in attacking, he should not be ignored.[31]

First, India should cultivate its relations with Iran. The Mandal theory accords India with Pakistan and China as ari or natural enemies, Iran and Afghanistan as mitra or natural allies. Because China is now antagonistic to both India and USA, the two of these have also become natural allies, given that enemy's enemy is a natural friend. If India can successfully lobby in USA for easing away some sanctions on Iran, it will find a stable ally in Tehran because resumption of trade with the rest of the international community will easily wean it away from China.

Second, the immediate neighbours are similarly important. India should step-in to help them meet their infrastructural needs. Promises of easy loans and help in meeting basic needs are what draw the lesser developed countries to China-led BRI. India should quit relying on narrative of historic and civilizational relations alone, and back it up with substance. Of course, New Delhi is not blind to the vital strategic importance of its neighbours. The Gujral doctrine was specifically aimed to this end. However, it is much more difficult for a democratic India to act in the same manner as communist China, not just because of the considerable gap in the size of their economies, but also due to the different forms of their polities.

But what works in India's favour is its long history of disciplined international behaviour, and non-expansionist foreign policy which is in stark contrast with China's expansionist tendencies and repeated non-adherence to rules and norms. It is understandable that nations like Nepal, Sri Lanka or Bangladesh look at China to counter-balance India's overbearing geographical presence. It is wise foreign policy that works to securing their vital interests. India should take into account their legitimate concerns, and work on utilizing their apprehensions against giving too much space to China. For example, Myanmar, which is a gateway to South-east Asia for India, its people and government have displayed a lack of enthusiasm in brewing too close a relationship with China. Similarly, Bangladesh has been very prudent in dealing with China. India needs to step-up its game in its immediate neighbourhood. And probably none of this applies to Pakistan, because its politics is entirely based on a paradigm wherein India is their enemy no matter what.

In the Arthashastra, *Kautilya* has advised the ruler to develop sinews of self-defence, and instead of ignoring a neighbour under assault, develop allies who help each other. Had a concerted effort been taken against China's annexation of Tibet, India would have been spared from many foreign policy conundrums it finds itself in today. If China does not shy away from helping Pakistan based terrorists like Masood Azhar, India should also voice its concerns over legitimate humanitarian crisis is Tibet, Hong Kong and Xinjiang.

Third, India should build strategic alliances with similarly disposed countries such as USA. France is an important player in the Indian Ocean and in recent times, it has repeatedly stated the need to prevent any instability caused by one country's attempt at hegemony in the region. It has shown favourable disposition towards enhancing strategic ties with India. Similarly, Japan and Australia will become crucial allies to India in foreseeable future, all thanks to China's bullying assertiveness and insensitivity to their legitimate concerns. The revival of the Quad strategic dialogue is a direct result of this. When Quad was proposed by Shinzo Abe in 2007, India and Australia were apprehensive of being perceived as part of an attempt to contain China. Abe's idea of 'Asian arc of democracy' did not find many takers. The strategic dialogue was revived in 2017 after China's increasing belligerence convinced them otherwise. Vietnam, the David who stood ground against two Goliaths, is also keen on developing strategic relations with India to counter China's ever increasing muscle flexing in the region.

Fourth, India should work towards reclaiming PoK to secure its strategic interests. This particular region is extremely valuable strategically because it is the quadripoint where the borders of India, Afghanistan, China and Pakistan meet. China's effective access to Indian Ocean can be resolutely curbed if PoK is reintegrated with India, not to mention India's enhanced ease of access to Afghanistan. China then would have to seek access to Pakistan through

Afghanistan via the Wakhan corridor, or even through Tajikistan. But even with China's relations with Taliban, it would be difficult to implement any major infrastructure project in this country simply because the internal dynamics are always volatile here and long-term investments need stability. Moreover, the presence of Uighur militants in the Wakhan corridor further complicates the matter for China. So, PoK's reintegration with India would definitely push China's plans for gaining unhindered access to Indian Ocean via Gwadar back by several years. India shares good relations with Afghanistan and it is less likely that Kabul would allow the use of its territory for Chinese military movement, in case CPEC is routed through Afghanistan. In contrast, it is highly likely that Pakistan would comply to such movements simply because it could harm India.

Fifth, international efforts such as the International North South Transport Corridor and Asia Africa Growth Corridor should be earnestly implemented. Lesser developed nations such as Afghanistan, Nepal, Djibouti etc need investments and infrastructure development. The same stands true for Central Asian countries, African countries and Latin America. There is no doubt that the US led international order is biased against the global south. China's economy and willingness to challenge US dominance makes it a viable contender. Dominant credit institutions like IMF impose heavy pre-conditions which these countries are less likely to be able to put up with. China provides them the much-needed financial support with least conditions attached.International politics needs better guiding principles than the west's unending expansionist capitalism and China's 'new international relations' which just sugar-coats the same tendencies.

Sixth, India must develop its capacities is all spheres- economy, military, technology, narrative building. Ultimately the above options are practicable only if India can develop and maintain its capability to back these policies with action on ground.In the ninth book of the Arthashastra where *Kautilya* dwells upon the concepts of sovereignty, and Mandal theory, he also deals with the concepts of relative or comparative power of kings/states. Power is of 3 kinds: power of deliberation, power of treasury, and martial power. Working towards an expansive and quality research, strong economy and comparable military strength is what will boost India to a position of self-dependency from where negotiations with enemies and allies both will become more favourable.

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Indisputable Truth: A glimpse into memoir writing

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Abstract

In the thriving world of Post -truth, Memoir is one of the most prominent genres of the 21st century. It is held to have eclipsed fiction in popularity. It is a story 'from a life' that gives emphasis to some momentous and many a time, traumatic events and turning points from the author's life. Memoir dates back to primeval times and has always been a vehicle to convey and document personal life. It has always been a genre that aids to ventilate feelings heedless of position or gender. Even today people rely on memoirs to convey their feelings and what they have learned from that experience. Memoirists claim that writing a memoir assists them in a deeper understanding of their predicament which helps them have control over their life, in turn, overcoming their tumultuous experiences. One key aspect of memoir writing is its relationship with the truth. Memoir relies entirely on memory and has been named after it. Lately, certain fake memoirs have shaken the very foundation of memoir writing; thereby, the whole genre has been subjected to negative criticism thus eroding the integrity of memoir writing. Every time a new memoir is published the writers are expected to defend the extent of truth in it. The paper unfolds the opinion of memoirists on vital

questions based on memoir writing and attempts to give insight into the recent negative criticism on how much truth does memoir holds.

Key Words: Post-truth, Memoir, Trauma, Memory, Truth.

Introduction

Sir Isaac Newton, a legendary scientist quoted "Truth is ever to be found in the simplicity and not in the multiplicity and confusion of things". Truth has always been simplistic, delineating itself as the quality or state of being true, being one's real self. This was the idea inculcated from infancy as the greatest and most important of all virtues. Ancient literature lays great emphasis on this characteristic shaping characters of Harischandra, a legendary Indian King, Una in *FairieQueene*who stood by truth setting an example to the whole of mankind. But this very characteristic lately has been subjected to critical thinking thereby exploring and expandingin turn revolutionizing the very idea of truth. Arthur Conan Doyle rightly stated, "It is a capital mistake to theorize before one has data. Insensibly one begins to twistfacts to suit theories, instead of theories to suit facts". Writers, Philosophers, Religionists, Inventors, Discoverers, along with people committed in action to growth, development and evolution appreciate and live Sir Arthur's verdict. Modern context is more of being true to self. In 2016
the Oxford Dictionary declared "Post truth" as the word of the year *Post-truth,*defined as 'relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief'. Post truth has become a conventional term not only in politics but more significantly in literature.Memoir is a genre which basis itself absolutely on the truth.

Sharing his experience Brock Clarke, an eminentnovelist states, "I moved on to the memoir section. After browsing for a while, I knew why it had to be so big: who knew there was so much truth to be told, so many lessons to teach and learn? Who knew that there were so many people with so many necessary things to say about themselves?..." (Yagoda, 2010, p. 5)Lately, the whole world has witnessed the boom in memoirs. Everyone either talks about it or pens a memoir of their own. The sudden boom exemplifies on exactly how many of us have come onward to candidly confess our lives to others either to help others or to help ourselves. Though memoir is considered one of the most popular genres of the 21st century, its beginnings date back to time immemorial. Delineating the popularity of memoir, Thomas Couser in his book *Memoir: An Introduction* has stated that "Memoirs have eclipsed Autobiography as the term of choice for a certain kind of life narrative". (Couser, 2012, p. 3)

Memoir: An Overview

Memoir, a nonfiction genre, paints the lives of real not fictional individuals as a nonfictional record or re presentation of real human experience. It is not considered 'a story of life' but 'a story from life'. It is the way in which ordinary people exemplify their lives in unconstrained, unique oral accounts, in anecdotes, signature stories, personal stories passed down as family or institutional experience or so on. It is a perhaps human trait to want to tell others about one's experiences and people have done so in their various ways since time immemorial, these narratives disappeared into the air the moment they were spoken or in rare cases a little bit after the death of the last person to whom they were repeated. The advent of the written word afforded a means of preservation and with it a motivation for lengthier and more formal presentations. Traces of life writing can be found in both the Old Testament and New Testament. Ben Yagoda, in his *Memoir: A History* cites, "There is evidence of a Roman autobiographical tradition, already waning by the time of Tacitus, who observed that in Our father's times... many men counted it not presumption, but self – respect, to narrate their own lives."(Yagoda,2010, p.31)

Virtually none of the texts survived, an exception is the *Commentaries* of Julius Caesar, Notably a series of seven about the Gallic War, written in roughly 50BCE, in which he recounts the nine years he spent battling local armies. One of the most notable autobiographies of all time is *The Confessions* of Saint Augustine, written in the fifth century. "It stands like a lone literary sky scraper in a vast flat medieval landscape". (Yagoda, 2010, p. 32) Augustine memoirs date back to twelfth century and were written by French monks. One of them, Peter Abelard's Historia Calamitatum (The story of my misfortunes) and Pope Pius II's Commentaries completed in 1463

Stories from our life are meant to be treasured and shared which goes with an Argentinian expression 'Nadietequita la balido' which means 'Whatever happened, it was worth every minute'. Understanding the value of our life helps us make the best use of it. This is the reason behind the plethora of memoirs been published every year. Apart from this most significant reason, memoirists have varied reasons to document their life. Documenting one's life assists them to unfold their story with the generations to come. Unveiling one's life and experiences with others makes one feel content and progressive. Such a dynamic step ahead aids them to conquer their ordeal and trials one faces in their life. Penning a memoir could be therapeutic as Kate Christensen says, "Memoir writing isn't therapy it's better than therapy. It opens out your life to the world and lets the world in". (Maran,2016, p. 21) which gives a better

understanding of one's self and live life better which in turn inspires others to help overcome their obstacles and lead life positively.Meredith Maran in her book *Why We Write About Ourselves* gives a detailed account of twenty memoirists on why they expose themselves (and others) in the name of literature. In which Cheryl Strayed states "I'm always asking myself if material I have from my own life would be best used in a novel or a memoir or a short story or an essay. I was moved to write *Wild* as a memoir because I thought that was the best way to tell that particular story". (Maran,2016, p. XII) I actually never intended to publish a book", says Ishmael Beah, whose bestselling *A Long Way Gone*, describes his life as a twelve – year- old soldier in Sierra Leone. "Writing [became] for me a way to prove my existence". (Maran,2016, p.XII - XIII) "I have never written memoir by choice", says Edwidge Danticat, author of *Brother, I'm Dying*Each time I write memoir, in short or long form something that feels pressing and urgent, something that there is no other way to express". (Maran,2016, p. XIII)

The thriving of memoirs in the 21st century is a great proof for Meredith Maran's statement. Canonically memoirs were ostracized initially. Lately, memoirs have rightfully demanded a lead bearing in mind the impetus of literature (i.e.) to cognize each other. It is a great way to apprehend why people do the things they do or why people are the way they are. It instills valuable lessons in life aiding us to comprehend and empathize with one another bringing mutual humanity. It gives us company making us realize that we are not alone in our experiences. Meredith Maran states, "For centuries readers, reviewers and social commentators have been gobbling up first – person narratives, all the while diagnosing the book's authors. It is not just because we're nosy, but to learn something from how other people live, in order to live better lives ourselves". (Maran, 2016, p. XI, XII)

Truth in Memoirs

James Frey's memoir *A Million Little Pieces* was a spectacular success. The book sales took off after Oprah Winfrey endorsed it. But its meteoric success attracted scrutiny, and the online investigative journalism website The Smoking Gun revealed some serious falsifications of information among Frey's many superfluities of his story of life on and off drugs. More egregious was his claim that a girl from his settlement who died in a terrible train mishap was his only high school friend. In fact, she was three years older than he, and he and her parents deny they had a close association. No wonder a minor scandal erupted, with many journalists, pundits and professional writers expressing outrage. The Frey incidence elucidates two significant things about memoir today. First, the

fact that Frey got a publishing contract only when he presented his story as memoir illustrates the genre's current value as literary property. Publishers are much more willing to invest in certain kinds of stories if they are presented as fact rather than as fiction. At the same time, the outcry over Frey's 'embellishments' demonstrates that readers read memoirs differently than they read novels, because the memoir is not supposed to require fiction's willing suspension of disbelief. Another such shocking illustration is of Greg Mortenson and his co- writer,who turned two events that happened a year apart into a single, dramatic episode. They also claimed Mortenson was held captive by the Taliban, which others claim never happened. The international best – selling memoir *Misha: A Memoire of the Holocaust Years* by Misha Defonseca considered as a literary hoax published in 1997 told a fascinating tale of the author's escape from the Warsaw ghetto to security among a pack of wolves. Such fake memoirs have shaken the faith of readers in the credibility of memoirs.

"I've given my memoirs far more thought than any of my marriages. You can't divorce a book" states Gloria Swanson.Gloria Swanson's statement elucidates on the fact of how significant is a memoir for the memoirist. Memoirists decide on the genre by choice as they know that memoir would be the preeminent genre to document their life, moreover they have facts that it does not concern what is true in fiction but it does in memoir. This choice does not allow a writer to consciously fake their content. Edmund White said, "Memoir should be extremely honest and personal. It should show the author for who he is, warts and all... A memoirists contract with the reader is that you're telling the truth and nothing but the truth. That requires telling everything there is to say about everyone involved". (Maran, 2016,p. xiv)

In spite of the knowledge of the genre, if a writer intentionally tries to embellish his content to make it spicy, then the memoirist is to be blamed for his deception. Protecting oneself from self - justification and ego is equally important in a memoir. As Kate Christensen says that self- protection is the enemy of truth "It takes vigilance, exposing myself is the only way to go though, If I'd rather wear veils, I should write fiction. I write out of the sure knowledge that the more honest I am the freer I am, and the freer I am, the happier I am".(Maran,2016, p. 20)Conceiving the whole idea of how important truth is in a memoir Ishmael Beah rightly states, "The question of morality arises in a memoir only if the writer deliberately tells a story of deceit or chooses to blatantly portray people through outright lies for purposes of slander and sensation. It's also immoral for the narrator to paint him or herself in a saintly light".(Maran,2016, p. 8)

The memoirist's prime resource is memory which is customarily considered imperfect and unreliable. Memoir is the story of memory. It is not a photograph or a legal document or a reliable representation of one's memory,but considered as the best guess of the past. Memory is open to interpretation and influence. It is liable to misdirection and interference, that's the whole point. Making sense of these inconsistencies is what sets good memoir aside from stolid, facts-based writing. Ben Yagoda in his book *Memoir: A History*articulates the very fact that contemporary memory research has suggested that long – term memory is unreliable.Intense memories of momentous life events, flash bulb memoriesalso have proved to be quite deceiving. When it comes to recollecting everyday existence, memory does not privilege distinct events over typical ones. Thus, summary is apparently truer to the way memory actually works, which is to distill (and distort), rather than simply record, our pasts.

So how does one get to the truth? Can a writer trust in a foundation that is so unpredictable? The memoirist here must preside like a judge over remains of evidence and bias, dismissing the insignificant and fine-tuning the significant details. The memoirist is required to be story-teller, poet, analyst and observer, absorbing the story and cozying up with the good bits. The truth gets revealed to the writer when they have gained some distance and perception from the point of creation. Ideally, as a writer, the memoirist will discover the truth before his work is published. But this adventure of discovery is what one enjoys the most about writing memoir. The search for the truth is what memoir writing is all about.In memoir, and especially in autobiographical writing, the facts of life must be redrafted, restructured, made appealing and accessible if we are to turn them into literature that is readable, enjoyable and meaningful. If one is to simply tell a story of growing up in a poor and disadvantaged suburb, using only cold, hard immutable facts, the story might be dull and not noteworthy; the most imperative challenge is to bring meaning to the story. Truth, rather than facts, carries with it an idea of morality and belief in one's writing, integrity and genuineness all assist in truth telling.

Eventually, hopefully, the memoirists probably would not only have articulated their life, but also would have shown how meaningful their life is to him / her. Therein lies one of the keys to writing memoir. The memoirist as a crafter of the memoir is given the privilege of creating a lasting testament of his / her memory because, regardless of whether it is widely read or not, the memoirist would have explored, discovered and shared why the story was written in the first place.This can be sensitive if others are involved in the memoir, as the writer's story may not always match another's, even if both were

present at the same place as there may be more than one truth. Summarizing some of this research, the psychologist C.R. Barclay has observed that most of our autobiographical memories are "reconstructions aimed at preserving the essential integrity" of our sense of ourselves and our histories. They are, he wrote, largely "true but inaccurate… one conveys the meaning of lived events through plausible reconstructions of those events". (Yagoda,2010, p. 105)

That act of misrepresenting one's intents as a storyteller is different than the act of constructing a truthful recollection of life experience. Through reconstructing the past with narrative by using the best of abilities to recall the truth of the moments as they present themselves through the veil of memory is not deceitful. Making a personal truth out of the material of memory is not lying or misleading others. If misconceptions persist against memoirs it would be a backlash against wonderfully written stories, a slap at all writers who feel drawn to the genre of memoir."Readers need to acknowledge the memoir's reliance on memory renders it fallible; likewise they need to accept that memoir is inevitably, to a degree, fictive. The representation of the past necessarily requires some creativity on the part of the writer; few people have photographic memories, and even the most faithful memory does not provide a verbal transcription of events. Furthermore, as we've seen, memoir cannot comprise the whole of a life; narrative must always be highly selective. Any memoir is therefore necessarily at best a partial account of a life, in more ways than one". (Couser,2012, p. 81) At the same time, there must be limits on invention. What was so troublesome in the case of James Frey was the extremity of his "embellishments" of his story. When one extends a very short stay in Jail (a matter of hours) to a matter of months, one has exceeded most reader's tolerance.

Memoirist and author of *Writing True: The Art and craft of Nonfiction* Mimi Schwarz suggests there sometimes needs to be a crossing of the line between fact and fiction for the greater good of the story. Some call it the power of the imagination, an ability to reveal an emotional truth. In her article entitled 'Memoir? Fiction? Where's the line?' she states: "If the main plot, characters, and setting are true, if the intent is to make honest sense of 'how it felt to me' and tell that true story well (with disclaimer as needed), it's memoir to me."(Schwartz 2005, p.404) Artistic manipulation, according to Hemley, is not an ethical issue but a technical one. He believes that it is a 'poetic license', a clever kind of handling of story, that permits artists, filmmakers, portraitists and photographers to draw a deeper truth, an emotional truth.Articulating on the significance of emotional truth ,Rousseau, in his *Confessions* writes, " But that doesn't matter, I cannot be mistaken about what I felt, nor about what my

feelings led me to do ; and this is what principally concerns me here ….It is the history of my soul that I promised, and to relate it faithfully. I require no other memorandum all I need do, as I have done up until now, is to look inside myself".(Yagoda, 2010, p. 102)

Conclusion

Accordingly the question arises, does truth lie in absolute facts only? Or is emotional truth equally regarded? Ismael Beah precisely expresses the situation telling that an individual is not a journalist inserting themselves in experience and therefore carry notepads, cameras to record every minute detail. Life is unpredictable . He admits that he relied on the best of his memory when he composed his memoir. Memory may be in accurate but it was emotionally true. Joining with Ismael Beah, is the English critic Leslie Stephen, the father of Virginia Woolf and an ardent late nineteenth century advocate of life writing, went beyond and predicted later observers who actually celebrated the gap between memory and certainty: "An Autobiography, alone of all books, maybe more valuable in proportion to the amount of misrepresentation it contains". (Yagoda, 2010, p. 111)

The above estimations on the vitality of emotional truth strongly defends the fact that memoir is something above absolute facts. It delves deep into the souls of people and gives them opportunity to express their feelings and emotions and not mere facts thus respecting the emotional state of every individual as Aldous Huxley strongly puts forth that "Every man's memory is his private literature".

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Mappila WoMen and the traditional education systeM

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Malabar, a district of the then Madras presidency ofthe British India, is an exceedingly interesting district with distinct culture and antiquity. It had been one of the major centers for foreign trade in India right from the ancient time.The Mappilas are distinct in many ways but connected to the world Islamic societies from the early days of its origin. They have grown out of the trends, ethos and traits within the complex Kerala society. Unlike their counterparts from other states in India, the Muslim community in Kerala has mingled with the other communities and has not shown much difference in life style, dress code, language, etc. Muslims of Kerala accepted and retained the local cultural religious traditions with a distinguishable character. They had a separate cultural identity, but not alien or not necessarily distinguishable in public. They remained part of the wider cultural complex with their own peculiarity and expanded character.

There existed different types of traditional educational institutions among all religious communities in India. Normally traditional education meant learning to read sacred texts and religious literatures. Among Hindus, it was restricted based on caste. The members of priestly class, the Brahmins, were learned in all branches of sacred knowledge while the other two classes (Kshatiryas and Vaishyas) were given less rigorous programs. Shudras and most women were not taught the sacred books but some women were taught to read the sacred texts.

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Muslims were far ahead in the field of education and knowledge production in medieval Kerala. Malabar was a cosmopolitan center where students from different part of the world arrived to join the educational institutions. It was one of the intellectual capitals of the Islamic world where number of books on various titles were produced. Books written by the intellectuals of Malabar can be classified to two broad categories. One was written in Arabic addressing the whole world and the second one was in Arabi Malayalam addressing the indigenous people. All members of Muslim community including women were taught to read Arabic and Arabi Malayalam. Attainment of religious education in Islamic texts and rituals was an inevitable thing for Muslims.

When the indigenous people began to convert to Islam, teaching and learning of Arabic and Islamic texts became necessary. For this purpose a particular kind of institution of learning called *Dars or Othupalli*was started. This system continued for centuries and played as a center for disseminating Islamic learning and Arabic into the inlands of Kerala. There were two types of classes run by mosques. For primary level learning, the classes conducted outside the mosques and later on, for the higher level of Islamic learning classes were conducted inside the mosques.

The primary level of teaching for Muslim boys and girls, called as *Othupalli,* consisted of learning by rote. This learning process was fixed only for the purpose of reciting Qur'an and by hearting the hymns and other necessary things used in prayers and religious service and rites.[2]It is a sort of primary school for religious and Arabic education for both boys and girls. Girls were allowed to get only *Othupalli* knowledge in the morning. The method of teaching was oral. A teacher, who was called *'Mullah', 'Musaliyar'* or *'Mollaka'*, would recite the lesson and the students would be asked to recite the same repeatedly until they memorised it.[3] Teacher would write Arabic alphabets on a wooden slate by a bamboo pen and ask them to read it. During the process of learning pen, pencil, book, black board or chalks were not used.[4]

The higher educational institutions called *Dars*was for boys and more education on various topics especially on Quran, Hadeeth and Islamic

1   Geraldine Forbes, *The New Cambridge History of India, IV.2; Women in Modern India,* New Delhi: Cambridge University Press, Foundation Books, 1996, p. 35.

2   E.K Ahmad Kutty, (ed.), *Arabic in South India,* Thenhipalam: University of Calicut, 2003, p. 503.

3   William Logan, *Malabar, Vol 1,* 1887, reprint, New Delhi: Asian Educational Services, 1995, p. 198.

4   K.T. Muhammed Ali, *The Development of Education Among the Mappilas of Malabar;1800-1965*, New Delhi: Nunes publishers, 1990, p. 38.

jurisprudence were provided there.The Muslim traditional education centers provided knowledge and allowed discussions on various filed of knowledge based on Islamic philosophy. From a very early period mosques were built multi-storied where the ground floor was used for prayer and the rest of the area set apart for the purpose of lodging of the inmates who study in those mosques. The students, stayed and taught at mosques, were given all support and well-liked and respected by the whole Muslim community.

Ponnani has become the center of Islamic education during the time of *Makhdums*who produced great Islamic books on various topics. By 15th century, Ponnani came to known as *'Little Mecca in Malabar'*.The *Dars*of Great JumaMazjid at Ponnani played a prominent role in producing celebrated Islamic scholars and prolific Arabic literature in the sub-continent. The Ponnanicentre of Islamic learning was said to have attracted students, not only from various parts of Kerala and India but also foreign countries like Indonesia, Malaya, Java, etc.[5] students completing their learning from there were appointed to various parts of the country. The *Dars*at Chaliyam Mosque, near Calicut also developed into a prominent center of Islamic knowledge by 15th century. [6] None of these Islamic seminaries never allowed girls to join for Islamic education.

The end of 19th century witnessed the emergence of few scholars and reformers who initiated to impart innovations and changes in the conventional education system that existed for centuries among the Mappilas in Malabar. It was in 1895, A.M. KoyaKunhi, a native of Kannur city, found MaadinulUloom Madrasa at his residence in Kannur. He has imparted many reforms in Madrasa education. Muslim girls including girls from Arakkal royal family were also joined in his Madrasa. He taught Malayalam scripts to students and also adopted some tricks to teach Malayalam scripts to the women members of Arakkal royal family.[7]

ChalilakathuKunhahammad Haji (l283-1338 HE), the pioneer of the Madrasa movement, took hectic efforts for the modernisation of Madrasa system in Malabar. He was appointed as SadarulMudarisin (Head master) of the TanmiyathulUloom Madrasa at Vazhakad in 1909. The Madrasa, run by famous

[5] Hussain Randathani, *Makhdumum Ponnaniyum.* (mal.), Ponnani: Ponnani Jumath Palli Paripalana Committee, 2006.

[6] The celebrated Islamic scholar and prolific writer, Quadi Muhammad ibn Abdul Aziz, was a product of the Chaliyam *Dars.* He is the author of twenty three works in different fields of knowledge including, grammar, books on Shafi school of Islamic jurisprudence, philosophy, *Sufi* poems, etc.

[7] C.N. Ahmad Moulavi and K.K. Muhmammad Abdul Kareem (ed.), *Mahathaya Mappila Sahitya Paramparyam*, (mal.), Calicut: by authors, 1978, p.63.

Koyapathodi family, was established in 1871.[8] Later the Madrasa was renamed as Darul Ul Uloom Arabic College, and sought to turn it into a modern institution for the study of theology as well as modern secular subjects. Girls were permitted to attend the classes on regular basis.[9] He has introduced many innovative changes in all areas including the curriculum of the Madrasa which later acculturated by the community in the religious institutions. However, he was forced to leave the institution by the opposition of the conservatives. Similar initiative was also led by Vakkom Abdul Kadar Moulavi and in 1914, solely due to his effort the government began to employ Arabic teachers in several state owned schools in Travancore.[10] All these measures boosted Muslim girl's education in Kerala.

Due to the interest shown by the community to provide religious education to girls and as 'Mappilas insists on religious instruction for girls more than for boys', The British education officers asked to impart provisions for religious instruction in the scheme of schools as a technique to attract Mappila girls to public schools.[11] Most of the upper class families in Malabar arranged special tutors at home to teach Quran and some vocational skills for becoming good housewife.[12] For other girls, their parents, especially mothers, acted as the teachers.[13]

Generally, Muslim girls attend the *Othupalli* at the age of five or six. Muslim girls, irrespective of their socio-economic background used to gain this education. It was not familiar among other communities who had been restricted gaining education on religious as well as' caste grounds. The table shown below on the *Caste Wise Distribution of Students in Indigenous Schools of Malabar District*

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[8]   U. Muhammed, *Educational Empowerment of Kerala Muslims, A Socio-Historical Perspective*, Calicut: other books, 2007, p. 32.

[9]   E.K. Ahmad Kutty, *Islam and Reformist Movements in Kerala*, Calicut: 1982, p. 12.

[10]   U. Muhammed, *op. cit.*, p. 32.

[11]   Statham, the DPI of Malabar. Note dated 14/12/1939 in GO No 458 Edu Ms Series, 1940, Regional Archives Kozhikode (RAK).

[12]   It has been observed that there was strict seclusion observed in the upper class Muslim families in India. They prohibited their daughters from attending public schools. Geraldine Forbes, *op. cit.*, p. 35.

[13]   Separate Madrassa for girls were begun in various part of the country during the British period. But the number of students was very less. Even in the case of Bengal, there were only eleven schools for girls and only 142 pupils were studied during the beginning of the twentieth century. Usha Chakraborty, *Condition of Bengali Women around the Second Half of the Nineteenth Century,* Calcutta: 1963, p. 52.

*(1822)*indicates a comparatively better position in the educational status of Muslim girls in 19th century. [14]

Caste	Male	Female
Brahmins	2230	5
Vaisyas	84	15
Sudras	3697	707
Muslims	3196	1122
Others	2756	343
Total	**11963**	**2192**

Muslim girls from the elite families were not allowed to go outside the houses and mostly received their education from home tutors. There were many individual teachers both male and female who provided education from their houses. Apart from this, parents, especially educated mothers also acted as teachers to their girls as well as their neighbors. The table shown above is not included these groups, if so; the actual number of Muslim women gaining education might have been higher in number than the table. It is known that all Muslim women were able to read Quran and Arabi Malayalam books during those days. It can be argued that Mappila community including their male and female population may be an exclusive community who were highly literate in India. According to the report on Public Instruction, there were 7174 Muslim girls studying in elementary Quran schools in Madras Presidency during 1899-1900. [15]

Historical examples indicate that women could compete with men in the field of transmitting Prophetic traditions or *hadith*, as many women in the early Islamic period were known as narrators of Prophetic traditions. [16] We can see many women names as teachers in Islamic history. In the case of north India, there are examples of women who enjoyed a 'rich and full-blooded' professional life as teachers, even if they were not officially affiliated with a Madrasa. In her detailed study on girl's Madrasa in India, MareikeJule Winkelmann provides a detailed description about the engagement of Muslim women with Madrasa education system in North India.[17]

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[14]   Michael Tharakan*, 'Socio Economic Factors in Educational Development: the Case of Nineteenth Century; Travancore',* Working Paper No. 190, Center for Development Studies, Thiruvanathapuram, 1984, p. 14

[15]   *Report on Public Instruction in the Madras Presidency for 1899-1900*, Madras: 1901, p. 9.

[16]   Berkey, Jonathan P, 'Women and Islamic Education in the Mamluk Period' in Nikki R. Keddie and Beth Baron, (ed.), *Women in Middle Eastern History. Shifting Boundaries in Sex and Gender*, Yale University Press: 1992, pp. 151-153.

[17]   Mareike Jule Winkelmann, *From Behind the Curtain, A Study of a Girl's Madrasa in India,* Amsterdam: Amsterdam University Press, 2005.

There were many Muslim female teachers popularly called as *Mollachi*or *Pen Usthad*in all parts of Malabar who were engaged in the teaching of Islamic texts in Malabar. These popular professional women teachers played a vital role in educating children the basics of reading Arabic and Arabi Malayalam as well as the Islamic practices.Veliyamkot TK Fathima Musliyar, Parappanangadi Usthad Nabeesa, Ayisha, Fathima, Kunjamina of Ponnani, Koottilalngadi Biyyunni Mollachi, Vazhakad Amina Umma, AroorPathumma, PatterkadavSrambikkal Fathima, Alappuzha Pulikkal Rukyabeevi, Ambalapuzha Kacherimukkil Fathimabeevi, Kazargod Kumbalayil ImbichiIttha, Kunjamina Musliyar Kunnumburam, Kormath Kadeeja and her daughter Nabeesa, AisithathaThirunavaya, were some of the among in the long list.[18]

Wife of AP AbdullakuttyMusliyar was worked as teacher at an *Othupalli*at Vengara. This *Othupalli* later developed as *Ma'danulUloom.*[19] There was a woman called *Beevithatha*at Mahe who taught many boys and girls as well as take care of orphans. She had also given traditional medical treatment.[20] They conducted classes within their houses or in a room called *Othupura*near to their houses. Teaching recitation of Quran was the main agenda of teaching. Basics and practical sessions of Islamic theology and activities were also taught. Both girls and boys entered to the classes. Beyond being a religious activity, they considered it as a profession to meet their day to day expenses. Their participation in socio religious life of Kerala has yet to be researched.

Apart from a religious activity, teaching was considered as their profession. They were sometimes daughters or relatives of any male Usthads and received Islamic knowledge from them. Most of them were just teachers but some of them developed into the position of a scholar and people came to them asking advice and religious *Fathwa*. The name of TK Fathima Musliyar (d.1984) is remarkable among this genre. Born at Veliyankodu in Malappuram district, Fathima Musliyar, also known as PathavuMusliyar, received religious knowledge from the noted scholar of the time, TattankaraKuttavuMusliyar. She by hearted the whole Quran and was an expert in Islamic *Fiqh*. She specialised in the very complex process of the distribution of ancestral property according to Sharia law (*Faraaid)*. People from nook and corner of Malabar came to her to get clarification in religious matters. She was well versed in Arabic and Tamil languages and able to read and write English too. She had many students who later became noted Islamic scholars like K Umer Moulavi, leader of Mujahid Movement, ChemmanurKunjippaMusliyar, the Qatheeb of

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18   Sadarudheen Vazhakad, 'Othupallikalil Poothulalnja Jeevithangal',*Prabhodanam,* (mal.), Vol 70, Issue 12, August, 2013.

19   Telephonic interview with Abdul Basheer (Teacher), Vengara: September 9, 2014.

20   Telephonic interview with Abdul Azeez (Teacher), Mahe: September 6, 2014.

CheramanJumaMazjid, etc. Not being a blind follower of the orthodox Ulema, PathavuMusliyar stood firmly with her views which had a reformist outlook.[21]

The story of PathavuMusliyar is just a small part of the great history of Muslim women teachers who taught many generations in Kerala. Amina Musliyar, RukiyaBeevi, H, Fathima Beevi, PathummaMollachi, etc. were taught their students for above thirty to thirty five years. There was many women teachers in almost all part of Malabar especially places like Vazhakad, Mavoor, Koduvally, Malappuram, Vengara, Aroor, Koothuparamba, Thalassery, Vadakara, etc. Kormathkadeeja (d.1953) and her sister Aysha educated many in and around Cherupa, mavoor and Kodiyathur, daughter of KormathMoosaMusliyar. Aysha was a good scholar who was able to translate from Arabic to Malayalam.[22]

These groups of early *Mollachis*were followed by another group of women teachers by 1960s when school education and Madrasa movement has become pervasive in and around Malabar. These new generation teachers were educated from Arabi colleges and some of them were joined in government schools and became leaders of the reformist movements. An exclusive academic research has to be conducted to list out these Muslim women teachers and also have to analyse their role in educating and reforming the Mappila community.

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[21] Sadarudheen Vazhakad, *op. cit.*

[22] Interview with Abul Khair Moulavi (Religious Scholar), Cheruppa, Kozhikode: December 24, 2013.

Illusion and Reality In Vijay tendulkaR's select Plays

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Abstract

Vijay Tendulkar is a grand Indian playwright, famous for his comprehensive artistic genius. Since the question of subjugation of woman in patriarchal power structure is crucial in modern era, Tendulkar depicts the condition of women of the middle class family in Indian societal context. He reveals how women in our society are offended, suffered, distressed and exploited. His dramas mirror our society and its callousness in a natural way that exhibits the true colour of men towards a woman. Silence is used as a tool of suppression and persecution by male dominated society on women by centuries. The research article unfolds the illusion and reality of women in society

Key words: Illusion, Reality, hypocrisy, gender, prismatic.

Indian English Drama is considered as a hot house plant. It is not so theorizing as fiction and poetry. Indian English Drama has the poor relation to poetry of fiction, because the first and the foremost reason, according to many, is the want of living theatre, It is a well-known fact that the real success of a play can be tested only on

the stage. Though Drama lost its charm due to the colonization, yet it paves the way for translation of drama written in Indian languages to English. Being closer to the real life incidents, K.R. Srinivasa Iyenger comments the entertainment of drama. "Indian Drama was expected to comprehend whole arc of life, ranging from the material to to transcend at once relaxation and entertainment, instruction and illumination." (Iyenger,1961, p. 1)

A Play Wright needs a living theatre and a responsive audience so as to evaluate the success of his creation. In India, drama in English may thrive only in metropolitan centers. During the last decades, several plays, originally written in the regional language have been translated into English .These translations have indeed forced a link between the east and the west , the north and south, and contributed to the growing richness of contemporary creative consciousness of India. Thus regional drama in India, according to R.k. Dhawan, is slowly paving a way for a national theatre into which all 'streams of theatrical art seems to converge'.(Dhawan, 1995, p.184)

Krishna Mohan Banerji wrote the first English play, "The persecuted or Dramatic scenes of the present state of Hindu society in Calcutta'' in 1831.It is a social play which presents the conflict between, Indian orthodoxy and the new ideas which came from the west. Michael Madhusudan Dutt translated his play *Ratnavali* (1859) and *Sermista* (1859) originally written in Bengali into English.

The earliest plays were written in Sanskrit, and they were based on the Vedas and the Upanishads. Fortunately enough, many of them are available in their English translations too. However drama originally written in English is conspicuous by its scarcity. This want is made good by the several English translations of plays in the vernaculars. Still, for obvious reasons, the plays written in regional languages that dominate the Indian theater. These plays are easily intelligible to the audience. Authors to can easily improvise in their English, being a foreign language is not intelligible to the masses and playwright too find it difficult to write crisp, natural and gracefully dialogue in English. Since they do not grow in an English speaking environment, the … they produce seem to be somewhat still and artificial.

Annasaheb Kirloskar's epoch-making production of *Sakuntala* launched the modern Marathi drama. Consequently English drama as the Bombay stage slowly declined in the face of the challenges from the drama in the vernacular. It is in this context that the plays of Grish Karnard in Kannada, Mohan Rakesh in Hindi, Badal Sarcar in Bengali and Vijay Tendulkar in Marathi assumes the significance. In the 1960's, four dramatists from different regions, writing in their own regional languages, were said to have ushered modernity into the sphere of Indian Drama and theater.

Of these artists, Vijay Tendulkar, most influential playwrights, occupies a unique place as pointed out by Arundhati Bannerjee. Baneerjee analysed the plays of Tendulkar, "His plays have same prismatic qualities giving forth new meanings as

one turns them around in the light of understanding." (Bannerjee, p .xix) He gave a new content and form to Indian theater, writing about contemporary themes and issues. His prolific writing portrays the society of India through multi layered characters whose angst was held up against the social crises of society. His plays have dealt with themes of the exploitation of power and latent violence in the human relationship. His female characters are from the layers of middle classes: daughters, teaches, housewives and servants who are the composite of contradictory personalities struggling between emotions and personality.

This research paper will focus on the Illusion and Reality in Vijay Tendulkar's select plays. It presents in detail the predicament that various characters of the plays under discussion, encounter as a result of the conflict between the world of illusion in which they seek refuge and world of reality in which they live.

Vijay Tendulkar chooses the title "Silence! The Court is in Session" to make a powerful comment on a society with a heavy patriarchal bias that makes justice impossible. In Silence! The court is in Session; it is because of their jealousy that the co-actors hurt Benare. Mr. and Mrs. Kashikar, Ponkshe, Sukhatme, Karnik, and Rokde are frustrated individuals. They are living in a world of illusion, but in reality they are haunted by a hidden sense of failure. The mock trial itself is an illusion, but the charge is real. Benare is a successful teacher, and others envy her perfection. Benare wants to be free from patriarchal dominance and conservative norms of the society. She displays self-determinations, self-assertiveness and cynicism but is also
receptive to the conventional norms of integrity. Tendulkar throws light on the character of
Benare, through the conversation Benare and Samant.

BENARE. I am the soul of seriousness: But I don't see why one should go around all
the time with the long face...we should laugh, we should play, we should sing! If we can if they will let us, we should dance too! Should not have any false modesty or dignity or care for anyone! I mean it. When your life is over, do you think anyone will give a bit of theirs? What do you say, Samant? Do you think they will?

SAMANT: You are quite right. The great sage Tukaram said... at least I think it was him.

BENAR: Forget about the sage Tukaram. I say it-I, Leela Benare is a living
woman, I say it from my own experience. Life is not meant for anyone else. It's your own life. It must be. It is a very very important thing. Every moment, every bit
of it is precious... (Tendulkar, 1998, p.8).

But in the case of the other members, no one is perfect. They are all failures in their profession. They want to harass Benare. They are happy when they successfully discover a stain in her life. The mock charge of infanticide is leveled against her. The partner of the crime, Prof. Damle, is conspicuous by his absence. The only other woman, Mrs. Kashikar, fails to sympathize with the fallen woman. She is very eager to cary on with the mock-trial. Sukhatme is not a successful Lawyer in real life. But in the mock trial, he takes the double as a counsel for the accused and a counsel for the prosecution. Ponkshe's dream is to become a scientist, but twice he has failed in his attempt. Rokde wants to be independent instead of being controlled by Mr. and Mrs. Kashikar. However, they fail to realize their dreams, and hence become malcontents.

Tendulkar draws our attention to the repression that takes place within the individual, too. These people enjoy gossip and backbiting, though outwardly they appear friendly towards one another. Benare feels that her protests have no effect on these heartless people. So she keeps silence. Her silence irritates them. They want her to testify to her sin. The violence they exhibit is clearly the outcome of their frustrations and helplessness. Benare justifies herself through her soliloquy. Her prosecutors praise the sanctity of motherhood. Paradoxically enough, the judgement they pronounce on her is that she should lose her job and that she should destroy the child in her womb.

In **Kamala,** Sarita comes to discover her real position only at the end. Kamala's words force her to think about her own status. Kamala, too, is in a world of illusion, thinking that she will be a mistress in the house of Jaisingh Jadhav. But reality comes to her in a cruel form. Jaisingh treats women as mere stepping stones in his achievements. In **The Vultures** illusion and reality collapse. Again, the result is violence. When their expectations fail to materialize, they become violent towards one another. This happens in the case of Manik, Ramakant, and Umakant.

The Chapter "Violence: Its Intensity and Degrees" deals mainly with the two kinds of violence namely, the overt and the covert. Violence is often a product of unfulfilled desires. Tendulkar protrays the ruthless violence that we witness in our society. Violence is subdued in Silence! and Kamala. In both the plays there is no open brutality, but only psychic violence that translates itself into cruelty. In contrast, **The Vultures** presents physical violence openly on the stage. Compared to the other two plays**, Kamala** is considered to be the least violent. Selfishness and hypocrisy take the form of violence here. Kamala is presented at the Press Conference without her knowledge. Sarita hates her husband's deeds. She is shocked at his selfishness. But Jaisingh justifies himself under cover of social purpose. For him Kamala is just evidence. Her future life is of no concern to him. Conversing with Kamala, Sarita finds out that there is no difference between them. Though Kakasaheb warns him of the danger behind investigative journalism, Jaisingh does

not bother about it. His aim is only fame and name. At the end of the play, he finds it difficult to believe his dismissal. His dreams shatter.

Drunkenness and immorality are the root causes of the violence in **The Vultures**. The title itself is indicative of the subject matter. It is very hard to identify the family of the vultures with any in real life. Ramakant, Umakant, and Manik behave like enemies. **The Vultures** throws light on the impairment of human relations caused by lifelessness within a family. Tendulkar portrays the ruthless violence latent in the family. The father receives violence from his own children. Brothers abort Manik. Manik causes Rama's abortion. There is no healthy relationship, whether it is father- children or husband-wife or brother-sister. They behave like monsters. Revenge motif runs through the play. The Pitales believe that money is the only solution to their problems. Cunningness and cruelty are their marked features. Manik does not behave like a normal woman. She is introduced in the play with a liquor bottle. Without any hesitation, Manik aborts Rama, her sister-in-law. Ramakant and Umakant are very eager to get money from Manik's lover, the Raja of Hondur. When his death is informed, they do not sympathize with their sister, Manik. Instead, they become frustrated because their plan fails.

The Indian dramatists have been primarily concerned with the attitude of belief of the individual that result in success or failure in his/her attempt at integration. They have tried to place individual in a situation where he/she respond. With his whole vitality and his responses are unambiguous and unequivocal. It is in such irreducible moments of life. Women's rights talk about equality in each aspects of life but in India where patriarchy has solid roots in society, it appears to be extremely hard to acquire concordance and equality in power structures. Patriarchy has clasped Indian middle class society in its stereotyped shackles and its hold on society is unbending and heavy which adversely affects the lives of women. The torture born by women is the result of brutal dominating tendency of males and Tendulkar in general, spotlights on the patriarchal society in both of his plays. He indicated how a men centric society and women's liberation are interconnected and how male domination transforms into maltreatment of women. Vijay Tendulkar is indeed a keen-sighted observer and unsparing critic of contemporary middle class society of India. His plays are the critique of contemporary Indian Urban milieu, educated but hypocritical.

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TreaTmenT of SadomaSochiSm in STephen King'S Novel Misery

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Abstract

The Jungian concept of mother archetype has an opposite shore called the negative mother complex. It has the characteristics of sadomasochism. The term sadomasochism refers the individuals involving in extreme cruelty, or those who brought misfortunes onto themselves. Stephen King pioneered by experimenting with a woman character as a villain for his psychological horror novel Misery. He crafted his horror novels with the background of psychopathic combination of Jung's archetype. The research paper aims to bring out the characteristics of sadomasochism an element of the negative mother complex a part of Jungian animus in Stephen Kings character Annie Wilkes from the novel Misery.
Key words: Sadomasochism, Negative Mother Complex,Mother Archetype.

Introduction

The Jungian concept of mother archetype is related with fertility and productivity. The mothers figure is essentially known for love and affection. The popular charactersin literature like Lucy and Madame Defarge from Dickens' A Tale of Two Cities, Diselyfrom Faulkner's The Sound and The Fury, Gladrielfrom J.R.R.Tolkien'sLord of the Rings, Glindafrom L. Frank Baum's Wizard of Oz, etc. The mother archetype has an opposite traits ofnegative mother complex.As Jung mentioned that, Lord's mother, the Virgin Mary is a most familiar and traditional example for dual nature of the mother archetype in the medieval allegories. The same way in India, the paradoxical goddesses Kali is portrait as a loving and terrible mother. As Jung says the negative mother complex as "…succeeds in overcoming the hell of "nothing but femininity," the chaos of the maternal womb, which is her greatest danger because of her negative complex..." (Jung, 1996, p.71). Negative mother complex has the characteristics of sadomasochism. This paper aims to examine the psychic influence of sadomasochism in Annie Wilkes, a popular woman character of Stephen King's novel Misery.

Sadomasochism a part of Negative mother complex in Annie

The Jungian character of negative mother complex belongs to a pathological phenomenon of obnoxious, rigorous woman, but a satisfactory partner for her spouse, she had the tendency to rebel, in every string of life, her aligned nature with everything that springs from her innate.

According to Jung she may be with the characteristics of

"…an annoying source of illusions, disappointments, and irritations, all of which are due solely to the fact that she cannot bring herself to look straight ahead for once. Because of her merely unconscious, reactive attitude toward reality,her life actually becomes dominated by what she fought hardest against—the exclusively maternal feminine aspect".(Jung,1996, p. 70)

Even though, without any concrete reason she opposes, the swell of understanding in life, which haven't thought her anything, so it leads to the conflict in her inner conscious. Even at the best part of her life she remains aggressive which leads her to all dark, ambiguous and unclear state. It promotes and emphasizes the whole thing to an uncertain, unclear and unreasonable in her life. These types of behaviour were identified as sadomasochism.

Sadomasochism is a portmanteau of sadism and masochism. The term "Sadism" has its origin from the name of the author Marquis de Sade, who practiced sexual sadism, in his novel Justine. "Masochism" is named after Leopold von Sacher-Masoch, his novels expresses masochistic fantasies. These terms were selected to identify human behavioural phenomena and classification of psychological illnesses or deviant behaviour. In 1890 Richard

von Krafft-Ebing a German psychiatrist wrote New research in the area of Psychopathology of Sex in this work he introduced the terms "Sadism" and "Masochism" into medical terminology. In 1905, Sigmund Freud in hisThree papers on Sexual Theorydescribed sadism and masochism. Freud also laid the strong initiative for the widely accepted medical perspective on the subject of sadism and masochism in the following decades. This led to the first compound usage of the terminology in Sado-Masochism (Loureiroian "Sado-Masochismus") by the Viennese Psychoanalyst Isidor Isaak Sadger in his work Regarding the sadomasochistic complex in 1913.

As Paulo Coelho mentions about sadomasochism in Eleven Minutes

"…went to work, came back, complained about everything, insulted their wife or were insulted by her, felt wretched, but were, nonetheless, tightly bound to their own unhappiness, not realizing that all it would take was a single gesture, a final goodbye, to free them from that oppression."(Coelho,2016, p. 10)

Sadomasochism was experienced by many couples in their daily life. They were not even realizing that they were having such syndrome.

Erich Fromm while discussing on authoritarian philosophy in his book Escape from Freedom he says there is no existence of equality in authoritarian philosophy and there are two types of people existing in the world. They are the power and powerless.

"...the basis of his sado-masochistic strivings, he experiences only domination or submission, but never solidarity. Differences, whether of sex or race, to him are necessarily signs of superiority or inferiority." (Fromm,1941, p.147)

That sadomasochism is obtaining pleasure by giving pain to others or to themselves. This happens due to depression, isolation, distress, and suppression.

Misery was a life of author Paul Sheldon a famous romantic writer who met with an accident and got rescued by his fan Annie Wilkes. She was a nurse and she takes care of him. She was a serial killer who killed many patients, her own father even many infant children's. She was a psyche women tortures Paul to the extreme by hiding the painkillers. She forces him to change the misery serious according to her wish. The story is all about the survival and escape of Paul from Annie's torture.

Stephen King's character Annie Wilkes a stereotype nurse was an example for negative mother complex, her role in Misery projects every aspect of her negative and positive traits. Annie Wilkes was a psychopath in the beginning of the novel, but as the meantime goes on it shows how the role of Annie Wilkes was created as cruel by Stephen King. While the recovery goes on the true mental face of Annie comes out shows the girls brain was a bag full of cats.

"...Did they make me feel sad? Of course they made me feel sad, considering the world we live in.   I have nothing to be ashamed of. I am never ashamed. What I do, that's final, I never look back on that type of thing.

Did I attend the funerals of any of them? Of course not, I find funerals very grim and depressing. Also, I don't believe babies are ensouled.

No, I never cried.   Was I sorry? I guess that's a philosophical question, isn't it?

Of course I understand the question. I understand all your questions. I know you're all out to get me...”(King,1988, p. 124)

Annie was adamant and not confessed the truth in the enquiry. It was clearly mentioned that Annie was not worried or feels sorry for the incidents happened. She never attended any of the funerals of the young victims she has murdered. The authorities may consider that all this were happened unintentionally but the actual fact was her inner conscious, the problem of sadomasochism was the reason for this tragedy. The dual nature of this woman was shown in another incident. Annie feels that if Paul got recovered from the injuries, Paul may go away from Annie's custody, but Annie won't like this to happen, she is not in the mood to give up Paul. At any cost she wants Paul to be along with her. This leads her to depression and losing balance with real life. This shows her psychic inability of sadomasochism.

In another incident, she says to Paul her pistol gun is having two bullets one for Paul and another one for her. At a situation when she reads the rewritten novel ending that Sheldon had mentioned Annie's loved character was not dead, she feels happy. There Stephen King brings out the innocence of Annie. Tremendous change with Annie, she breaks the authors legs, tortures him without giving the pain killers and the same time she celebrates him for finishing the novel. These incidents shows sadomasochism influences the character at some part of her life. Jung mentions that in a situation, if the person with negative complex turned up and supposed to see the world at first. They speak to others with maturity, blown up with colours of captivating greatness of adolescent, and even about their childhood. It brings truth and knowledge from once inner consciousness.

Paul had almost read the history of Annie while turning the pages in the scrapbook he encounters many shocking news. The Sidewinter Gazette November 19th 1984 paper clip about the dead body of a young man in eastern section of Grider wildlife preserve. Andrew Pomeroy, a young man of, Cold Stream Harbor, New York. His body found in dry stream-bed near Highway 9.

“The coroner's report said the wounds had been inflicted with an axe…. It was as if, after wading grimly through the almost unbearable necrology in

the foregoing pages, he had come face to face with his own obituary. It wasn't quite, but . . ."(King,1988, p. 125)

The report says the victim was killed by the use of axe. Then Paul identifies that Annie has the habit of attacking people with the axe. That extreme cruel attacking nature gives her a kind of pleasure. When Paul comes to know that Annie was a nurse who practiced in a nearby hospital and murdered many infant children, he was really shocked at the moment and scared that he was under the control of a mad villain.

> "...the trial for the murder of Girl Christopher, a female child one day of age. Behind Girl Christopher were seven other counts of first-degree murder. The article noted that some of Annie's alleged victims had even lived long enough to be given real names..."(King,1988p. 123)

This report had mentioned that Annie had involved in the crime of killing the infants in the town. The shocking information for Paul was that most of the infant victims were not even named. Most of the villain they used to kill people who are equal to them or more powerful than them. It is very difficult for a normal human being to kill infant babies.These types of villain archetype are very rare in literature. These people were completely refused by their neighbours and also from the society.

> "....a hand-mark on Girl Christopher's face and throat which corresponded to the size of Annie's hand, complete with the mark of the amethyst ring she wore on the fourth finger of her right hand..."(King,1988, p. 123)

People named her as dragon lady and wish to Jab her to death with a hot forks, many were interested to serve as jabber.Her biggest mistake is that she has not stop killing people even after they suspects her behaviour. She realizes that she can't able to control her anger and also to accept the truth which hurts her a lot.

> "Annie in custody. Dear God, Annie in custody; the idol not fallen but teetering . . . teetering . . . She was mounting a set of stone steps in the company of a husky policewoman, her face dull, devoid of expression."(King,1988, p. 123)

Annie's moved a lot in her carrier. Nowhere, she was recognized or earned goodwill. Paul noticed the photo of Annie, where she was arrested by the huge policewoman;she was dull no expression with her and stands like a stone, wearing her nurse uniform. She escapes from the law, because of lack of strong evidences. The murders were considered as medical errors in the court of law. Literally she took this profession as a privilege to satisfy her thirst. Being a nurse she has a moral responsibility to save the people but breaking out such kind of morals and her professional ethics, she had killed many kids. King portrait this character with extreme level of cruelty. That she has killed her own father, husband, many patients in the hospital including the kids and the state topper. Annie was affected

by psychotic bipolar personality disorder which it's a type of sadomasochism. It is an affective disorder characterized by periods of mania, alternating with periods of depression.

Jung categories people into various character archetypes. The negative mother complex is one among this category; it has the influence of negative animus. The animus was the male psyche inheritance in female. The animus was the reason for the negative mother complex. Annie wears the mask as a nurse, a caretaker and self proclaimed number one fan of Paul. Her actual sadistic nature simply hides behind her Persona as a stereotype nurse and caretaker of Paul. The actual sadist nature of Annie leads her to any extreme to torture others; the only pathetic thing is she doesn't know why she is doing all this negative things. The sadomasochism is an unconscious innate motivator which brims over in a situation where the character is in emotional state.

Conclusion

The Stephen King's misery novel character Annie was having a psychic disorder of sadomasochism. The novel Misery has the settings of lonely and desperate. Stephen King made Annie as an agent of all sadistic elements in the novel. The sadomasochism in Annie has the characteristics of sadism, temper, frustration, and isolation. A well-known psychological horror writer of the period, Stephen King was notably created the character of Annie an outstanding sadistic women of contemporary age having the influence of Jungian negative mother complex. Nevertheless, his fiction provides us with phobic readings of sadism. Also, it closely linked to the medical psyche of sadomasochism, a part of negative mother complex.

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AmAlgAmAtion of orientAlism And occidentAlism in r. K. nArAyAn's *The english Teacher*

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Abstract

Orientalism by Edward Said is a colonial text of cultural studies in which he has challenged the concept of Orientalism and Occidentalism or the different between East and West. With the start of European colonization the Europeans came in contact with the lesser developed countries of the East. Narayan brings out the influence of the Eastern values on the West and the Western values on the East in the fictional world of Malgudi. Narayan's novels are endowed with the traits of Orientalism as well as Occidentalism.

Key Words; Occidentalism, Orientalism, Imperialism

Due to the raise in colonial reign and western education, Indian minds are captivated by the modern materialism. Orientalism is the citadel of the Indians, started to ebb away from people's modern way of life. As a mark of chaos between the generation gap, there arose an open conflict between the uneducated elder Indians and the educated younger ones. Conflict is discernible within the inner minds of the younger generation

between their inherited and well-practiced spiritual self (Oriental) and the acquired and developed material self (Occidental). In *The Empire Writes Back*, Bill Ashcroft describes the term Postcolonial as "all the culture attacked by the imperial process from the moment of colonization to the contemporary day" (Ashcroft et al., 1989, p. 2).

There is an implicit connection between the Orients and the Occidents which can be evidently seen in most of the novels of R. K. Narayan. Certain characters of Narayan register the modes effect of modern education which courts a sense of provocation from unlettered minds. On the other hand, socially deprived people fall prey to the superstitious practice followed by the unconventional Hindu. Narayan brings the civil conflicts to light through the trend-changing characters of his novels. The author is not a social reformer like Charles Dickens but he thoughtfully portrays Orient's religious weaknesses, superstitious beliefs and wrong practice of the people humorously and sarcastically. Throughout the novels, it can be blatantly witnessed that Narayan is an encourager of modernity and rationality, but he never belittles the Hindu's morals and ethics. There seems to be a synthesis of Orientalism and Occidentalism in his novels.

The traits of Orientalism and Occidentalism are embedded in the characters delineated by R. K. Narayan in his novels. Some characters have got the characteristics of Occidentalism. Some characters represent the Oriental traits. Some characters have got both Occidentalism and Oriental traits. This paper keeps tab on the traits of Occidentalism and Orientalism in *The English Teacher*. For this purpose, it is appropriate to have a glance of Edward Said's *Orientalism*. *Orientalism* depicts both side of coin; how oppression, resistance and adaptation have occurred during colonial rule. Edward Said states "thinking about, settling on, controlling land that you do not possess, that is distant, that is lived on and owned by others" (Said, 1978, p. 7). This means that *Orientalism* analyses exact strategies of power, domination, hegemony and oppression exploited by the colonizer in their own colony. This comprises a vast spectrum of issues as art, architecture, economics, political philosophy and their legal manifestation. Courts, laws, psychological states, medical and scientific apparatus, the education system and civil codes, are controlled by the colonial ideology.

Orients strives very hard to understand how the colonized can react, adapt, resist the disjoint structure of domination of Occident. Colonially-driven Occident plays a main role in *The English Teacher*. The very name of the novel indicates the impact of the gate-crash British. Everything is manipulated by politically clout ideas. The delusion of being rich causes a heavy change in the course of lay men. Men who are from below poverty line or grass root are swayed by this huge gap. The novel deals with the ebb and flow of Krishna who is a teacher working in the Albert Mission College. The administration in the college is under the clutch of the Occident rulers and this constantly puts compression on him. The very fact of modernity alienates him from his traditional and conventional existence. The alienation is also due to his culture – as a teacher of English, he is forced himself as a colonized subject; and at the same time as a menial worker under the colonial institution. Unlike his colleagues he is absolutely dissatisfied and disgruntled with his profession. His grace and fancy for the profession

has faded away. In the following extract Mr. Brown, co-worker of Krishna expresses his irritation at the mispronunciation of a word by a student : " I came across a student of the English Honours, who did not know till this day that 'honours' had to be spelt with a 'u'?" (Narayan, 2013, p. 2). Then Mr. Brown, Krishnan's principal in college, delivers a speech on the significance of English "Brown cleared his throat as a signal for further speech and we watched his lips. He began a lecture on the importance of the English language, and the need for preserving its purity"(Narayan, 2013, p. 3).Gajapathy, faculty of English, he accept Brown speech. The confrontation stems from the beginning itself because Krishnan gets provoked with the statement. Krishnan retorts:
Mr Gajapathy, there are blacker sins in this world than a dropped vowel. He stopped on the road and looked up and down. He was aghast I didn'nt care. I drove home the point. Let us be fair. Ask. Mr. Brown if he can say in any of the two hundred Indian languages:' The cat chases the rat". He has spent thirty years in India. (Narayan, 2013, p. 4)

Krishna is a hard-core Hindu. He is against Occident culture fostered and forced by Mr. Brown and his other mates in college. Mr. Brown and his other cronies accept British culture. Krishnan has a deep sense of love in Hinduism from the beginning of the novel. He struggles to recuperate his tradition and culture. Krishnan's attitude against the Occident's domination is perhaps re-spoken in every change of his body language. He is mentally and physically influenced. Krishnan's aversion towards western education is in reality a realization of self, a rudimentary feature of Gandhian philosophy of education. He has his own world of morals. Krishnan in his quest for identity can be pattered as a Gandhian character, one who has personal, racial, cultural and national dimensions.

Unable to obtain a job satisfaction from teaching, Krishna is continuously grief-stricken by a feeling that he is "what was wrong with me? Doing the wrong work" (Narayan, 2013, p. 1). Krishnan is deeply rooted in aboriginal culture. He assumes English as a language of colonial supremacy. It is a tool to beguile Indians. But he is caught into an old state of affairs that he has to teach the same language that he hates. Krishnan's tragic story is the story of the irony of fate is a flux. He hates what he likes; he likes what he hates, the spiritual expectation and anguish of a learned, subtle and innovative modern Indian, who is a saddened blend of a revolutionary and inflexible idealist whose roots is firmly implanted in native tradition. His conviction is to hate product i.e. the English language. He need destroys his convictions.

This harboured unconventionality of Krishnan is due to the fact that he is unable to yield to the Occident culture steered by the British rule. He strives hand against the Occident culture. He is unhappy to think that this education system brought by British has been totally out of tune with the needs of Indian students. He broods over the teacher centred method which is the bane of educational system. These feelings of Krishnan reveal his dedication to duty and commitment to the cause of education. He is influenced by primitive native education system which shaped him no end. He thinks that a teacher should have a loving and sympathetic attitude towards grievance of the students rather than the lion-tamer's touch to make stronger his ties with the

students.Krishnan resists the lopsided curriculum framed in favour of the British. Language is a powerful tool for Orientalism to discourse the colonial process. The colonizer has strict control over the colonized. It remains the most powerful instrument of cultural control. Language is the lens of culture.

The final chapter of the novel brings out an issue of the novel where Krishnan resigns his post as an English teacher as his main is to make a reunion with his departed wife. At the end he rebels against the system of education but does not criticize English Literature but India's blind observance to the educational system which dashes the spirit of its students and also isolates them from their native culture. Though the modernity seems to be fashionable only if a person follows it who can understand the true value of the Indian culture. The author has also brought up the separation within the Indian society, where the rich priests mention the Occident whereas the poor laymen mention the Oriental people. The Orients obey the Occident, as their words are from god himself. R. K. Narayan has gone to the exploration of modern culture but at the end the tinge of the native culture not only influences them but also win the Occidental domination.

The novel describes the journey of Krishna from the life to death, from the adulthood to childhood and the move from Occidental mentality to the Oriental mentality. Thus a person retracts from the modernity to tradition, rationality to religion or superstition and materialism to spirituality. The important component of Krishnan's expedition is that he challenges the co-existence of both the western, Occidental and the native Oriental cultural attitudes. Both the cultures are like the two sides of the same coin. This represents the newer and the older generation of people living in the same India. The last stage of Krishnan's expedition takes him the Occidental knowledgeable frame of mind, inborn from the British, in which he is tightfitting to it in the beginning of the novel. But by the end of the novel he understands better and his mind shifts from the modernity to the Indian, Oriental spiritual practices. To reach the higher goal in taking up a harmonious relationship with his deceased wife, he develops a medium to communicate with dead wife; this bridges the gap between the life and life after death. Initially he is bewildered by his wife's devotional practices, scoffing her, but now he relies on her guidance, from beyond the grave to his self-development.

The relationship between the Orient and Occident is like the wind and the grass. The world knows pretty well that the wind is imperishable. It can't be controlled by anyone. So it is considered to be superior. The grass, on the other hand, is inferior. This analogy is broken down by R. K. Narayan through his novel *The English Teacher*. Both the wind and the grass is the creation of God. There is no such thing superior and inferior. People are levelled by death in spite of their birth difference. All are same. This concept is projected by the author through his novels.

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A study on food security Among trAditionAl mArine fishers during Covid-19

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Abstract:
This paper studies the condition of traditional marine fisherfolk and their steady fight for food security during Covid-19 pandemic. Eighty-five traditional marine fishers of Sandukudfishing village at Odisha in India were interviewed through structured questionnaire about their survival strategies during pandemic situation. The methodology followed is a descriptive one by rapid sampling survey. The marine fisherfolk are suffering maximum, as they are unable to sell their catch during lockdown. It has also affected fishing allied jobs like maintenance of fishing gears/ crafts and mending of nets.Almost all fisherfolk families have faced massive income loss. The fisherfolk are in deep food crisis and hardly could find alternate survival options. This study analyses the reply obtained during survey from fishers from Sandukud fishing village with an aim to compare socio-economic conditionprior and during Covid-19 scenario.
Key words: Covid-19, food in-security, socio-economic condition, pre-pandemic.

Introduction.

Researchers have defined the term food security with different context and hence, the term has open-ended definition. It has been linked with human security by the United Nations Development Programme, 1994. The World Food Summit, 1996 has concluded that food security can only be achieved when all have the economic access to sufficient nutritious food to meet dietary needs to lead healthy and active life (Rome Declaration on World Food Security and World Food Summit Plan of Action., 1996).

Further, food security has been refined as a situation when all can enjoy economic access to get adequate food to meet their dietary needs (The State of Food Insecurity in World 2001, 2000).

The concept of food security in India has much deeper concern as the country ranks 74th out of 113in Global Food Security Index. The report indicates that the country lacks far behind in consumption of protein at an affordable prices (Gobal Food Security Index, 2019). Food Securityis a deep concern in India where, the country has a quarter of world's hunger burden ratio and nearly 43% of the children in India are undernourished (Nutrition and Food Security - UN India, n.d.).

The fisheries play an important role towards food and nutritional security of nation. Eighty percent among marine fishers belongs to small scale fisheries. 14 million small-scale fishers generate 1.1% of Indian GDP(M.S Swaminathan Research Foundation, 2020).

Sandukud fishing village is located at Taluk Kujang, District Jagatsinghpur in the state of Odisha, India. The village has 2484 fishers families, out of which 2469 are traditional and 411 are BPL families. The village has 9836 fisherfolk population. It has 2386 actual full time among 2509 active fishers. They have membership in 14 fisheries co-operatives. The fishing village has 116 mechanized and 16 non-motorized fishing boats.

The lockdown due pandemic Covid-19 has severely affected livelihood of people in the state. The Government of Odisha has stopped favorable fish trade with neighbor West Bengal due to implement complete lock down in Covid-19 pandemic. The fish farmers hardly enjoy profit margin as inter-state fish transportation has declined to a greater extent. The workers engaged in allied activities like post harvest processing, ice-plant workers etc have also suffered a huge blow. A regular loss of Rs 500 to Rs 1000 among fishers has been recorded during survey. People engaged with maintenance of boats/ gears have also faced minimal job and fighting for basic family need. Thus,lockdown has indirectly increased business for middlemen; and poor fishers got seriously affected when borrow money for survival, while knowing that they will probably take years together to repay loan due to nil earnings.

Literary Review.

(Sridhar, 2013) has stated about the different types of fishing crafts and gears used by marine fishers in Odisha. The fishers in this state generally belong to Telegu and Bengali communities. The neighbors have merged well with Odiya fishers and jointly operate in motorizedfiber 'teppa' boats while using ring 'jaal', gill net along the coast line.

(S Sivakami, 2013) in his article "An Appraisal of the Marine Fisheries of Odisha" has identified socio-economic condition of the marine fishers including fish landings at different fishing harbors of Odishaduring the years 1975 to 2005. He also mentioned about six different types of mechanized and seven types of traditional gears used by Odisha during 2005 to 2006.

(Gauri Sahoo, 2006) in their article "Marine resources and their utilization in Odisha-An overview" has mentioned about the availability of huge marine resources. The sustainable development for a better future has been identified as need of hour. The paper opined that traditional fishers carry good sense for sustainable use of fishing resources.

(Small-Scale Fisheries)the report underlined issues of small-scale fisheries in the state of West Bengal and Odisha. The good work by researcher mentioned the need of basic amenities for marine fishers. The report also focused on emerging need for development of market infrastructure facilities and need for adequate facilities towards healthcare. The need for education, housing, sanitation, and basic amenities for fisherswere also discussed in this report. The primary need for issuance of fishers' identity cardwas emphasized in this study.

Research Gap.

The existing researcher works are on standalone basis either on socio-economic status of marine fishers or on ill effect of Covid 19 pandemic. The researcher has identified a genuine gap from literature review and aimed to explore socio-economic status of marine fishers during Covid 19 pandemic.

Scope of Study.

The traditional marine fishers from Sandukud fishing village, Taluk Kujang, District Jagatsinghpur, Odisha, India has been considered as population for this study.

Objectives of the research.

1. To study socio-economic condition of traditional marine fishers of Sandukudduring pandemic.
2. To differentiate economic condition of the traditional marine fisherfolk of Sandukud duringpre-pandemic and pandemic days.
3. To identify percentile of traditional marine fisherfolk of Sandukudaffected by Covid-19.
4. To recognize percentile of marine fish marketing during Corona pandemic.
5. Toappreciatehappiness status on food security among traditional marine fisherfolk.

Methodology.

The present study is a normative one descriptive in nature. The aim of this study was to find present socio-economic condition of the marine fisherfolk during Covid-19 pandemic.The personal interview with structures questionnaire on verbal consent of respondents was used to collect data appreciate socio-economic condition of marine fisherfolk during pandemic plight.

The questionnaire was distributed among one hundred fishing boats from Sandukud fishing village; out of which eighty-five marine fisherfolkagreed to share their view. Every respondent spent about 15-20 minutes to clarify quarries sought by researcher duringJanuary to April 2021.

Population and Sample.

This study is done based on random sampling of eighty-five traditional marine fishers.

Questionnaire survey.

The questionnaire was developed to follow pilot survey method.

Primary data source.

The respondents were interviewed outside of their doorstep as most of them were at home due to the Covid-19 lockdown. Mandatory Covid protocol was maintained during interview with traditional marine fishers.

Secondary data source.

The secondary source of data was collected from books, journals, thesis papers, Governmental and Non-Governmental reports.

Data analysis.

The collected information was analyzed and interpreted to get the results as following.

Results and Findings.

The following variables are analyzed to study the socio-economic condition of the fishers.

- Percentileproportion of gender among studied sample of Fisherfolk from Sandukud.

Marine Fisherfolk from Sandukud

■ Male ■ Female
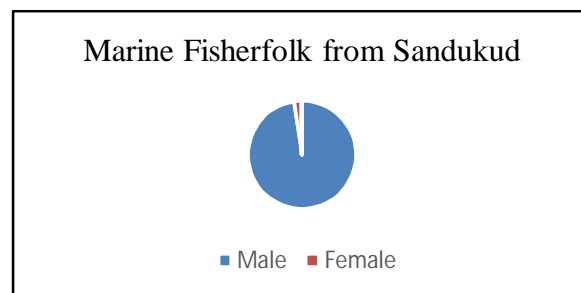
Figure 1Graphical representation of the percentile gender difference among sample

Total Numberof Sample =85   Male =83   Female =2

Women as marine fisherfolk are considerably low or negligible at Sandukud. Women fisherfolk are generally engaged in post harvesting activities like sorting and selling the catch.

- Percentileproportion of age group among studied sample of fisherfolk from Sandukud.

Different age group of fisherfolk from Sandukud

	5			4
		3.5	2.5	
0.5				
0				
15-20	20-30	30-40	40-50

■ Percentile proportion
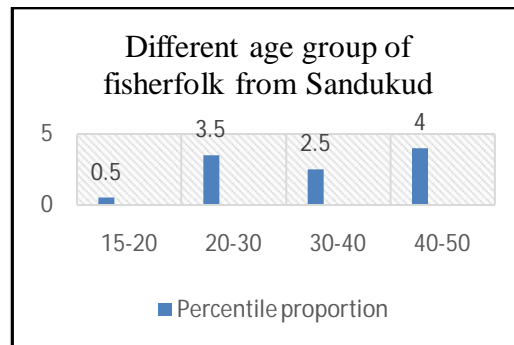
*Figure 2.*Graphical representation of percentile age group among sample

The Age group is varied within 15-20, 20-30, 30-40 and 40-50. It could be observed that the average age of the fisherfolk is around 37-42 years. Hence maximum fisherfolk belong to the age group of 40-50 years.

- Percentile proportion of education level among studied sample of fisherfolk from Sandukud.

Education level of marine fisherfolk from sandukud

| 5 0 | | | |
| Illiterate | Can Sign | Upto Class IV | Beyond Class V |

■ Percentile proportion
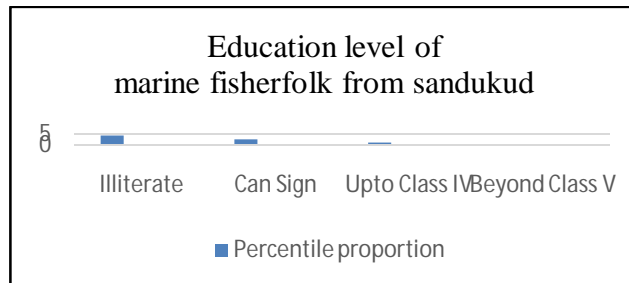
*Figure 3.*Graphical representation of percentile proportion of education level among sample

The Study shows that the rate of illiteracy is the high among fisherfolk.

Broader Classification.

Objective 1:To study the socio-economic condition of the traditional fishers in Sandukudduring pandemic.

The socio-economic condition of the fishers with motorized and non-motorized fishing boats have been compared.

	Fishers with Motorized boats	**Fishers with Non-motorizedboats**
Number of fishers	55 (64.70%)	30(35.29%)
Percentile calculation of monthly income of fishers	A. Lesser than Rs 3000=5(9.09%) B. In between Rs 3000–6000 = 27(49.09%) C. In between Rs 6000-Rs 10000= 23(41.82%)	A. Lesser thanRs3000 =5(16.67) B. In between Rs 3000-6000 = 12(40%) C. In between Rs 6000-10000= 13(43.33%)
Percentile calculation of the number of dependants	A. Two:6(10.9%) B. Three:30(54.55%) C. Four or More: 19 (34.55%)	A. Two: 1(3.33%) B. Three: 9(30%) C. Four or More: 20(66.67%)
Percentile of earning members	A. One.:35(63.64%) B. Two:19(34.55%) C. Three or More:1(1.82%)	A. One.: 24(80%) B. Two: 5(16.67%) C. Three or More: 1(3.33%)
Percentile calculation of the level of education	A. Primary schooling: 31(56.36%) B. Uneducated: 12(21.81%) C. Secondary: 12(21.81%)	A. Primary schooling: 16(53.33%) B. Uneducated: 9(30%) C. Secondary: 3(10%) D. Higher secondary: 2(6.67%)
Percentile calculation of freedom to catch enough	A. No: 2(3.64%) B. Rarely: 50(90.9%) C. Sometimes: 2(3.64%) D. Always: 1(1.82%)	A. No: 1(3.33%) B. Rarely: 22(73.33%) C. Sometimes: 7(23.34%)
Number of days/ year engaged in fishing related activities	A. 91-150 days: 5 (9.09%) B. 151-200 days: 27 (49.09%) C. 201-300 days: 23 (41.82%)	A. 91-150 days: 5(16.67%) B. 151-200 days: 12(40%) C. 201-300 days: 13(43.33%)
Percentile calculation of freedom to go to the sea	A. No: 49(89.09%) B. Rarely: 5 (9.09%) C. Sometimes: 1(1.82%)	A. No: 27(90%) B. Rarely: 3(10%)
Percentile calculation of access of retail customers	A. Rarely: 5(9.09%) B. Sometimes: 49(89.09%) C. Often: 1(1.82%)	A. Rarely: 12(40%) B. Sometimes: 16(53.33%) C. Often: 2(6.67%)

	Fishers with Motorized boats	Fishers with Non-motorizedboats
Percentile calculation of satisfaction with the security equipment onboard	A. Very dissatisfied: 27(49.09%) B. Somewhat dissatisfied: 28(50.9%)	A. Very dissatisfied: 11(36.67%) B. Somewhat dissatisfied: 18(60%) C. Very satisfied: 1(3.33%)
Percentile calculation of the type of ownership of the boat	A. Own: 35(63.64%) B. Rented on daily basis: 8(14.55%) C. Rented on weekly basis: 2(3.64%) D. Rented on monthly basis: 8(14.55%) E. Rented seasonally: 2(3.64%)	A. Own: 26(86.67%) B. Rented on daily basis: C. Rented on weekly basis: 1(3.33%) D. Rented on monthly basis: E. Rented seasonally: 3(10%)
Percentile calculation of the type of boat	A. Wooden log boats reinforced with fibre and propelled by 9-10 HP motor 55(100%)	A. Stitched wooden plank propelled by oars, paddles:8(26.67%) B. Wooden log boats reinforced with fibre and propelled by oars/ paddles/ sails: 22(73.33%) C. Wooden log boats reinforced with fibre and propelled by 9-10 HP engine:2 C. Wooden boats reinforced with fibre and propelled by oars:1
Percentile calculation of the type of fishing gear	A. Bhasani Jal: 3(5.45%) B. Cast net: 2(3.64%) C. Chandi Jal: 3(5.45%) D. Gill net: 43(78.18%) E. Hook and line: 2(3.64%) F. Tidal wall net: 2(3.64%)	A. Gill net: 23(76.67%) B. Hook and line: 42(16.67%) C. Lift net: 2(6.66%)
Percentile calculation of enough catch	A. Often: 1(negligible) B. Sometimes: 28(50.9%) C. Rarely: 7(12.73%)	A. Often: 1(3.33%) B. Sometimes: 8(26.67%)

	Fishers with Motorized boats	**Fishers with Non-motorizedboats**
during the daily trip	D. No: 20(36.36%)	C. Rarely: 6(20%) D. No: 15(50%)
Percentile calculation of comfort in boat during inclement weather	A. No: 46(83.64%) B. Rarely: 9(16.36%)	No: 30(100%)
Percentile calculation of management during fishing ban season	A. Labour in farming job: 52(94.55%) B. Savings: 3(5.45%)	A. Labour in farming job: 30(100%)

Table 1. Tracing difference between fishers with motorized and non-motorized boats

The traditional motorized and non-motorized sector of the marine fishers in Sandukudfishing village use plank-built boats and canoes. Generally two crew operate these crafts. The fishers use drift/ set gillnets, hook and line, traps and scoop nets for catching fish. Fishing by traditional way do not damage to marine environment.

Objective2:To differentiate economic condition of traditional marine fishers from Sandukud during pre-pandemic and pandemic days.

Analyzing economic condition of marine fisherfolk during pre-pandemic and pandemic days

Number of fisherfolk affected and their percentile	**Percentile calculation of pre-pandemic income**	**Percentile calculation of income during pandemic**
Marginally affected:61(71.76%)	Less than 3000: 3(4.91%) 3000-6000:29(47.54%) 6000-10000:29(47.54%)	Less than 3000:13(21.31%) 3000-6000:32(52.46%) 6000-10000:16(26.22%)
Considerably affected:24(28.24%)	Less than 3000: 8(33.33%) 3000-6000: 10(41.67%) 6000-10000: 6(25%)	Less than 3000:11(50%) 3000-6000:9(40.90%) 6000-10000:2(9.09%)

Table 2. Tracing economic condition of marine fishersduring pre-pandemic and pandemic days

Table 2 depicts that huge disparity of income is observed during pre-pandemicand pandemic days. The fish merchant mentioned that market price of fishes like pomphret, rohu etc. has reduced to half. A few among the fish merchants preserve fish in cold storages;however, at present most of them lack facilities. The merchants are left with no option rather than sell off at comparatively much cheaper rate due to pandemic situation. This has been noticed and conveyed by the president of 'OdishaMasyajibi' Forum. Hence, it is prudent thatfood security is at stake as fish prices are exponentially falling down.

Objective3: To identify percentile of traditional marine fisherfolk of Sandukud affected by Covid-19.

Effect of corona and their percentile calculation	Adequate testing and treatment facilities for corona available and their percentage	If anyone is identified as corona positive and the percentage of respondent fisherfolk
Marginally affected:62(72.94%)	Strongly disagree: 6(9.68%) Disagree:9(14.52%) Agree: 47(75.8%)	Don't know:3(4.84%) No: 59(95.16%)
Considerably affected:23(27.05%)	Strongly disagree: 11(47.83%) Disagree:12(52.17%)	No: 21(91.3%) Don't know: 2(8.7%)

Table3. Tracing effect of Covid-19 among marine fisherfolk

Table 3 depicts that the marine fisherfolk from Sandukudare highly affected by Covid-19. Theyare not adequately tested hence, they have no idea whether they are Corona positive or not.

Objective 4:To recognize percentile of marine fish marketing during Corona pandemic.

Percentage of fishers affected by corona	Marketing during corona pandemic andpercentage of respondent fishers
Considerably affected	No: 56(91.8%)

=61(71.76%)	Rarely:2(3.28%) Sometimes: 3(4.92%)
Greatly affected =24(28.24%)	No:17(70.83%) Rarely:7(29.17%)

Table 3. Tracing Marketing during Corona pandemic

Table 4 indicates that the marine fishermen do not get adequate earning marketing fish during Corona pandemic.

Objective 5: To appreciate happiness status on food security among traditional marine fisherfolk.

Almost all the fisherslamented how Corona has devastated life. Every fisher is fighting hard to arrange food for family during this pandemic situation. Neither they get a window to actively participate in decision making nor, their voice reaches to policy makers/ administrators. The find no ray of hope for a better tomorrow and sadly maintain low socio-economic condition lifelong.

Conclusion.

The marine fishers arehighly exposed to inclement weather due their nature of job and face maximum natural disasters due to place of stay.Lack of education is identified as root cause for this group to get exploited. During good time, their income is hands to mouth; hence minimal/ nil savings is their lifestyle. However, they play an important role in country's food supply chain and earning of foreign exchequer throughout the year. In Covid-19 era, the fish price is decreasing exponentially. Lack of sale has caused these fishers to lose even regular basic earning. The lockdown has affected overall income of the poor traditional marine fishers of Odishaand they are fighting hard to manage daily wages and food. All these have forced members of socio-economically backward sector of marine fisheries to face maximum challenges during pandemic. They surly deserve a special status to get food security by society as a return during this pandemic scenario. It is highly recommended that the Government and NGOs must arrange food as a responsibility towards social security for devastated traditional marine fishers.

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Puruṣārtha in Vidyāpati's puruṣaparīkṣā : A HistoricAl study

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Very few historians study Ancient Indian thought articulated in Sanskrit in the period of 14th and 15th century India.They do insulate their researches from religious and philosophical ideas.Thisarticle focuses primarily on a Sanskrit text *'Puruṣaparīkṣā'*
[1] composed by *Kavikokil*Vidyāpati, a famous text that is perhaps written under instructions from Rājā Siva Śimha of the 15th century Mithila. A historical-critical examination of the*Puruṣaparīkṣā* shows that Vidyāpati was probably the first intellectual of eastern India who recognized the significance of socio-political and religious issues such as 'what is *Puruṣārtha*?'[2], 'who is *Puruṣa*?', 'what is *Dharma*?' etc., in a situation of crisis due to the internal conflict of sectarian/regional ideologies as well as aggression of Islamic politico-religious power. Certainly he drew ideas and authority from an earlier Sanskrit literary and Indian philosophical tradition but composed them in common flavor. This paper tries to examine how Vidyāpati treated *Puruṣārtha* as a part of singular domain of socio-political order.

The*Puruṣaparīkṣā*written by Vidyāpatishows that he was a Rājpaṇḍita by profession at the court of the Oinwāra kings of Mithila at a time when Mithila was the center of sanskrit learning. In the absence of any direct information the date of Vidyāpati's birth is disputed. The estimated year of his birth ranges from the

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[1]George Grierson has translated '*Puruṣaparīkṣā' as 'The Test of a Man'*.
[2]According to Hindu scriptures, the four aims of life are *Dharma, Artha, Kāma and Mokṣa,* known as Puruṣārtha.

1350s to 1380s. Ramanath Jha has written introductory part of the critical edition of the *Puruṣaparīkṣā* edited by Shashi Nath Jha where he also mentions the same estimated date, his dating is basically based on Panji records (genealogical accounts of Brāhmaṇas of the region maintained by hereditary record keepers).[3] MahākaviVidyāpati has been popular for the immortal lyrics that he wrote in the common language that's why he was called during his life time as'*Abhinava-Jayadeva'*.[4] He was the first scholar of the modern Indian languages of eastern India who paved the way for the growth and development of Vernacular literature. His influence spread all overthe neighboringregions specially in Bengal, Assam,here his poems became as popular as in Mithila and it is said that the scholars who came from Bengal to perfect the study of the Sastras here went back with the songs of Vidyāpati on their lips.Vidyāpati was a prolific poet and writer apart from the text mentioned above,he has written many scholarly famous texts such as '*Kirtilatā'*, a historical poem in four cantos in Avahaṭṭa, '*Padāvali'*, the lyrical songs in Maithili comprises both love as well as spiritual aspects, '*Vibhāgasāra'* was compiled under the orders of Harsimha Darpanarāyaṇa, it is based on the Hindu law of partition and inheritance, '*Durgā-bhakti-Tarangini'* is based on Śiva, Gangā and Dāna and deals exhaustively with the worship of Goddess Durga while *'Likhanāvalī'* carries roughly about 53 model letters and 31 model documents, they are addressed to those in the royal family and more frequently to those in the politico-administrative hierarchy, his workincludes semi-historical culture, these letters set examples of how to write to seniors,juniors and equals respectively and his most important work is '*Bhūparikarmaṇa'*that deals with the subject of geography.

Karṇāṭa dynasty was established in Mithila by Nānya Deva, a Kṣatriya from Karṇāṭa region in 1097 CE. Under the Karṇāta dynasty(1097-1324CE), the chieftaincy of Tirhut enjoyed a relatively autonomous position perhaps even full sovereignty with its capital at the fortress town of Simaraon.[5]However by the time Ghiyās-al-Din Tughlaq brought it under the direct suzerainty of the Delhi Sultanate early in 1324 CE after removing its last ruler Hari Siṃhadeva(1316-1324 CE). During the period of Karṇāṭa rule, there was a remarkable progress in the field of Sanskrit learning. Tirhut was probably controlled by a governor of the Delhi Sultan.[6] Later Fīrūz Sāh Tughlaq put Kāmeśvara Thākur a Brāhmaṇa of Oinī village in charge. With Kāmeśvara Thakur, then, began the Oinwāra dynasty

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[3] Shashi Nath Jha, ed., (2009)*. Puruṣaparīkṣā*(including the original text in Sanskrit, its translationin Maithili and also an Introduction by Ramanath Jha), p. 16

[4] Ibid., p. 6

[5] Radha Krishna Choudhary,(1970*). History of Muslim Rule in Tirhut*, p.70

[6] Pankaj Jha, (2014).*"Beyond the local and the Universal : Exclusionary Strategies of Expansive Literary Cultures in 15th c. Mithila"*, in IESHR, p.10

in Mithila under the suzerainty of Delhi Sultans, which was unlike Karṇāṭa dynasty, not independent. After Kāmeśvara his sons, Bhogīśvara Siṃha ruled. Bhogīśvara was succeeded by his son Gaṇeśvara, who had two sons, Bīra Siṃha and Kīrti Siṃha. Both of them died without any issue, so the kingdom went under the hands of Deva Siṃha, the son of Bhāva Siṃha. Deva Siṃha was succeeded by his son, Śiva Siṃha.A Turkish Commander killed the ruler Ganesvar and annexed Tirhut[7],until two sons of Gaṇeśvara, Vīra Siṃha and Kīrti Siṃha grew up to challenge and defeat Turkish commander with the help of the Shariqi ruler Sultan Ibrahim in the 1401 CE. They re-established the rule of the Oinwāradynasty under the suzerainty of the Shariqis.Vidyāpati was friends with and he was in the service of the court of RājāŚiva Siṃha. The ancestors of Vidyāpati came from a distinguished and learned family of Brāhmiṇs who made a great contribution to the social, political and cultural life of Mithila.[8] It is important to note that in the recognition of the poet's steadfast service, Śiva Siṃha decided to grant the poet's native village Bisaphi to him as reported in a copper plate inscription.[9]The above mentioned history of Mithila became a base for the works ofVidyāpati, even in the *'Puruṣaparīkṣā'*, Vidyāpati has written many stories that are concerned directly and indirectly with the political problems of the 14th and the 15th century.Vidyapati writes that the king should have a clear understanding of the *Śāstra*s and other disciplines of learning to guide him in dispending justice. Vidyāpati strongly believes that a king should look after his subjects just as a father looks after his children. When he deals with important issues like *Dharma* and *Nīti*, he follows the tradition of Ancient Indian thought. He has emphasized the Ancient Indian perception of ideal kingship when he presents the attributes of a perfect king, such as skill in the administration of justice.There must have been a mission in the mind ofVidyāpati who was not only a poet and rājpaṇḍit but also a statesman. And his mission was to think of a strategy for regenerating the socio-political order by restoring dignity to man(For Vidyāpati a successful king is a *Puruṣa*) and he did in his work.[10]In the text it seems that Vidyāpati isteaching how to prevent the political attacks of the Muslims and resolve other problems.

The Textand Subjects :
The *Puruṣaparīkṣā* is a book of tales in Sanskrit prose and verse to illustrate a real 'Man' which starts with salutations to Ādiśakti, broadly identified with the

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[7] Mithila or Tirhut is a geo-cultural region in the north-eastern part of the present Bihar
[8] Sureshwar Jha, (2005). *Political Thinkers In Mithilā*, p. 237

[9]IndianAntiquary,(1885). XIV,p. 191-92
[10] Hetukar Jha, (2002), *Man in Indian Tradition*, p.24

goddess popularly known in present day Mithila as Bhagwati. And this work is dedicated to RājāŚiva Siṃha. The text '*Puruṣaparīkṣā*'carries about 44 stories. It is divided into four chapters. The first three chapters illustrate about the Hero, the Intelligentand theskilled adept. The fourth chapter presents the four objects of life or *Puruṣārtha,* namely, righteousness, worldly prosperity, sexual love and salvation. And one who has attained one of these four objects of life is a real '*Puruṣa*'. The first chapter contains eight kathās, highlighting the four kinds of heroes and their counter examples,the second chapter contains seven kathās in which three tales illustrating the intelligent and four tales giving counter of ill wits, the third chapter contains14 tales, and the last chapter contains fifteen tales of which three illustrate righteousness(*Dharma)*, four illustrate worldly prosperity(*Artha*), five illustrate sexual love(*Kāma)* and three illustrate salvation(*Mokṣa*). There are total44 tales in the work.[11]

And all these narratives are set in a framework which gives it an organic unity and at the same timemakes the purpose of its composition clear. Let's summarize the very first story of the text which frames all the 44 stories that follow :there is a king Pārāvāra by name who has a daughter named Padmāvatī, beauteous in every limb and endowed with every auspicious attributes.The king seems worried about finding a suitable boy of equal virtue and worthy of his lineage. He consults a religious man, Subudhi, by name, and that saint advices him to marry her to a '*Puruṣa*'. The king does not understand what the saint means and then the saint tells him that by '*Puruṣa*', he means a real man, not just in the shape of a human being as it were. Such real man are rare, indeed are of four types, namely, (i) the hero(*Śaurya)*, (ii) the intelligent(*Būddhimān)*, (iii) the skilled adapt(*Vidyā*) and (iv) one who has attained one of the four objects of life.

It appears that this work is a collection of moral tales designed to illustrate the attributes which in the view of kavikokil make a man really worth the name. That is the significance of the title of the work 'the test of a man'(*Puruṣaparīkṣā)*. In purpose and presentation, the text seems to be of the same kind as *Pañchtantra* or the *Hitopadeśa* but in design there is agreat difference, all the tales are here said to have actually happened or believed to have happened in the past. To us in the twenty first century these tales appear quite mythical but all these narratives are told realistically with a conviction of these having actually happened. Many tales are romantic and aesthetic, there is a fire of idealism, an undimmed consciousness of the righteousness of conduct. In the text it seems thatVidyāpati has an opportunity to speak about the virtues of a king. Actually in the mind of Vidyāpati a real man is possibly a politically successful man. This is one of the most important elements of the text which shows the political instability raised by the Muslim(Turkish) invaders. The stories cover very wide range in every respect.

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[11]Shashi Nath Jha, ed., (2009). *Puruṣaparīkṣā*.

There are tales of kings, saints, heroes and cowards. Each tale illustrate a particular type. The text is written in chronological order, the earliest are the tales of Chānakya, the Nandas, Chandragupta, Rākṣasa and there may be others of his own time. There are four tales of Vikrāmāditya of Ujjain, three of 'Kusumpura'(modern Patna), three of Rājā Bhoja, two of Delhi(Yoginipura) and one each of Mathurā,Kānchi, Avanti etc. Even Muhammad Ghori, Allauddin Khilji, M. Bin Tughlaq, and Laxman Sen of Gauda Pradesh are also described in different stories. A. K. Warder [12] writesVidyāpatiin hiswork '*Puruṣaparīkṣā*' introduced recent heroes as Puranas have presented. It seems that Vidyāpati wrote his work 'Puruṣaparīkṣā' in response of social-political demands. He seems to have been a critical thinker that's why his writing is not associated with any one particular purpose, certainly it has many backgrounds or elements which have been yet neglected in Indian historiography.

Dharma :

Dharma cannot be described by any one particular definition, similarly in this work of Vidyāpati we find many definitions and justifications to the *dharma*, even the writer seems himself in a crisis when he describes the different kinds of Dharma and especially when he writes about *Vedas* and *Dharmaśāstras.* One should not doubt thatVidyāpati was a Mahāpaṇḍit of the philosophical knowledgebut despite of this he feels some contradictions between the *Vedas* and the *Śāstras.*

Before going to any understanding about *Dharma* in the*Puruṣaparīkṣā* ofVidyāpati, let us just narratea story'Śāstravidhkathā'[13] that brings us to debate on *Dharma*: there livedRājāVikrāmāditya in the city of Ujjain, Avanti. One day a Brāhmaṇa came to the palace and said that "A king must protect his subjects and if the diseased person is a Brahmin then it makes a special duty of the king to protect the Brahmin."The king's heart was filled with pity upon seeing the Brahman in that condition. The curious Raja asked Varāh, an expert in astrology: will the Brahmin survive? Varāha said he will be curedbyallowing him to take liquor or *madyapāna*. He will live for the duration of a man's age, by hearing this the king thought "Being learned in Sastras what on earth is he saying? How can he give liquor to him that is prohibited? He started thinking that where is the context for the Brahmin drinking liquor? The king Vikrāmāditya called for aVaidya (doctor), he also said that he(Brahmin) is suffering from a disease named *Brāhmakīṭa* and there is no antidote for it. The Vaidya said the *Brāhmakīṭa* does not burn in fire, iron can not cut it, water can not dissolve it. It is killed only by using liquor. The king was most committed to *Dharma* and keen to alleviate the other's pain.

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[12] A. L. Basham, ed., (1975). *A Cultural History of India,* p.195
[13] Shashi Nath Jha, ed., (2009). *Puruṣaparīkṣā*, p. 72-75

By looking this adversity the King called for Ācārya Sabaraswāmi, learned in *Dharmaśāstras* and asked what is permitted? TheĀcārya said "If the disease can not be cured by any other means, if the Vaidya is absolutely sure about it, then the Brāhmaṇ will not fall from grace upon drinking alcohol. Thus, the king instructed the Brāhmaṇ to drink liquor. As the alcohol was brought in , a voice from the sky proclaimed ! o Sabara ! o Brāhmaṇ ! go ahead and take the drink, later on flowers were showered on Sabarswāmi's head. The whole story seems as an illustration of the *Śāstravijña* and not of the *Vedvijña*. In this text we get the idea that the *Rāja Dharma* could change according to the situation.Vidyāpati, by presenting this story proves his own scholarship. He here does not show any sectarian politics and religion but he has presented himself as a scholar who believes in logic and changing situation. This story illustrates the philosophical history of Mithila in a better sense.

Artha :

In *Artha*section Vidyāpati has highlighted three categories of wealthy persons namely, Maheccha   (magnanimous), Mūḍha(silly) and Bahvās (whose hopes are fixed on more).[14] In Maheccha kathā[15], there lived Mahārājadeva, a kshatriya and minister in the court of a Gaud king in Pāṇḍupattan nagar. Mahārājadeva possessed the knowledge of how wealth is produced and retained. He was also aware of how *Artha* is lost. By using his knowledge, he made huge property. Vidyapati very intelligently has used the term Maheccha which refers to one who acquires property by legitimate means and uses it for his own needs and pleasure, and also for the benefit of others by giving gifts and excavating tanks and wells etc.[16] In Mithila tanks and wells have been used as common property resources by the villagers for performing some religious rituals, drinking water, irrigating fields and for other purposes. In this narrative Vidyāpatialso presents *Artha* as an independent *Puruṣārtha*.

The second tale in *Artha* section is Mūḍha kathā[17]. This tale is about a silly rich man(Mūḍha), named Vasu, who is a trader of Ayodhyā Nagar, he inherited the property of his father, who was very rich. After death of his father Vasu asked his kinsmen that how his father became so rich, they said 'all his wealth was earned by trade and you should continue this work and who does not do trade Laxmi leaves him.' But Vasu was very greedy and not an intellectual, so he decided to enjoy his life and gradually spent all his property on wine and women. Thenbeing ignorant of the business, he failed to do anything and died of hunger.

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[14] Shashi Nath Jha, ed., (2009). *Puruṣaparīkṣā*, p. 125-132

[15] Ibid., p. 125-127
[16]Ibid., p. 125
[17] Ibid., p. 127-129

In the third tale, there was a skilled florist named Kṛitikuśal in Vijaypur.[18] He was very ambitious of earning property so he began selling flowers in the city. He became successful in his business but he was very miser and even hesitated in giving gift frequently. To make more property he diversified his business and started agriculture, animal husbandry, trade. He did not trust anyone so he had no employee to assist him and he did not spent money on laborers and tried to save money as much as possible but it was impossible to manage each of his economic ventures separately. As a result he received heavy loss in his business and practically became poor and again started selling flowers. Through these narratives,Vidyāpati suggest that managerial capability, loyalty and trust of skill, harmonious relationship with partners and long term vision works as the chief conditions of producing wealth through trade and commerce, and who is successful in doing this is a real*Puruṣā*.

Kāma:

Kāma is the most important part of both *Trivarga* [19] and *Puruṣārtha*. Vidyāpatithrough his tales on kāma describes what is *kāma*?, who is *kāmī*? and the categories of *kāmīs* such as the faithful(*Anukūl)*, the courteous(*Dakṣiṇa*), the discerning(*Vidagdha)*, the cozener(*Dhūrta),* the infatuate(*Ghasmar*).[20]Vidyāpatiwrites every human being either male or female is endowed with *Rasa*, *Kāma* is constituent of his or her called Rati, that is known as *Śṛīngar*. The bliss that is the result of erotic pleasure is *kāma* and one who enjoys this is *kāmī*.[21]According to W.G. Archer, *kāma* means 'love, pleasure, sensual gratification.' [22] And George Grierson in his translation of *'Puruṣaparīkṣā'* emphasizes that *Kāma* is love while *kāmī* is lover. Thus,*Kāma* means the relationship of love between a man and a woman and in the course of it each gets pleasure. This is noticeable thatVidyāpati does not make use of the popular words of Sanskrit such as *Sambhoga*, *Maithuna* to describe *Kāma*. He uses a broad concept that includes sexuality.

In the section of *Kāma* to illustrate *Puruṣārtha*, the tale *Anukūl kathā*[23]is about the lover(*kāmī*) who is faithful(*Anukūl*), such a lover is emotional and righteous, devotedly attached to his own wife, and turn his face away from others(other woman).[24] In this story there was a king, named *Śudraka,* in ancient period. He had a wife, *Sukhālasā* by name. They developed such an intense love for each other that the king never had any desire for other women and did not allow any to

[18] Ibid., p. 130-132

[19] According to Hindu scriptures or texts,*dharma, artha and kama are Trivargas.*

[20] Shashi Nath Jha, ed., (2009). *Puruṣaparīkṣā*, p. 135-159

[21] Ibid., p. 576-578

[22]Hetukar Jha, (2002). *Man in Indian Tradition*, p. 93

[23] Shashi Nath Jha, ed., (2009). *Puruṣaparīkṣā*, p. 135-139

[24] George Grierson,(1935). *The Test of a Man, being the Puruṣa Parīkṣā of Vidyāpati Thakkura,* p.149

enter his mind. The queen was *Pativratā*. Once, While the queen was asleep, she was bitten by a cobra. The king saved her life but the effect of poison was such that the queen lost all her charm and beauty. The king still continued to love her and always worried for his wife. The female cobra(her husband had been killed by someone in the kingdom of this king that's why she took revenge) which had bitten up the queen told the king to sacrifice his own life to save the queen. The king accepted this condition, then cobra thought, this man is very honest or committed, decided to make the queen free from the effect of her poison. The queen was thus saved and she again had her old beauty. The conduct of the king as narrated in the story indicates devotion, honor, trust and sacrifice in love. *Rājā* had enough *'viveka'* to remain a *Anukūl* lover, and thus, one finds this story an example of the best kind of the*Puruṣārtha*(manly conduct) of the life of *Kāma*.
Mokṣa :
The fourth aim of life is *Mokṣa*(salvation), it is known as *Param Puruṣārtha*,that is the supreme object of life. P.V. Kane writes that *Mokṣa* means becoming free, when one's soul become free from the control of *Saṃsār* thatis external to him.[25] There are differences of opinion regarding the understanding of salvation in the Indian tradition.While Vidyāpati suggests through his tales that there is no variation in the meaning of salvation, it always remains the same, however those who strive for it are of different kinds. He talks about three categories of such men, Nirbandhi(the unflatering), Nispṛha(free from worldly ties)and Labdhasiddhi(one who has attained perfection).[26]In the tale Nirbandhi[27], there lived a brahmana named Śuddhāśay in the city of Dwaraka, he had a son, Vivek Śarmā by name. When Vivek Śarma became young and finished his education, he asked his father to teach him the knowledge of truth(tattvajnan). Śuddhāśay tried to explain him to live the *Saṃsārik* life instead of taking *sanyāsa.* But,the son was adamant and he proved the limitations of worldly desires quite logically before his father. Śuddhāśay was pleased to hear him and then said that he could simply follow the path of salvation.He said thatVivek Śarmā should first renounce all his worldly desire and then go to attend the path of *yoga.* Vivek Śarmāleft home immediately and began to pursue the path suggested by his father. Vidyāpati indicates in clear sense that *Mokṣa*depends upon how well a man controls his common desire and how successful he is in the practice of yoga.Attaining salvation is not common or easy, it is different in this point from other *Puruṣārthas* such as *Dharma, Artha, and kāma,*therefore salvation is known as supreme*Puruṣārtha.* A man attaining salvation ceases to be a *Puruṣ*in the society.

[25]P.V. Kane,(Hindi edition, 1984).*Dharmaśāstra kā Itihās*, part v, Hindi translation by Arjun Chaube Kashyap,   p. 334
[26]Shashi Nath Jha, ed., (2009). *Puruṣaparīkṣā*, p. 159-169
[27] Ibid., p. 159-162

That's why, his(who has attained *Mokṣa)* conduct has no relevance to social-political issues.[28]

Finally,it seems that Vidyāpati's mission was to think of a strategy for regenerating the socio-political order by restoring dignity to *Puruṣ* or man(For Vidyāpati a successful king is a *Puruṣa*) and he presented this in his work. Through his tales Vidyāpati taught how to prevent the political attacks of the Turks and resolve other problems of that time. It is difficult to say that *'Puruṣaparīkṣā'* is a text of history but undoubtedly it has capacity to tell us the history of the 14th and 15th century Mithila. This does not give only narratives of Kings but also deals in detail about the politics, *dharma*,*Puruṣārtha,*strategies and other aspects of society and polity.

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[28]   Hetukar Jha, (2002). *Man in Indian Tradition*, p. 104

Marital DiscorD in shobhaa De's *Second ThoughTS*

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Abstract

Shobhaa De in her novel, *Second Thoughts* portrays on the most significant social problem, disloyalty in the institution of marriage. Maya, the central character is suppressed by the restrictions of an arranged marriage to a man who is absolutely uninterested to her desires .The novel is set for an "explosive tale of love and disloyal" that show up the "hollowness and hypocrisy" lying behind in Indian traditional marriages and "ways not taken." De not only articulates the aggravation and emotional chaos of Maya however through her, raises a strong opposition against the patriarchy which victimizes, hegemonize, marginalize, colonize woman on the name of marriage. The present research paper gives attention to the hypocrisy of marriage system of India. It emphasizes on the female perception against male ego. The objective of the research is to focus on how Indian women were entangled and caught between their marital lives. This article aims to explore the existence of marriage not only in Shobhaa De's

Second Thoughts but also in every Indian woman's marriage in the existing patriarchal society.

Introduction

"Marriage to me connotes commitment and surrender, merging with, blending, over- lapping, combining. It is a symbiotic relationship where one feeds on the other, depends on the other". (*SM,1998, p.*481) These lines are stated by Shobhaa De related to marriage in her autobiography *Selective Memory.* According to Oxford Advanced Learner's Dictionary the term marriage refers to the "legal relationship between a husband and wife." (OALD 942)   It is believed that marriage is a divine plan, in its two individuals are united in marriage to become companion in their life; it flourishes with realizing and acclimatizing. Marital life is a mixture of joy and agony.

The present research paper gives attention to the hypocrisy of marriage system of India. It emphasizes on the female perception against male ego. The objective of the research is to focus on how Indian women were entangled and caught between their marital lives. In order to justify the Institution of marriage in *Second Thoughts* have been investigated. This article aims to explore the existence of marriage not only in Shobhaa De's *Second Thoughts* but also in every Indian woman's marriage in the existing patriarchal society.

Marital Discord in Shobhaa De's *Second Thoughts*

Shobhaa De is one of the most significant female writers of Indo-Anglican literature who has extraordinarily brought into light women's displacement and marginalization in a patriarchal society. Shobhaa De pictures the quarrel between job and life very well. If Maya had taken up a career against her husband's wish, she would have lost everything in her life. This is the case of almost all the modern women in Indian society. Modern woman wishes to be free to take her own choice and she does not want to sacrifice her job for the want of her husband and thereafter dilemma starts between husband and wife. Women are ready to give up their needs after their marriages. This is the life of all the women so far.

In an Indian arranged marriage situation, one must not break the words of her husband even if he said something wrong. He is similar to a god for her; he makes all the orders and requests. This itself speaks of the male-dominated society. One has to think occasionally whether marriage is a boon or a bane. For a few it is a boon and for some it is only a bane. Some women feel marriage as a remedy for their troubles and they want to be redeeming by the way of marriage. For them it is a boon. But for some women it may not work out and they get trapped in the entangled called marriage and it is a bane for them. It depends on the person whom they get married and their talent to consolation and adapt. There is nothing like true successful marriage in Indian society because one way

or the other woman suffers silently. Feminists strive hard to relieve these silently suffering women from the clutches of their husbands. But the outcome is still benevolence for men.

All the women are the silent sufferers in marital life. Being an unmarried woman she can attain everything however not after marriage for the reason that her liberty and opportunities are declined by her husband's family. This is the situation in every Indian woman's life. Even though she is educated, she experiences the same torment from men. As far as the tradition of Indian marriage is anxious, the achievement lies not in the hands of women however in the hands of men. Men are the controlling power of most of the families. Some men are very flexible and they actually understand the problems of women. Their marriages are very successful.

In her novel, *Second Thoughts* Shobhaa De, reveals with the story of a young middle class Bengali girl, Maya who marries a Bombay based foreign returned Bengali boy. Maya the young bride feels more enchanted and fails in love with Bombay than at the outlook of having married Ranjan. "I'm just dying to go to Bombay... whether we meet Ranjan Mallik or not". (*ST,1996, p.*04) But, Maya's alluring for Bombay shatters and her disenchantment starts after the marriage. Maya, a brave young girl is all set to meet the challenges of life ahead with her husband, Ranjan.

In her novel, Shobhaa De depicts the hollowness of the Indian marriage system. The young, educated vigorous women of De, aspiration of their future life, future husband, and colour the dreams with their sweet thoughts and feelings. For them, marriage ushers glamour, attraction and independence. However in the case of many young girls, the dreams of marriage turn bitter and they face the unfamiliar and harsher realities of life. In *Second Thoughts*, Maya a young and educated Bengali girl, dreams of her marriage and her future life at Bombay, her dream world. When she goes to Bombay to meet her in laws, she finds herself in extreme anxiety at the sight of Bombay. "She had arrived from Calcutta earlier in the day to meet her in laws to be. It was Maya's first visit to the city she had heard so much about... But Bombay smelt of desperation and deceit". (*ST, 1996, p.*1) Later desperation and deceitfulness become part of her married life.

In the Indian traditional family group only wife, mother or sister is supposed to perform the household duties, while men are supposed to enjoy their services. Even in the modern families today, the tendency of treating men as masters of the family still exists, while women aid men, as their subordinates. Chitra comments, "Maya's father acts like an absolute lord at home. So does his brother... Maya is used to house work... the kitchen". (*ST, 1996, p.*11) De aims to focus on the traditional families where man is the sign of power and strength, while woman is the icon of subordination and weakness.

De condemns the prejudiced authority of patriarchal social structure of families, where women are deprived of of social and economic autonomy. Economic security and social independence are considered as the birthrights of men, while women have to fight for it. As De's women are modern and educated, they venture to question the male centred society for its discrimination. They do not stay silent and wail within the four walls, in and out of the families like traditional women. They are very brave and self-confident women who proclaim their rights.

Maya in *Second Thoughts* is a modern woman. She questions the male centred society regarding the economic slavery of women. She doubts if the educated women are staying at home these days? Maya wants to be independent and self-sufficient. When she gets negative reply from her husband, she disagree his egotistic nature. Maya interrupts, "How could they tell me not to work after marriage? Do any educated, trained girls stay at home these days? I didn't like that remark". (*ST, 1996, p.*14) De emphasizes that modern urban Indian women are very courageous and more powerful. Maya's uncle Prodipda's remarks prove modern women as violent, self-confident and very bold in nature. "They are tough as any male, infact the boys are scared of them. What a hammering they can give". (*ST, 1996, p.*15) The above declaration echoes the transition in the nature of new woman, from femininity to feministic. This transition assists women to try to find their personal interest and their goal. However the patriarchal social structure does not agree to this transition and it results in the disagreement in the marriages.

In *Second Thoughts*, Mr.Mallik's remarks expose his conformist analysis. "In our families, the only sort of work ladies do is social work. Our relatives might criticize us, if you suddenly take up a job. It's not done. They might think I don't even earn enough or that I'm forcing you to contribute towards house hold expenses". (*ST, 1996, p.*31) Mr. Mallik's words reveal that he is a conformist who thinks that Indian women make good housewives but not good life partners. He looks for surrender from his wife rather than resistance. He doesn't believe his wife's complaints about her being alone. He rather disappoints her with his conformist ideas: That's enough Maya; I don't believe I'm listening to an educated woman's discussion. Lonely? How can any intelligent person be lonely? There's music, television; you can read, clean the house, write to your parents...". (*ST, 1996, p.*32)

In spite of the fact that Mr. Mallik is foreign returned, he possesses the qualities of a conformist, a archetypal Indian husband. When his wife Maya informs him about her choice of looking for a job, he responds very badly, as if he heard something unusual. "A man comes home to relax after slogging all day. He looks forward to hot bath, a hot meal, soothing conversation. Not this

rubbish". (*ST,1996, p.*32) Mr. Mallik's remarks disclose his conformist ideas, which resist the radical changes in the institution of marriage and family.

As De's men are conformists, they fail to understand their wives and their nature. They are not interested in their wives and in their interests. They show concern only for their parents, mother and father. Infact, they are neglectful husbands. Mr. Mallik is an irresponsible and reckless husband. He never cares for Maya or her feelings.

He never converse with her. He never gives her the status of a life partner. He always tries to compel his ideals on his wife. Mr. Mallik warns Maya about Bombay, its people and its neighbours. He even waits for Maya to stay on within four walls, without showing any interest for her and for her work. He rather doubts her and her morality. He warns her to perform correctly and keep morals. Mr. Mallik's irresponsible approach towards his wife, proves his carelessness, his supremacy proves his egoistic nature, which is conflicting to the ideals of the perfect marriage.

De criticizes the patriarchal social structure, which neglects women's interests, wishes and goals. If a woman desires evolution and economic security, she has to struggle in a patriarchal society. Maya an educated and modern woman, suffers the male chauvinism in her marriage. Her decision to search for a job in Bombay seems very strange to her husband. "Do I have to work? I could always find a job. I do have degree in textile designing after all". (*ST,1996, p.*15)

Mr. Mallik, a male chauvinist lacks humanistic viewpoint and responsibility towards his wife. He gives more importance merely to money. He fails to be a good husband who extends a helpful and loyal hand to his wife. Instead he dishonours and doubts his wives loyalty and talent. De calls concentration to the hierarchy of power of men and the repression of women in the Indian society. A critic rightly spots the nature of modem man who dangles between western and eastern culture and the power and violence. "Men are aggressive in bourgeoisie terms associating with money, money and power and less so with romance". (Kalpana, 2005, p.98)

Maya, the modern and educated woman tries to adjust herself in the web of her marriage with a conformist. Mr. Ranjan Mallik. Her monotonous life leads to boredom. She finds herself lonely and isolated. "I'm so lonely". (*ST, 1996, p.*79) She very much feels for a company, a friend who shares her feelings, thoughts, and respects her ideas, which she fails to get from her life partner. She feels ill, uninteresting and boring in her life: "A lack of physical exercise combined with mental lethargy had dulled my senses to point, where I felt dopey and drowsy even when I was awake. A condition I believe known as terminal boredom". (*ST, 1996, p.*31)

Maya's comments put emphasis on the boring and unexciting life of wives in the patriarchal family. It is the domination effect of the careless attitude of

husband towards wife. It defuses the morals of marriage with the changing scenario. Shobhaa De creates an perception into the psyche of isolated women. Her women experience mental strain due to the tiresome, dry and uninteresting life. Consequently, they search for some other option; either it may be in the form of a person or a thing. Maya belongs to this group of women who suffer from loneliness. In this novel the character Mayas world is constrained to kitchen, which she hated. Her world is restricted to the four walls of the house. She finds her life with Mallik and walls of the kitchen disinteresting. She happens to be sick of his indifference towards her. She suffers from isolation. "I never felt wanted or welcomed in the bedroom. That remained Ranjan's room, his domain. Whereas, the Kitchen was an area that belonged exclusively to me". (*ST, 1996, p.*40) Ranjan's aloofness disturbs her. She feels like an unwanted person at home, because her feelings and emotions are no concern for her husband. She imagines herself to be a slave at home, while Ranjan her master orders and she obeys passively. Ranjan's approach hurts her feelings rather than the household work. "I had worked in Calcutta, done household course; but I had never been made to feel like a servant. A menial, I didn't have a problem about doing my own housework. It was Ranjan's attitude that hurt me". (*ST, 1996, p.*47)

Maya's life in the traditional and patriarchal family, her dullness, her subordinated position leads to her frustration. "Was I really that bored? That frustrated?". (*ST, 1996, p.* 61) She finds herself entangled in the web of marriage where she can't run away from her marginalization and victimization in the so-called institution of marriage and family. "The very fact that his existence made even a marginal difference to my monotonous life underlined the state that I had allowed myself to slide into" (*ST, 1996, p.*62). The above declaration enlighten that the burden of marriage weigh more greatly upon the woman than the man. The things go wrong, even when a wife believes her husband to be her career and her means of livelihood. The dullness and monotony of her existence leads to her idiosyncrasy and frustration. She finds herself nerved as an individual without any companion, social life and less fulfilling interaction with her husband. Mr. Mallik, a typical Indian male does not like women to work outside the home. Maya feels exhausted of her privacy. "My vague depression had to do with loneliness crippling loneliness. There was nobody but nobody I could talk to, turn to in Bombay". (*ST, 1996, p.*158) Contrary to her hope of finding her Bombay life, full of firm after her marriage, she finds it full of boredom. Her visions of exhilarating life in Bombay stay behind unhappy. Maya, regardless of her adjustment in her marriage and with her husband, she becomes target of her husband's mistreatment. Mr. Ranjan Mallik a time privileged and traditional man finds fault with his Bengali wife, Maya. He believes it as an insult, when his mother in law gives some secret amount to her daughter, Maya. He finds it below his dignity.

She compromises with her life partner, even with his accuses. This particular tendency of women proves their attempts to fit into the framework of the institution of marriage and family.

Maya's words confirm her yearning for economic protection and self-sufficiency, which she was starved of. However, she agrees to the life as it comes before her, without any protest. She learns to pass her idle hours within the four walls without complaining anything to her husband. She indulges herself in the housework. "If I took the trouble to keep my home tidy, it was more because I had nothing else to do at a single other discussion. If I didn't obsessively dust and clean, how would the hours pass?". (*ST, 1996, p.*121) Maya's boredom leads to her ruffleness. She feels uneasy, unhappy and unwanted. To escape from such isolation, she tries to engage herself in cleaning and dusting. "To make myself feel better, I would start cleaning my cupboards mechanically or rearrange books". (*ST, 1996, p.*122)

Shobha De calls attention to the disfunctioning of marriages in Indian society. De emphasizes that the lack of communication and lack of misunderstanding leads to loneliness, feeling of duality and unfriendliness. When a husband fails to realize his wife, her intensity, her emotions and feelings; it leads to a dissemination of relations of wife and husband. Maya's ironic words substantiate her disharmonious relationship with her husband. "Hey! You are talking, what fun. See we're actually having a conversation". (*ST, 1996, p.* l39) It shows the lack of proper conversation and communication between wife and husband.

Maya's disharmonious matrimonial relationship and her struggle within to overcome her existence mess up her. Maya's attempts to walk away from it, muddles up her. The detachment between her husband and herself signifies her loneliness. She feels terrified in the companion of her husband, the male chauvinist who represses her feelings and emotions. The news of Mr. Mallik's tour makes her feel safe, free and happy. She feels herself freed from the bondages of marriage and family for a while. "That I'd be alone in our home, I also felt free of pressure, free of approval, seeking free of being judged, watched, corrected, scolded, nagged, pushed and instructed". (*ST,1996, p.*163)

Maya exhibits opposition towards the biased and selfish attitude of her husband. She feels tense in his companion and wants to remain aloof from him and his approaches. "The truth was Ranjan made me tense; Ranjan also made me self conscious. I never felt free to be myself, when he was around. Was it his smugness that froze me? Superiority over me?". (*ST,1996, p.* 163) The above statement makes things easier that De's modern women do not tolerate husband's superiority over them. They supposed to believe in mutual dependency, cooperation and caring attitude as the essential factors required in the institution marriage and family.

De's women claim the attention of husband in the family. If they fail to get any attention, they raise questions and seek out for answers for them. They show antipathy towards the mechanical life in the marriage. They demand mutual understanding and affection. Maya, a disadvantaged woman, suffers the victimization of conventional and mechanical husband and towering mother-in-law. She demands the attention of her husband. She wonders at his insipidity without any love and affection for wife. She gets obsessed with his aloofness, which interrupts her peaceful and happy mood:

Didn't he ever wonder what went on in my head all day? What bothered me, affected me, depressed me and made me happy? Why was there no curiosity, no questions other than those related to domestic matters? Why did he never notice the changing expression on my face? Or ask me even once, whether or not I was happy being married to him?. (*ST,1996, p.*165)

Maya's question argues to a number of doubts and questions in the minds of many wives. Why does a wife and husband fail to converse with each other? What are the consequences that lead to the lack of communication? What could be the solution? When one think about the differences that survive between husband and wife, the dissatisfaction and problems in marriage lead to duality, lack of companionship and to unfriendliness. For some women being a housewife is not acceptable. They search for economic security, while their husbands prefer their wives to stay at home and carry out their duties as mother wife and daughter. Being brought up in a patriarchal culture, women fail to articulate their feelings and opinions, while men do not consider their opinions and decisions to be valuable. It makes differences between wife and husband. Women suppress their ideas and suffer by themselves. The better solution can be a good communication between wife and husband. In spite of their adjustment in the marriage, they desire to set free themselves from the caged life. In *Second Thoughts*, Maya feels troubled of her dreariness and isolation. In order to escape from isolation, she develops illegal relationship with her neighbour, Nikhil, a young college student. "I'd started recording my impressions of Bombay in it. And I realized that far too many of the entries concerned, Nikhil. Was I really that bored? That frustrated?". (*ST,1996, p.* 61)

Maya's relationship gradually turns to infatuation. Her increased distance with her husband leads to her sexual freedom. She commits adultery, out of her passion for Nikhil. "Even that all too brief image began to assume an exaggerated crazy importance in my dull schedule. I asked myself, what it was about Nikhil that I was reacting to so strongly". (*ST,1996, p.* 62) She takes it as a challenge to deal with Nikhil and his teasing. She wants to prove herself a person with strong feelings and emotions. "I would prove to him, what Maya from Calcutta was capable of, if she really set her mind to it. I'd wipe that smirk off his face. I would... I would... kiss him". (*ST,1996, p.* 137)

Maya's fascination for Nikhil reaches its heights. She pays no attention to the principles and norms of the institution of marriage and family. She craves for sexual freedom and liberation. She chooses Nikhil and his companion rather than her husband's companion. De's women don't care for society. They indulge in extra-marital relation and discover their own life. As individuals, they try to find their own life in the marriage, where wife is considered a non-person. She determines to posses Nikhil and his love. "All I know was that Nikhil's presence had started to lift up my spirits ridiculously I didn't care who saw him there or what the consequences would be for me later. I didn't care...".(*ST,1996, p.* 168)

De's disadvantaged women break all those bonds and norms that set the limits of their freedom. Maya, a self-assertive and modem woman make a decision to search for the fulfilment of her dreams elsewhere, however, sinful it might be. Maya's affair becomes Maya's most precious enjoyment. She finds happiness and affection in the companion of Nikhil, which she fails to get from her husband. She succeeds to fulfil her needs. But Maya's fantasy is shattered, when she finds Nikhil engaged with another girlfriend. Though her happiness and sexual fulfilment with Nikhil was short lived, she feels happy and elated. She lives her remaining life completely in his thoughts, dreaming and recollecting her association with him. "For the first time I felt like laughing signing enjoying the salty sea air on my love. I looked at the sky and felt happy. I felt relaxed, I felt free". (*ST,1996, p.* 192) She tries to live her life with his memories. She becomes obsessive and preoccupies with his thoughts. "My obsessive preoccupation didn't bother me at all. I knew it should have. But it gave me great comfort to know that I had Nikhil in my life". (*ST,1996, p.* 283) De all the way through her women characters recommends the significance of love and affection, compromise and honesty between wife and husband and respect for each other in the family, failing which leads to disenchantment and unhappiness.

De's women do not want to be treated as servants; they want to be treated as human beings. They do not hesitate to report their problems and dissatisfaction in their marriages. They want their existence to be felt and recognized by all those they come in contact with. They are modern women who reject to bow to the long established customs and tradition. They attempt to live their own life on their own. They prefer to be self-sufficient and economically secured, which enable them a dignity and position in the family and in society. Many women seek to escape from the depression, disappointments of unhappy marriages by looking for a job, by diverting their attention on some other duties. But De's women arise a question; does job solve the problems in the marriages? Does the economic security is the only solution? In fact, they search for solution for the problems faced by women in the institution of marriage and family. Shobhaa De's maturity and insightfulness have reached new insight in this novel.

It is Shobhaa De's master piece which brings into light on the traditional Indian marriage in which woman is a silent sufferer.

Conclusion

There is no doubt about the fact that "Marriages are made in Heaven" but they are fulfilled on the earth. This is a bond which is holy and permanently bound on the grounds of truth and love. However, this trust and love has to be observed by both man and woman which only will put their life on tracks leading to an even and satisfactory culmination. A couple that stands the ground and is successful in the investigation of time will be the happiest couple on this earth.

It is the importance for the postmodern husband to peep into the psychological and physical needs of his wife. Age-old, traditional institution of marriage which offers a woman just a house to live in and a family on the price of her identity, individuality needs to be improved. Rigid patriarchal system should be diluted which forces a young woman to suffer silently in the wed- lock with an impotent husband. Laws are not enough. Mental and moral support is the need. Our evolution is of little value if our women like Maya are being colonized, kept as imprisoned in the name of Matrimony.

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Education: A ladder for upward mobility and Women Empowerment

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KEY WORDS: *Women, Education, Employment, Empowerment*.
"Every girl, no matter where she lives, deserves the opportunity to develop the promise inside of her" by Micelle Obama.

Women's role in a society cannot be minimized as she is engaging in different roles in different field. Since education is the most significant element for the upliftment of a society, women as part of society cannot be exempted. As education is one of the criteria for the development of the self and the public, she must be educated, for,both her own survival and to raise the level of society .Education enable her to take a decision for her own and can support the family for taking a suitable decision .Education is a source for self-improvement. While she is educating, she can motivate others also. Education fulfill her dreams and expectations. She can influence the younger ones through her active participation in society. While she is educating, she can motivate others also. Education fulfill her dreams and expectations. She can influence the younger ones through her active participation in society. Educationmake aware of their economical, political and social roles. Education support them to prove their potential. An educated women employee got more acceptance in society than uneducated one.Education gives her a status, profession and can develop a self-awareness about life. In spite of all these, still she need to be motivated among peopleto make them realize its worth. So it is necessary to create educational facilities for women, and make aware them about the need for employment. Employment not just give them an earning. It makes them more social and help them to know more about people around them. Both primary and secondary data used to collect materials.The study

shows that how education support them to take adequate decision, leads to positive thinking, to make changes and enable them to learn new skills for improving personal power. At the same time they are not hiding their multirole both in family and office.

Introduction

Education is the basic and fundamental requirement of the citizens of a nation. For the development of the nation as a whole, it has been seen that bouts of long term economic growth are usually preceded by increase in the population's literacy level. Education of women in particular is important for overall development of a society. This is not only because women constitute half of the population and therefore they naturally have a right to education but also because women's education has far reaching impact on the society as a whole. Education can help women overcome the social taboos and prejudices and liberate themselves, this would enhance their self-image, self-confidence and self-reliance and this would eventually raise their status.

Education empowers a woman to participate in political and economic decision –making in the community as well as in the household and thereby enables her to participate in development efforts in both family and community. Educated women can discover their own potential, increase their resistance to gender discrimination, and increase family income, status of the family. Education also empowers a woman's wallet through boosting her earning capabilities and combat against current and future poverty(SHARMA, 2018).Education helps every women to identify her ability and leads her to think about how to change herself.

Education is a prime factor for women's development and empowerment. Through education it is possible to improve women's opportunities for participation in the various fields of life. For women empowerment women literacy is a key factor. Through achieving high female literacy rate it is possible to achieve women empowerment. For improving skills, the bare minimum is literacy. It increases a women's earning capacity and the potential for empowerment.it is one of the most important tools of expanding social opportunity. Girl's education is one of the most powerful catalysts for social progress across a wide range of indicators. In recent years, the empowerment of women has been recognized as a central issue in determining the status of women. Empowerment covers aspects such as women's control over material and intellectual resources. Empowerment is a process, not an event which challenges traditional power, equations and relations. Abolition of gender based discrimination in all institutions and structures of the society and participation of women in policy and decision making process at domestic and public levels are a few dimensions of women empowerment.(SINGH, 2010)

Objectives

1. To find out, how far education become a tool to raise the standard of living of women.
 2. To explain the desirable social changes created through women education.
3. To discuss the complexities with regard to women employment.

Education has always been seen as a fundamentally optimistic human endeavor characterized by aspirations for progress and betterment. It is understood by many to be a means of overcoming handicaps, achieving greater equality and acquiring wealth and status. The purpose of education should be to develop every individual to their full potential and give them a chance to achieve as much in life as their natural abilities allow. It is a process which enables every individual to effectively participate in the activities of society and to make positive contribution to the progress of society.(B.G, 2013)

To ensure that women are heard at all levels –as individuals, in communities, and nationally, empowerment must be defined in a manner appropriate for the task if the goal is to understand the process that leads to empowerment, need definitions that ca be theorized and empirically analysed. When viewed in the broader context, gender empowerment will not be attained simply by listening to the voice of women and creating space for agency as this is not enough to end the marginalization and entrenched patterns of discrimination against women.

The World Bank identifies empowerment as being about increasing peoples choices and freedom of action to participate in, negotiate with, influence, control and hold accountable institutions that affect their lives (Nilima Srivastava, 2018). Education enables every women to understand the society and its changes .When she is more educated, more ways are open to her .Her wishes and aspirations become high. Their efforts to get a job become successful. Employment   provides her opportunity to identify herself, increase her confidence level, and create an awareness about education in her family. But some exceptions are there, as she is performing a multirole in society. Though some agree for a harmonious relation between public and private life, some cannot make a harmonious relation with this two .It is necessary to educate every one as society is growing day by day with new ideas and informations.Every society should admit the effort taken by women both for herself and family.

Methodology

Both primary and secondary data used for collecting data .The major tool used for primary data collection is questionnaire, which is prepared by including questions to indicate different level of the respondents which includes twenty questions. The supporting tool for collecting data is observation which helped me to read in between the lines of the answers by the respondents. As such the observation method stands in equal position as the primary method. Secondary data collected through different books, journals& website.

Findings of the study

The study examined the views and opinions related to education, employment and other matters associated with it. A total of hundred women were selected, out of this, fifty house wives and fifty working women representing different fields. Housewives includes both educated and uneducated, working women were representing different fields including workers without support of education. Data were collected using self-constructed questionnaire. It revealed the issues connected with educated, uneducated, employed and unemployed women. The study shows that as far education is concerned both educated and uneducated womens were completely supporting women education.

Education enables her to guide their children as they wished. Valuable information were provided as she is educated. The experience she gained through education enable her to handle the problems both in family and work place. A working women can provide better living standards to family as she can contribute financially to fulfill the household funds and as a mother she can better supportive to her kids and provide better facilities for their education and other needs. Supporting financially it improves the quality of their living standards of the family in general. Mother becomes a positive role model for her kids as kids realise the importance of education and hard work through their mother. Mother can provide better support in children's studies and when she is working and it can be often seen that the children of working women perform better at school in their studies and other extra-curricular activities. Working women has a better organized and systematic life as she has to balance both her office and home. The children of working parents learn good habits in very early childhood when they support their mother in house hold activities.

But her role as personally and professionally creates both positive and negative effects in her life. Women may find it is difficult to manage the time between her office and home. As woman is equally responsible to her family and office, sometimes she may not be able to perform well in the office and vice versa also faces the risk of health issues when women sometimes tend to neglect proper nutritious food and adequate rest when she is struggling to balance her family and her office. At times children are also so affected negatively as they may not get proper quality time which they wish to have with their mother at home. Kids of working parents always complain that their mother does not attend their functions and celebrations at school and this emotionally effects children. When a mother stays at office even after the child reaches home after school, the child becomes isolated which often needs to behavioral problems in their children. And the situation of feeding mother even more badly as some children tend to show aggressive behavior when they are kept in the care of other people.

This study also takes up to analyse empowerment status of women. In this a few studies analysed women employment obtained through education, the other

studies examined work gained without education. Educated womens were fully confident with their profession and its acceptance in society. At the same time, the uneducated working women admit the thing that, they are enjoying economic self-sufficiency, but they also admits the importance of education.

Women's empowerment is defined as the process in which their spiritual, political, social, or economic status is raised.This also includes the right to raise their level of confidence regarding their own capabilities.(Reddy, 2016)The concept of empowerment flows from the word power. Empowerment of women would mean encouraging women to be self-reliant, economically independent, have positive self-esteem, generate confidence to face any difficult situation and incite active participation in various socio-political development endeavors. The growing conscience is to accept women as individuals capable of making rational and educated decisions about them as well as the society, increasing and improving the economic, political and legal strength of the women, to ensure equal-right as men, achieve internationally agreed goals for development and sustainability, and improve the quality of life for their families and communities(https://learn.culturalindia.net/, n.d.)

Conclusion

As education opens new ways and means to all, it is not good to any society to reject its women half for achieving their educational dreams and aspirations. Educating a girl is more important than getting her married at earlies because giving her a support from a partner to keep her happy is entirely different from her being a support for herself at any point of life. Education is the best way to improving the quality of life in and outside home. It boost her confidence level and can help to identify herself. Though women employment have it both negative and positive effects, it is sure that, employment provide economic support, allow her to hold a position in society and can identify herself.

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The DevoiD of humaniTy, iDenTiTy anD naTionaliTy in The selecT Canadian War FiCtion

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Abstract

Men in power declared the war to control men with fear. Promising the false teeth of patriotism, freedom, identity, democracy, nationality, aristocracy and so on, they instilled young minds to enlist. It is highly impossible to depict the atrocities of war, experienced by soldiers. The writers of war fiction themselves accept their inability to visualize the suffering of victims. While every soldier fought for their own nation, Canadians fought for England and Germany to achieve their nationhood and identity .Though they realize the perilous journey of war, they sacrifice themselves to attain the freedom. But in the war field, they were treated as an animal that bereft everything. This paper traverses the upheaval of war in the lives of Canadian soldiers with reference to

the novels of Charles Yale Harrison's '*Generals Die in Bed'* and Timothy Findley's *The Wars*.

Key words: Devoid, Trauma, Cannon Fodder, Jingoism, identity.

Canadian war novels illustrate the horrors of war and make the readers feel sympathy for the victims and question the real meaning of war and its effects on society. The crucible of war helped Canada to progress as a country and realize the vitality of being independent. The fighting spirit, ingenuity and sacrifice enabled Canadians to demand an authoritative voice in the war and world affairs. Canada emerged as a nation through the sufferings, sacrifice, and dedications of many. Canadian war novelists are the replica of young minds that dreamt of Canadian identity and wish the emergence of Canada as a united nation. **Eric Thompson** represented the conflicts of Canadian soldiers, "The shock of combat on foreign soil in which the soldiers learn to cope with personal conflicts and dilemma. The soldier protagonist had to confront and seek to conquer" (Thompson,1981, p.95). This paper examines the novels of **Charles Yale Harrison's** *Generals Die in Bed,* **Timothy Findley's** *The Wars which* pours out the European views on the futility, atrocities of war and its consequences.

Charles Yale Harrison's *Generals Die in Bed* depicts the reality of young minds who are not jingoist; not coward but concerned about the self-preservation. The Canadian soldiers hoped to achieve a lot but they were not recognized by any. By not realizing the intention of war, many young men between the ages of 17 to 20 years were enlisted to join army who fought for British against Germany. They never concentrate on the brave deeds, great models, and art of killing; they are soldiers in appearance but young boys in actions. The un-named narrator of the novel *Generals Die in Bed,* do not like to go to march but keeps the company of the charming girls. The young minds of Canada were in dilemma of selecting any and unable to feel the reason and solutions. The war engulfed the animal instinct of young Canadian soldiers and resulted futility. **Charles Yale Harrison** treats the soldiers' boyish attitude candidly and reflects them through his narration:

> I feel lonely. I do not want to go to war. She marches
> along by my side. The battalion is no longer marching. It
> straggles, disorganized, down the street the leading to
> the station. I am only eighteen and I have not had any
> experiences with women like this. I like this girl's
> brazenness. "Kiss me, Honey" she commands, I obey. I
> like all the confusion now.   (Harrison, 2005, p.
> 4)

The Canadian soldiers were forced to lead the trenches in no man's land. The soldiers in the trenches ordered to keep their eyes open, kept ready the *Lewis guns* to pull the bayonet at any time. Though there were no fights, the attitude of

British Commanders and Generals made the Canadian soldiers realize their own fate of not complaining, their frontier identity and their no man's Land (Canada). The un-named narrator is wondered by the jingoism of Fry who wanted to do his duty first even he had lost his legs. Brown and the narrator saved the life of *Fry*. No sooner did they explain the situation to the British Captain Clark, he ignored them due to their Canadian identity. The Canadian soldiers hoped to attain the nationhood, Canadian identity and equality. But they were treated indifferently by the imperialists and used as a front runner in the trenches. The narrator examined the imperialism: "Our Captain, Clark, pushes his way through the mess. He is an Imperial, an Englishman, and glorifies in his authority" (Harrison, 2005, p .5). When the narrator offered an explanation, Clerk rejected it and asked Fry to continue the duty. Clark commanded: "Get up, you're holding up the line". (Harrison, 2005, p .5).

 Timothy Findley, prolific modern writers of Canada, lime light the dark connotations of war effectively in the novel 'The Wars'. The soldiers are traumatized by their shocking experiences in the war. The tragic death of Rowena compelled the protagonist Robert to enlist the war for survival. Robert Ross was shocked by witnessing the funeral of his friend Harris who sacrifices his life. Harris was not recognized for his valor and his body had not been cremated. Only the three attended the funeral of Harris. Being French Canadian, the ashes of Harris were not allowed by the churches. The cremation was allowed only to the Parishioners. Robert Ross questioned the meaning of war and felt the essence of humanity, identity and nationality and outlined: "This is not military funeral. This is burial just at the sea". (Findley, 2001, p.119)

During his journey to France, Robert was separated and lost his kit bag that contained his clean clothes and his pistol. He went to a bath house where he was assaulted in a cell and raped by his fellow soldiers. He did not know who they were or how many of them there were. He returned to his room and took the picture of Rowena that he kept in his kit bag and burned it. Reasoning the deeds of fellow soldier, he questioned the appropriateness of his ideals of care for animals and suffered from imbalanced mind.

The Canadian soldiers are never treated with humanity and equality and were treated as the machines to do the task of men in power. For example, in the novel '*Generals Die in Bed*', the tattered uniform of Brown made Clark displeasure. Clark rejected Brown for being a farmer in the past who spoke about Beans. During the victory of their enemy (German), the imperialist Cleary informed the Canadian soldiers to fill the gap on the north. The young soldiers had been used as 'Cannon- fodders'. The British treated Canadians as materials not even as the human beings. Harrison depicted: "We will be sent to fill the gap of north. "….we're bloody shock troops, that's what we are." .yeah… Whenever the imperials cave in, up we go" (Harrison, 2005, p. 43). Canadians

questioned the unjust system, prevailing in the war. They hope that they will attain the status of nationhood and identity after their death. But after the war, they are labeled as wounded men, farmer and felt like hallow men who have been witnessed only the frontier identity not Canadian identity. Canadian soldier *Brown* was considered to be a dead farmer not as a brave jingoist Canadian soldier, after his death.

The Canadian soldiers never get recognition and were treated as an animal. In the novel '*The Wars*', Eugene Taffler, a role model to many soldiers, wounded and returned to Canada. He was not recognized due to his wounds .His brave deed of killing of many was changed as the killing of battles. He transformed as a bottle throwers who was denied to get recognition. **Timothy Findley** questioned the true meaning of war that made many young soldiers immobile. Witnessing the pitiable condition of Taffler, Robert felt shocked, "I suppose you wonder what in hell I'm doing, eh? Taffler gave them a smile. Welllllll..' he drawled and squinted at the bottles – took aim and threw a stone. It arrived and the bottle was demolished. That wasn't I'm doing,' he said. 'Killing Bottles'. (Findley, 2001, p. 31)

The life of soldiers has been haunted by the generals and men in power. Canadians fought for Great Britain in The Great War, were under estimated and felt colonized during the war. The valor deeds of Canadians amidst the war were not recognized. The narrator of *Generals Die in Bed* questioned the real meaning of war and the role of Canada. While *Anderson* asked him to celebrate, he replied: "No. But the Lord has figured it out for me. 'And the beast which I saw was like unto a leopard, and his feet were as the feet of bear, and his mouth as the mouth of a lion"(Harrison, 2005, p . 44). While the Comrade asked him to depict the place of Canada, he replied that the leopard is France, the bear is Russia, the lion is England and Canada is under lion's tail. The soldiers' lives have been thrown away who were treated as slaves and used as machines to complete the task and their expectation of Canadian identity, humanity and nationality is shattered away.

The protagonists of Canadian war novels questioned the role of Canadian soldiers in the trenches who are keen on realizing the meaning of war and its effect on society. They are acknowledged as soldiers while they killed or being killed. After that they are called as farmers, aboriginal, men with no aim, dependant of Britain and so on. They see themselves as soldiers who are directed by the mind of men in power and voiced against the futility of war that engulfed the life of soldiers. The readers of Canadian war novels do not experience the Canadian fighting in battles. But they will be trapped by the traumatized mind of young Canadian soldiers like Robert Ross and Harris who witness the smell and fouls in the trenches and the death of comrades. Though they lost their roots, life, young age, parents

and hope, they reflect the future of Canada by questioning the real meaning of war, importance of humanity, identity and the attainment of nationhood. But the Canadian experiences in the war made the soldiers feel the deception of victory, devoid of human values, loss of identity and national interest.

Every deed has its own result. But in the case of Canadians, it is totally strange. Though there were not any changes in the lives of young Canadian soldiers, they realized the importance of humanity after the death of unsung heroes of their own country. Century ago, the world witnesses the pain of war that makes abhorrence among nation. Now, the world renders many helps, clean the blood of war and wrap the wounds to make harmony among people. We have been searching the war to end all wars to make peace among nation to build a new strong structure. As the words of John F Kennedy; "Peace is a daily, weekly, a monthly process, gradually changing opinions, slowly eroding old barriers, quietly building new structures". Men in power should realize the real power of peace which is soulful to overcome the anxiety and fear of people.

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Education and EmpowErmEnt: thE PhilosoPhical insight of VakkammaulaViof islamic RefoRmism in keRala

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Abstract

Kerala society was experienced a string of changes in the first half of the 19th century. The culmination of the western cultural influences it had received from 16th century onwards through the Portuguese, Dutch and British. From the colonial influence of the middle of the 19th century witnessed, a variety of socio economic changes happened throughout Kerala. Like other lower caste communities in Kerala, 19th century marked the beginning for a reform within Islam as well. The reformative activities were boosting and encouraging the Muslim community to acquire the benefit of modern education. Early twentieth century was crucial as far as Kerala society was concerned. The Muslim reformative movements that were gaining momentum in Malabar, Cochin and Travancore areas were of various characteristic features. The educational development in Travancore and Cochin was not as worse as in Malabar. This paper tried to attempted to understand the role of VakkomMoulavi was considered one of greatest reformer in the Kerala Muslim community, and is sometimes referred to as the ' father of Muslim renaissance '. This paper tries to focuses on the perpetual contributions of VakkomMoulavi in the Muslim community among their socio-cultural and educational field.

The Islamic Renaissance in Kerala, in the real sense of the term began with VakkamAbdulkadarMaulaviwho started a religious and social movement for the reformation of Muslim community. He really targeted the evacuation of different

types of superstitious and anti-Islamic activities dominant in the Muslim community and thus brought the whole community into the limelight of reformation. Kerala society was experienced a string of changes in the first half of the 19th century. The culmination of the western cultural influences it had received from 16th century onwards through the Portuguese, Dutch and British. From the colonial influence of the middle of the 19th century witnessed, the socio economic changes happened throughout Kerala. Like other communities in Kerala, 19th century marked the beginning for the reform within Islam as well. These reformative efforts were boosting and encouraging the Muslim community to acquire the benefit of modern education. But the initial stage all the traditional Muslims of Kerala were deliberately avoided the benefit of modern education.

From the Kerala perspective, the reformist programmes articulated from the period of the 19th century onwards by various Hindu and Christian communities have much in common with similar processes taking place amongst Kerala Muslims. Early twentieth century was crucial as far as Kerala society was concerned. The period witnessed the upraising of downtrodden sections, the growth of communism and the development of nationalism, which favoured the renovation movements in society, and the period brought significant changes in Muslim community too as in other communities.

The Muslim reformative movements that were gaining momentum in Malabar, Cochin and Travancore areas were of various characteristic features. The educational development in Travancore and Cochin was not as worse as in Malabar.This paper tried to discuss about the social condition of 19th century and how is favourable for reformative activities among the Muslimcommunity in Kerala. This paper also focuses on the role of VakkomMoulavito empowering the Community through Education.

Muhammad Abdul KhaderMoulavi better known as VakkomMoulavi,was born in 1873 at Vakkom village in Chirayinkeeltaluk of Travancore state [1]. He belonged to a prominent Muslim royal family named Poonthanam. His father Muhammad Kunji was belonged to elite class and prominent merchant, religious devotee and influential figure. Young Abdul khaderwas every very intelligent. Within a short span of time, his inherent talents, he mastered the Arabic language and acquired profound knowledge on the holy Quran, logic, Islamic, jurisprudence and Islamic history [2]. Besides this, he learnt different languages likes Arabic, Persian, Urdu, Sanskrit, Tamil and English along with a proficient knowledge in Malayalam[3].

Being a contemporary of SreeNarayana Guru, the famous social reformer of Kerala, is learnt that Moulavi interested with him quite a number of occasions.

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[1] Muhammad Abda (ed.), *VakkomMaulaviyudeThiranjedutha Krithikal*,1979,p.13
[2]*Ibid*.,p.14.
[3]MuhemmadKannu, *VakkamMaulaviyumNavodhanaNayakanum*, 1983,p.26.

SreeNarayana Guru's efforts were initially focused more on reforming the customs and practices of Ezhava community with due emphasis on the moral as well as social upliftment. His emphasis on having modern education and industrial training for empowerment was impressive for many Ezhavas to conceive a common platform for themselves to join the efforts taken up by Narayana Guru. Dr.Palpu, the founder member of SNDP yogam along with the famous poet turned social reformist Kumaranasan, had taken up Guru's focus on modernization. SreeNarayana Dharma Paripalana Yoga (SNDP) became a common platform for anti- caste sentiments of many other lower cast groups in the initial day's. [4] VakkamMoulavi a contemporary of Narayana Guru had a fruitful relation with him. He organised a association was known as "Islamic ParipalanaYogam" along the lines of SNDP. Maulavi initiates to start different programmes for removing sectarian as well as other difference within the Muslim community of Kerala. Like SNDP, which initiated movement for merging up of various sub castes into the Ezhava category, Islamic Dharma ParipalanaYogam pioneered the spirit of unification Muslims in Kerala.[5]

The reformative movements were started and established during the Colonial period, as the part of Colonial policy, the Britisher's introduced several measures for the enhancing of Kerala society. The spread of English education among Indians met also the requirements of the British Administration. The employment of a large Number of Indians in the subordinate services was an administrative necessity. Their training in western ways of thinking facilitated the functioning of essentially western administrative machinery. The fact is that the English education was introduced by the British rulers for their administrative convenience. They deliberately intended to make the Indians only fit for clerks[6].

During the Colonial period the Muslims attitude towards modern education of European missionaries was negative. Several socio political and economic factors were behind this. In the meantime these educational activities helped at least a few sections in the Muslim community to acquire modern education. These educated Muslims were at front against the superstitions prevailed in the society and their relentless efforts made the community aware of the importance of modern education. Religious education too was given prime importance by them.

The attitude towards English education during the colonial period brought in some changes in Islamic community too resulting in reformation leaders and it is seen that these reformation leaders have succeeded to a certain extent in promoting the need for modern education in the community.MakthiThangal, HamadaniThangal, ChalilakathuKunjahammad Haji, Vakkom Muhammad

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[4]*Ibid*.,p.36

[5]Chadra Mohan P, *Popular Cultural and Socio- Religious; Narayanaguru and Ezhavas of Travancore*, 1987,p.57.

[6]R.C.Majumdar (ed.),*BritishParamountcy and Indian Renaissance*,1962,p.34.

AbdulkhaderMoulavi, KM Moulavi, EK Moulavietc [7] , were the eminent personalities worked for social upliftment of Muslim community in Kerala. The contributions of these leaders in the field of Islamic religious education especially Madrassa education are valuable.

VakkomMaulviwas considered one of the greatest personalityin Kerala Muslim community and is sometimes called as the "father of Muslim Renaissance[8]. He emphasized the religious and socio economic aspects much more than the ritualistic aspects of religion. He also campaigned for the need for modern education the education of women and the elimination of potentially bad customs among the Muslim community. Realizing the impending danger besetting the Islamic community, Vakkam took initiatives in introducing modern education clubbed with spiritual and religious value orientations [9] .The central idea of Maulavi was resorting Islam to its pristine purity and utter simplicity.

It is true that the attitude towards English education during the colonial period brought in some changes in Islamic community too, the reformative leaders succeeded to a certain extent in promoting the need for modern education in the community. But the Muslim community of Malabar was not ready to accept the efforts of British government. The colonial policies were very much affected to the conditions of Mappila Muslims especially the peasants. The British government organized a committee to make prevail over the situation for making these efforts. For giving basic education along with religious education the teachers got special training from these schools [10]. That was the millstone in Muslims educational development in Malabar. After 1930, there was a historical movement in Muslim's education in Kerala. The educated Muslims were worked towards the social development and against the social evil.[11] The introduction of Arabic language is indirectly helped the Muslims in sending their children in to schools. The Travancore government entrusted Maulavi himself to train the teachers and also to certify their course of study and it was on the basis of these certificate that the teachers were appointed in different schools [12].

Moulavi opinion in that the education should not be limited to religion because that will leave a bad impact on community development, religious education is one part of it. Life should not complete only with religious education, knowledge is very essential for the development of the society.[13] They encourage the people to follow their footsteps Vakkam Abdul khaddar Moulavi led they entirely

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[7]*Islahi* Movement in Kerala, *Mujahid Sate Conference*, Souvenir, 2002,p.63.

[8] South Indian History Congress Proceedings, 2000,p.345.

[9]Muhemmad Kannu,*op.cit.,p*.21.

[10]*Ibid*.,p.82.

[11]*Islahi* Movements in Kerala till 1950

[12]A SreedharaMenon , *Kerala District Gazetteers Trivandrum*, 1962, p.279.

[13] T Jamal Muhammed,*op.cit*.,p.83

different approach in its imagination more over he consider religious study to acquire knowledge.

In 1920 ,LejuthulMuhammadiaSangam in Alappuzha its annual conference and he expressed his outlook on education. The society is focus on advancement overall educational development [14]. People are to acquire higher education which is benefited for the augmentation of the society. Hetrying to point out the importance of education and our educationshould not be getting a government job. It is not good for this society. Educated people need to get into agriculture, business, industrial field to become and prosperous and back bone of people welfare.

The contributions of VakkomMaulavi in the field of Islamic religious education especially Madrassa education are inestimable. The reformative leader emphasized the necessity of secular education along with religious education for the progress of the community. They fought against the traditional concept of orthodox Ulama that English is the language of hell and Malayalam, the language of Hindus communication [15]. Maulavi had a well knowledge in Islamic ethics and written a preface for the study of Quran, principles of Quran Thouheed, Shirkum, [16].His radical efforts were in the field of Madrassa education to pressure that the government took steps to introduce Islamic education especially the introduction of Arabic language in the public educational centers. The Maharajas of Travancore introduced the teaching of Arabic in all state schools where there were Muslim pupils and offered them fee concession and scholarship, girls being totally exempted from payment of fees [17]. The introduction of Arabic language is indirectly helped the Muslims in sending their children in to schools. The Travancore government entrusted Maulavi himself to train the teachers and also to certify their course of study and it was on the basis of these certificate that the teachers were appointed in different schools [18]. These kinds of efforts were very much helpful for promoting the standard of Madrassa teachers.

Maulavistarted journals such as Muslim, Al Isalm, Swadeshabhimani ,Deepika for promoting Islamic identity and educational empowerment in particular . He took initiate to organise Travancore MahajanaSabha and Kerala Muslim AikyaSanghamfor promoting the reformist inclinations among the Muslims . Social change was the main agenda of these organisations which tried hard to eradicate the superstitious ritualistic practices among the Islamic community in Kerala. His literary efforts were directed to endorse the fundamental message of Islam that would reach the common people, through the frequent language such as

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[14] K.K. Ali, *Munnu MuslimParishkarthakkal*,2004,p.33.

[15] Muhammad Kannu,*op.cit*.,p.178.

[16] K.K Ali,*op.cit*.,p.30.

[17]A. SreedharaMenon, *op.cit.,*p. 279

[18]*Ibid*.

Malayalam, Arabic and Arabic Malayalam. Maulavi established schools both at Travancore and Cochin. His main intention behind the mission was to modernise Islam and also to avail the positive result of modern education to the new generation of Islamic believers.

The major section of the Muslim community was dissatisfied with the existing practices especially in the field of education. Unfortunately no Muslim scholar had ever taken any initiative in educating the women in the community to a higher level. As the fact that the Quran always against the gender differences. But most of the early religious leaders stood even against women education. VakkomMaulavi advocated against the baseless arguments of the conservative religious leaders were severely criticised through his scholarly articles and even proved the necessary of women education in the present scenario through his statement mitigating to Hadith[19]His restless reformative efforts were not limited in the field of traditional educational practices and he himself proves that fact that Maulavi as the centre figure of Islamic renaissance in Kerala.

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[19]*Hadith* means a report, account or narrative. In Islamic terminology the term *Hadith* refers to reports of statements of actions of Prophet Muhammad or of his tacit approval or criticism of something said or done in his presence.

The Supreme CourT of IndIa'S approaCh on delay In exeCuTIon of Capital punishment: an appraisal

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Abstract

Every justice delivery system has some purpose. To accomplish such purpose, definite crime and punishment have been prescribed. Indian criminal justice system has also prescribed different kinds of crimes and punishment. It is worthwhile to mention that among the various types of punishment, capital punishment is one of the severe modes of infliction of punishment. The severity of this punishment can be perceived due to its nature because life cannot revert back in case of any slight error. Therefore, only recourse is available to reduce the possibility of error at zero optimal. Multiple safeguards at various levels are provided to minimize any possibility of error. The Supreme Court of India has also realized it relentlessness and therefore laid down multitude of direction and guidelines and also set a criteria that it can be awarded in rarest of rare cases. Time bound execution of capital punishment is necessary to accomplish justice in real sense. Inordinate delay in execution is a cause of disgruntlement as it would lead to put the convicted person under severe psychological distress and torture.

Justice to convict is also imperative as justice to victim. Convict is also entitled for just, fair and reasonable procedure. A new judicial trend is being emerged to take serious concern over delay in execution of death sentence. This has given a new ray of hope to convict, in case of undue delay in execution, as it will entitle him to file a petition before the Supreme Court of India to pray for commutation of capital punishment. On the other hand, it has also put a burden on the executive to reasonably secure the speedy execution of capital punishment to

ensure the fair justice to the victim at the earliest. It is noteworthy to point out that the Apex Court has made it obvious that commutation of death sentence into life imprisonment is not always a rule in all delayed cases.

Keeping in view the above said, it has been taken an opportunity to critically investigate one of the gravest temporal, realistic and methodological deficiencies inherent in our criminal law justice system. It has also been tried to analyse the legal position on delay in execution of capital punishment. Executive neglect or structural deficiencies in due administration of justice has also been investigated to identify the principles propounded by the judiciary to endow with remedial measures.

Key words: Capital Punishment, Executive, Execution, Judiciary, Commutation and Justice

Introduction

The purpose of legal system is to ensure justice, order and freedom in the society. As the third and foremost organ of the government judiciary is bestowed with the role to dispense justice by adjudicating the matter. While discharging such function, the Courts have to inquire and reflect on the real problem and also keep themselves confined to letter of law. At the same time, they have to redress the individual grievances by taking into account the numerous ideas, claims, interest and need of the individual and society. The Court cannot undermined the relevance of social, political and economic imperatives as it otherwise lead to wrong conclusion and justice cannot be met in realistic manner.

Human Rights and fundamental rights are guaranteed to everyone including accused, convicted person and victim. So, the Courts have to scale the balance between individual rights and purpose of the justice delivery system. For this aim, it is necessary to adopt the strategy, methods and humane approach on the interpretation of criminal law principles. The criminal liability can only be imposed on determination of multifarious factors, balancing of conflicting values and application of these on the facts before the Court.

The Indian Penal Code, 1860 is a combination of provisions defining offences making individual liable and general and specific exceptions to exclude individual from criminal liability. The Code prescribes different types of punishments [1], Capital Punishment, Life Imprisonment, Imprisonment (Rigorous/Simple) forfeiture of property and fine. Capital Punishment is the most severe and barbaric. In post modern society, this is a controversy and debate is going on regarding continuance of this type of punishment in penal statute. The Law Commission of India in its 35th report (1967) favoured the retention of death

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[1] Section 53 Indian Penal Code, 1860.

penalty in India. The Apex Court in Bachan Singh v. Union of India[2], not only upheld the Constitutional validity of death penalty, but also limits its application in rarest of rare cases. The Law Commission of India in its 262nd report (2015) recommended that since death penalty does not serve the penological goal of deterrence any more than life imprisonment. Thus, the time has come for India to move towards abolition of death penalty for all offences other than waging war and terrorism related offences. However, this controversy or debate is outside the scope of this paper as it is confined to consequences on delay in execution of death sentence.

The main focus of this paper is to investigate and identify the situations and reasons where the death sentence can be commuted to life imprisonment by the court in general and because of delay in execution of death sentence in particular. Section 54 of the I.P.C., 1860 itself authorizes the appropriate government to commute the punishment for any other punishment provided by this code. Moreover, pardoning powers are also given to the President and the Governor under article 72 and article 161 of the Constitution of India. Again, it is worthwhile to state that here the inquiry is limited regarding the Court's role in commutation of death sentence into life imprisonment.

Capital Punishment in Indian Criminal Justice system

Capital punishment is a vital mode of punishment under Indian criminal justice system. It has been prescribed by the penal law in India. Death sentence is awarded in the rarest of rare cases. It is not mandatory. K.I. Vibhute said, there is not a single offence in IPC which is punishable withy mandatory death penalty[3]. Hanging and shooting are the two prevailing way of execution of capital punishment in India. According to the Criminal Procedure Code, 1973 prescribes only hanging as the method of execution. However, the Army Act, 1950, prescribes both hanging and shooting as methods of execution in the military court-martial system.

The term "Capital Punishment" stands for most severe form of punishment. It is the punishment which is to be awarded for the most heinous, grievous and detestable crimes against humanity. While the definition and extent of such crimes vary from country to country, state to state, age to age, the implication of capital punishment has always been the death sentence. By common usage in jurisprudence, criminology and penology, capital sentence means a sentence of death[4].

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[2] (1982) 3 SCC 24.

[3] K. I. Vibhute, "Delay in Execution of Death Sentence as an Extenuating Factor and the Supreme Court of India: Jurisprudence and Jusrists'Prudence", *JILI*, Vol.35 No.3 (July-Sept, 1993) p.12

[4] Dr. Subhash C. Gupta , "Capital Punishment in India",(2000), p. 1 cited in http://164.100.47.193/Refinput/New_Reference_Notes/English/CAPITAL_PUNISHMENT_IN_INDIA.pdf

Capital Offences in IPC

S.No.	Section	Description
1	Section 121	Treason, for waging war against the Government of India
2	Section 132	Abetment of mutiny actually committed
3	Section 194	Perjury resulting in the conviction and death of an innocent person
4	Section 195A	Threatening or inducing any person to give false evidence resulting in the conviction and death of an innocent person
5	Section 302	Murder
6	Section 303	Murder by a life convict
7	Section 305	Abetment of a suicide by a minor, insane person or intoxicated person
8	Section 307 (2)	Attempted murder by a serving life convict
9	Section 364A	Kidnapping for ransom
10	Section 376A	Rape and injury which causes death or leaves the woman in a persistent vegetative state
11	Section 376E	Certain repeat offenders in the context of rape
12	Section 396	Dacoity with murder

The provisions relating to award of capital punishment are also find place in the Air Force Act, the Army Act, 1950, The Navy Act, 1957, the Assam Rifles Act, 2006, the Border Security Force Act, 1968, the Coast Guard Act, 1978, the Commission of Sati (Prevention) Act, 1987, the Defence of India Act, 1971 , the Explosive Substances Act, 1908, the Indo-Tibetan Border Police Force Act, 1992, the Narcotics Drugs and Psychotropic Substances Act, 1985, the Sashastra Seema Bal Act, 2007, the Scheduled Castes and Scheduled Tribes (Prevention of Atrocities) Act, 1989, the Suppression of Unlawful Acts against Safety of Maritime Navigation and Fixed Platforms on Continental Shelf Act, 2002 and the Unlawful Activities Prevention Act, 1967.

Rights of convict and Delay in Execution

The Criminal jurisprudence is more concern on rights of accused than convicted person. The reason behind it is to ensure just, fair and reasonable procedure during trial. Accused is given legal protection during the investigation and trial before the court of law. These protections are available to the accused under the Constitution of India and Criminal law of the country. The constitution of India incorporates the provisions to uphold the fundamental rights of an individual and Criminal law guaranteed the rights of accused to defend his case in fair manner. He has right to file an appeal, review or revision against the order passed by the subordinate court. Indian criminal justice system ensures the

criminal trial which is based on the concept of the fair and speedy trial so that the rights of both the accused and victim cannot be prejudiced. Speedy trial has been recognized as fundamental rights of the accused. In the case of Hussainara Khatoon v. Home Secretary, State of Bihar (1979)[5], the Supreme Court held that speedy trial is an essential ingredient of reasonable, fair and just procedure guaranteed by Article 21 and that it is the constitutional obligation of the state to devise such a procedure as would ensure speedy trial to the accused.

Therefore, Delay in justice delivery system including civil, criminal, constitutional etc. is a matter of deep concern as delay leads manifold sufferings to both the accused and the victim's family. There is well known legal dictum 'justice delayed is justice denied' which has the prime spirit to indicate that justice should be expeditiously delivered so that it should appear to have been done in reality. Reasonable delay may occur during trial and even after in execution of sentence. But undue delay in execution of sentence especially death sentence will lead to distress and unnecessary trauma to the convicted person. Mercy petition by the president and governor should be disposed in speedy manner. There should be a definite time frame in disposal of mercy petition and execution of death sentence. Inordinate delay in execution of death sentence is like a two types of punishment for one offence as convict is exposed to suffering and distress in waiting his death in the hands of law. A fundamental issue arises before the Court, in case of undue, unexplained delay in execution of death sentence. Since the matter has already disposed and sentence has been announced. Therefore, it cannot be reopened. But the Apex Court has to comply with the core Constitutional values life, liberty and justice. Thus, the Court accepted the petition of the convicts and laid down suitable guidelines in appropriate cases.

In order to uphold scale of justice, the Supreme Court of India commuted death sentence into life imprisonment in appropriate cases. Here it is noteworthy to state that the Supreme Court made it clear that the life imprisonment means imprisonment till end of life of the convict. While ascertaining the quantum of life imprisonment, various factors including the conduct of the convict in jail should be considered. This new judicial trend of the Supreme Court of India to express serious concern over delay in execution of death sentence is double edge sword. It is an opportunity to the convict to pray for commutation of death sentence into life imprisonment. It would serve in a fair end of justice to convict. However, keeping in view Indian scenario chances for deliberately bringing frivolous proceedings to delay execution cannot be completely overruled.

Judicial Approach on Delay in Execution of Capital Punishment
In the area of criminal justice system delay in execution of death penalty has vigorously drawn attention of the Supreme Court in past several years. If a

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[5] AIR 1979 SC 1360, 1979 SCR (3) 169

convict of death sentence spends long time in confinement before execution of the death penalty, he is bound to realize his torture and psychological distress. So, in some significant cases involving delay caused in execution of death sentence especially owing to delay in disposal of mercy petition, the Supreme Court has given its clear ruling which operates as law and guidelines on the point. Before discussing the catena of judgments on this point it is indispensable to state that two significant issues involved in disposition of such matter. Firstly, what is the time frame in which death sentence may be commuted to life Imprisonment? And secondly, what are the criteria for commutation of death into life imprisonment? These issues were dealt by the Apex Court in plethora of cases.

(1) Time Limit

In T. V. Vatheeswaran v. State of Tamil Nadu [6] the appellant was sentenced to death for murder and he was kept in solitary confinement. But for more than two years his death sentence was not executed. He made an appeal to the Supreme Court for quashing death sentence on the ground that the delay so caused was violative of Art. 21 which protects his life and liberty constitutionally and procedure established by law. A Division Bench of the Supreme Court quashed death sentence awarded against him and converted it into life imprisonment. The Supreme Court held that a delay in execution of sentence of death that exceeded two years would be a violation of procedure guaranteed by Art. 21 of the Constitution of India. It was further opined by the Court that prolonged detention to await the execution of a sentence of a death is an unjust, unfair and unreasonable procedure and the only way to undo the wrong is to quash the sentence of death and to commute it into life imprisonment. Thus, the Court set a time limit of 2 years for commutation of death into life imprisonment. However, this time frame was not followed in Sher Singh v. State of Punjab [7] wherein the three Judges Bench of the Supreme Court held that the view expressed by the Court in T. V. Vatheeswaran's case cannot be considered as a hard and fast rule to be applied in delay cases. Though it agreed that prolonged delay in execution of a death sentence was an important consideration for invoking Art. 21 in earlier case yet it held that it cannot be applied as a rule in every case. Each case of delay has to be examined on its own facts and other factors such as nature of offence, likelihood of repetition of offence, conduct of convict and so on. [8]

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[6]. AIR 1981 SC 643.

[7]. AIR 1983 SC 465.

[8] In this case, three accused persons committed murder and were convicted under S. 302 read with S. 34 of the I.P.C. They were sentenced to death but there was excessive delay in execution of death penalty. So, on the ground of delay in execution and relying on judgment of the Supreme Court in *T.V. Vatheeswaran's* case they pleaded for quashing the death sentence. They pursued a number of legal remedies at different intervals of time. In the present case, the delay

It is to be noted that where the behaviour of accused in jail is good and the report of jaii authority shows that he expressed his remorse on the offence committed by him and there is delay in execution of his death penalty which is of more than 2 years, it was held by the Supreme Court that death sentence awarded against him can be altered into life imprisonment. Such view was expressed by the Court in Javed Ahmad v. State of Maharashtra[9]**.** The brief fact of the instant case is the appellant was convicted for murder of 4 persons. the Supreme Court treated the case as a rarest of rare cases and confirmed death sentence awarded by lower Courts and also rejected review petition. His mercy petition was also rejected by the President. Afterwards, under Art. 32 of the Constitution writ petition was filed by the appellant with a prayer to commute death sentence to life imprisonment. The Supreme Court has taken into consideration numerous factors like he was only 22 years of age, his confession about guilt, repentance shown by him in jail and a delay of above 2 years. The Court held that he could invoke Art. 32 of the Constitution and was entitled to commutation of death sentence into life imprisonment.

In Smt. Triveniben & Ors. v. State of Gujarat[10]**,** the Supreme Court overruled its earlier verdict given in T.V. Vatheeswaran's case to the extent that 2 years delay in execution of death sentence entitles the convict for commutation of sentence of death to alternative punishment of life imprisonment. The Supreme Court held that an undue delay in execution of death penalty will entitle the condemned prisoner to file a writ petition under Art. 32 of the Constitution in the Supreme Court praying for commutation of death sentence as he is entitled to fairness of due process (i.e. procedure established by law under Art. 21 of the Constitution of India) to take away life of a person. No specific time can be fixed for delay in execution. No fixed period of delay could be held to make the sentence of death in executable. The Court further held that it will have no jurisdiction to reopen the final conclusion reached by it with regard to death sentence. It may however, consider the question of inordinate delay in the light of several features related to case like nature of offence, conduct of convict in jail, impact of offence on contemporary society, likelihood of repetition of offence and so on. The Court further held that no person is going to give a condemned prisoner a peace of mind or prevent him from mental torture even after providing them amenities like other prisoners. All these factors are to be taken into account while examining the question of delay in execution of death penalty which can be

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was due to conduct of the convicts therefore the Court held that their death sentence was not liable to be quashed.

[9]. AIR 1985 SC 231.

[10]. AIR 1989 SC 142. It was decided by a Constitution Bench of 5 Judges. In the present case, accused persons were sentenced to death by the trial Court, High Court and the Supreme Court. Their review petition and mercy petition were also rejected.

commuted to life imprisonment in appropriate cases. The Supreme Court again made it clear that undue delay in execution of death sentence owing to inordinate delay in disposal of mercy petition by the President would violate Art. 21 as it cause mental torture to the condemned prisoner. Till last breath of his life a condemned prisoner is entitled to fairness of procedure. Again the Supreme Court held in Madhu Mehta v. Union of Indi[11] that a delay of 8 or 9 years in disposal of mercy petition by the President can be treated by the Supreme Court as an undue delay and an important ground to convert death sentence of the petitioner into life imprisonment. In this case petitioner's mercy petition was submitted to the President but it could not be decided even after expiry of more than 8 years. This fact was brought to the attention of the Supreme Court by Madhu Mehta who was a National Convenor of Hindustani Andolan. The sentence of death was commuted to imprisonment for life as the Supreme Court did not find any justification in disposing of the mercy petition by the President during such long span of life. It was observed that speedy trial in criminal cases is implicit under Art. 21 of the Constitution as a Fundamental Right and while disposing of a mercy petition by the President the right to speedy trial plays an important role.

It is submitted that delay in disposal of mercy petition by the president without any justification is a clear cases to be considered. However, other factors may also be taken into account in disposing such request of the convicted person.

In V. Sriharan v. Union of India[12] there was an exorbitant delay of 11 years in disposal of mercy petition by the President and on account of such delay the death sentence was commuted to life imprisonment. In this case three accused persons were convicted for murder and sentenced to death. The Supreme Court found this case fit for commutation of sentence and accordingly it altered death sentence in life imprisonment of all the convicts subject to any remission by the appropriate Government under S. 433 of the Cr.P.C. which is subject to procedural checks and substantive check in S. 433A of the Cr.P.C. The Supreme Court further observed that prolonged delay in execution of death sentence, by itself, gives rise to mental suffering and agony which renders the subsequent execution of death sentence inhuman and barbaric. It is thus apparent from opinion of the Supreme Court that undue delay in disposal of mercy petition would be inhuman and barbaric and thereby it would defeat the very purpose of justice.

Shatrughan Chauban v. Union of India[13] is the foremost authority on the point of Constitutionality of death sentence. In this case several writ petitions were

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[11]. (1989) 4 SCC 62.

[12]. AIR 2014 SC 1368.

[13]. 2014 3 SCC I : 2014 CrLJ 1327 SC. It was decided by three Judges Bench of the Supreme Court. The Bench comprised Hon'ble Mr. Justice P. Sathasivam, CJI, Hon'ble Mr. Justice Ranjan Gogoi and Hon'ble Mr. Justice Shiva Kirti Singh.

clubbed together and all of them were disposed of simultaneously. The elementary question involved in these writ petitions was that since there was inordinate delay in disposal of mercy petitions by the Governor under Art. 161 and by the President under Art. 72 of the Constitution therefore, the death sentence should be declared unconstitutional and it should be commuted and replaced by the life imprisonment.

The Supreme Court thoroughly gone through the intensive arguments, reference of previous judgments, and necessity of Fundamental Right guaranteed especially under Art. 21 of the Constitution and reports prepared by the Home Ministry and sent to the Governor/President without any explanation for delay. The Court held that the petitioners have made out a case for commutation of sentence. In this case, the summary prepared by the Ministry of Home Affairs for the President for disposing of mercy petition took six years and it was without any specific explanation. It is on this very ground of exorbitant delay of disposal of mercy petition, the Supreme Court was of the opinion that death sentence of 15 convicts was altered to life imprisonment due to such delay in disposal of mercy petitions by the President. The Supreme Court examined various supervening circumstances as prolonged delay in execution of sentence of death, insanity, mental illness, schizophrenia etc. of the convict as valid criteria to commute death sentence. The Supreme Court observed that no exhaustive guidelines or outer time limits could be prescribed for disposing of mercy petitions and the analysis must proceed on an individualized case-by-case basis.

The Court held that when delay in disposing mercy petitions is seen to be unreasonable, unexplained and exorbitant, it is duty of the Court to step in. Applying these standards, it was observed by the Supreme Court that all the 15 convicts were entitled to commutation of their death sentences. Nevertheless, it was held by the Court that the sentence awarded on the basis of per incuriam does not entitle a convict to commutation of sentence.[14] On the basis of analysis of this case, it can be summarized that-

(i) When a convict is found mentally disable or ill while waiting for execution of death penalty, his death sentence may be commuted to life imprisonment.

(ii) When delay in disposal of mercy petition appears to the Court unreasonable, undue and is without any genuine explanation, the condemned prisoner is entitled to commutation of death sentence.

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[14] Several other significant guidelines and conditions were also prescribed by the Supreme Court. These are related to how a convict should be treated by the authorities and are for example, the convict should be provided free legal aid, receive a speedy disposal of mercy petition, he should not be placed in solitary confinement, rejection of mercy petition should be communicated to him in writing, receive a 14 day notice before execution, evaluation of mental health of the convict should be made before execution.

(iii) The Court laid down guidelines and conditions to protect the fundamental right to life and liberty guaranteed under Art. 21 of the Constitution.

(2) Multiple Death Row Convicts

One of the significant issues arises in cases having multiple death row convicts. It is legal practice that if any one co-convict has moved a mercy petition or a curative petition, the death sentence of all shall be postponed and any one shall not be executed until a final decision came on such petition. This is also cause of delay as it gives ample time to them to move petition by anyone. The possibility of its misuse cannot be ignored. Therefore, a new version came where it was argued that the execution death sentence should be postponed only of convict whose petition is pending and remaining convicts who have exhausted all remedies should met the consequences i.e. execution of death sentence. In Harbans Singh v. Union of India[15], case wherein three people were awarded death sentence in a murder case. All of them filed mercy petitions. Out of these three, death sentence of one was commuted to life imprisonment and later on another convicted had also get same remedy. As the third had not filed review petition, his death sentence was executed. Hon'ble Justice Y.V. Chandrachud expressed deep regret on the matter. Convicts of the same offence having participated it with the same magnitude cannot be treated differently, unless special circumstances exists. This issue was again raised in Mukesh Kumar v. NCT Delhi[16], wherein the Supreme Court held that where due to pendency of petitions, death penalty of even those convicts who have exhausted all remedies could not be executed.

In Mukesh Kumar V. Union of India**[17]**, This writ petition has been filed under Art. 32 of the Constitution of India by the petitioner-Mukesh Kumar - a death-row convict. The petitioner has filed the writ petition challenging the rejection of his mercy petition by the President of India and seeking commutation of his death sentence. One of reason was given that the petitioner is in Solitary confinement for more than one and half years due to which the petitioner has developed severe psychiatric ailments. The Supreme Court rejected the contention of the petitioner that he has been kept in solitary confinement in violation of the principles of Sunil Batra v. Delhi Administration and Others (1978) 4 SCC 494 and held This cannot therefore be a ground for review of the order rejecting the petitioner's mercy petition.

(3) Constitutionality of Rule in Disposal of Review Petition

In Mohd. Arif v. Registrar, Supreme Court of India[18] through a group of

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[15] AIR 1987 SC 849

[16.] (2017) 6 SCC 1; Nirbhaya case.

[17.] Writ Petition (Criminal) D No.3334 Of 2020

[18]. 20 14 CrLJ 4398 SC.

writ petitions Constitutionality of delay in disposal of mercy petition by the President was challenged in the Supreme Court under Art. 137 for judicial review. Rule 3 framed by the Supreme Court under Art. 145 of the Constitution of India for its management strategies were also under the questions for consideration before the Supreme Court. The Rule provided that an application for review shall be disposed of' by circulation without any oral argument. It was further argued by the Counsel for petitioners that a review petition filed before the Court should be heard by at least 3 Judges of the Supreme Court.

The Supreme Court by 4:1 held that the Supreme Court Rule providing for disposal of review petition by circulation without any oral argument especially in cases of death sentences is unconstitutional. It laid down that a limited oral hearing be granted in all death sentence cases including TADA cases. However, the Court made it clear that such order shall be applicable in only pending writ petitions and such petitions filed in future. It will also apply where a review petition is already dismissed but the death sentence is not executed so far. In such cases, the petitioner can apply for reopening of review petition within 1 month from the date of this judgment. However, in those cases where even a curative petition is dismissed it would not be proper to reopen such matters. The Court further held that the judicial review of death penalty cases must mandatorily be heard in open Court by a Bench of at least 3 Judges.

In Sudam alias Rahul Kaniram Jadhav v. The State of Maharashtra[19] the petitioner was prosecuted for alleged murder of 4 children and his wife. He was found guilty of offences under Ss. 20l and 302 of the I.P.C. and was sentence to death by the Sessions Court, High Court of Maharashtra and the sentence were confirmed by the Supreme Court. He filed a review petition before the Supreme Court and argued that in the light of Mohd. Arif case the review petition should be decided in the open Court at least by 3 Judges and any additional ground can be raised at any stage of the review petition. His argument was that the sentence of death was awarded only on the basis of circumstantial evidence and two extra judicial confessions. Therefore, death sentence can be commuted. On the other hand, the attention of the Supreme Court was drawn to the facts by the prosecution that his conduct in jail was not good as he used to indulge in fight with other prisoners and prison staff.

The Supreme Court reached the conclusion that in view of materials on record and circumstantial evidence he is entitled to commutation of death sentence to the life imprisonment. But referring to its own decisions delivered in Swamy Shraddhananda (2) v. State of Karnataka[20] and Union of India v. V.

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[19]. Review Petition (Criminal) Nos. 401-402 of 2012 in Criminal Appeal Nos. 185-186 of 2011. Decided by the Supreme Court on 01 October 2019.

[20]. (2008) 13 SCC 767.

Sriharan[21] and keeping in view the gravity of offence, barbarity in commission of murder and his conduct in jail, the Supreme Court commuted his death sentence to imprisonment for the remainder of his life sans any right to remission.

(4) Death Warrant before the expiry of time for mercy petition

In Shabnam v. Union of India & Ors**.**[22] Case, Shabnam and Salim were prosecuted for murder of 7 persons of family of Shabnam. Death sentence was awarded against them by the Sessions Court after finding them guilty of murder and it was confirmed by the High Court of Allahabad. The sentence of death was also confirmed by the Supreme Court after dismissing the appeal filed by them before it. The National Law University, Delhi also filed the writ petition supporting the cause of Salim. The basic question which was raised before the Supreme Court in the petitions was that death warrants were issued by the Sessions Court within 6 days of dismissal of their appeals by the Supreme Court and therefore it was unconstitutional as it is violative of Art. 21 of the Constitution. It was argued by the petitioner that instruction issued by Ministry of Home Affairs stipulates that mercy petition can be filed by the prisoner within 7 days of intimation of dismissal of his appeal by the Supreme Court. But the Sessions Court in the present case issued death warrants only within 6 days of dismissal of appeals of the petitioners. The petitioners have also not exhausted their judicial and administrative remedies. The Counsel for petitioners also invited attention of the Supreme Court to the judgment of Peoples of Union for Democratic Rights v. Union of India[23] in which in view of Art. 21 of the Constitution necessary procedural guidelines were laid down by the Supreme Court to be followed mandatorily before execution of death penalty.

The Supreme Court quashed order of Death Warrant as being violative of human dignity implicit under Art. 21 of the Constitution and being in contravention of mandatory procedural safeguards laid down by it in Peoples of Union for Democratic Rights case, The Court further observed that the convicts have not exhausted their judicial and administrative remedies. They could still file a review petition under Art. 137 and can also submit mercy petition before Governor of the State and the President of India to seek constitutional remedies. The procedure stipulated under Art. 2 1 must also be just, fair and reasonable.

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[21]. (2016) 7 SCC I.

[22]. AIR 2015 SC 3648: 201 5 CrLJ 3274 SC.

[23]. AIR 1982 SC 1 473. Procedural safeguards laid down in this case are briefly as follows- I) Death Warrant must specify a specific date and time of execution, 2) Sufficient notice should be given to the convict before issuance of Death Warrant by the Sessions Court, 3) A copy of Death Warrant must be immediately supplied to the convict. 4) There should be a gap of reasonable period between date of order on execution warrant and the date fixed in the warrant for execution, 5) The convict should be provided with legat aid if he so requires.

Such procedure[24] should not be arbitrary, fanciful or offensive. The dignity of human being and fairness of procedure does not come to an end with the confirmation of death sentence by the Supreme Court but they continue to remain valid till such a convict meets his/her destiny.

I.   Concluding Observation

While deciding the matter concerning inordinate delay in execution of death sentence, the Supreme Court of India has given the emphasis on the core constitutional values of life, liberty and fairness of procedure. The Court laid down guidelines to check undue delay in disposal of mercy petition and execution of death sentence. The State is under obligation to make all possible endeavour to maintain an optimum balance between the rights of the victim and life liberty of the convict. It is quite expectation from the State to adopt better management and strategies in disposal of mercy petition so as all the procedural safeguards shall be followed without causing undue delay in disposal of such matters. Procedural safeguards are specified under Section 366(1) of the Code of Criminal Procedure, 1973 and Articles 132, 134 & 136 of the Constitution of India. Review petition, curative petition and mercy petition can be moved by the convict to protect his interest. The Procedural justice is also requirement for fairness. Article 32 is a great help for the convict to pray for commutation of death sentence into life imprisonment even after he exhausted all his administrative and judicial remedies. Judicial craftsmanship has been shown by the Apex Court to ensured adherence to time limits and devoid of any compromise on the procedural requirements to ensue justice to convict. From the analysis of the catena of judgment pronounced by the Supreme Court, it is found that the Court has taken the matter sternly where prolonged delay in execution of a death sentence was caused by the executive. It was opined by the court no time limits can be fixed for considering the matter of death sentence which is fit to be converted into life imprisonment. However, in appropriate case the Court strike down and commuted death sentence into life imprisonment. The Supreme Court has given its clear ruling which operates as law and guidelines in case of inordinate delay in execution of death sentence.

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[24]. Maneka Gandhi v. Union of India, AIR 1978 SC 597.

Migrant transnationalisM: a CritiCal study of Mohsin Hamid's *Exit WEst*

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Abstract

This paper explores migrant transnationalism in Mohsin Hamid's *Exit West*. It discovers that we are all migrants even if we have not stepped outside our respective places. The present paper attempts to look into contemporary migrant transnationalism in *Exit West* and shows the contemporary migration phenomenon – the displacement of the individual from its own country to a strange one. It also gives a picture of how the advent of technology and mass media has resulted in the porosity of national borders and how borders are used to control movements of the people to include some and exclude others. Through Saeed and Nadia, Hamidshowcases the journey of millions of others from an unknown place to Mykonos then to Britain, and finally to California. Further, the paper throws light on the connections and linkages that migrants maintain across geographical borders.

*Keywords***:** Migrants, Migration, Borders, Connections**,** Technology.

Introduction

Mohsin Hamid, a Pakistani novelist, writer, and brand consultant, is the author of four novels. His novels are *Moth Smoke* (2000), *The Reluctant Fundamentalist* (2007), *How to Get Filthy Rich in Rising Asia* (2013), and *Exit*

West (2017). His fiction has been translated into over thirty languages and has received numerous awards. He has been shortlisted twice for the Man Booker Prize, once for his bestseller, *The Reluctant Fundamentalist* in 2007 and second time for *Exit West* in 2017. Born in Lahore, he has spent about half of his life there and the rest of it in London, New York, and California.

Migrant Transnationalism

Portes and others believe that migrant transnationalism is a broad category to a range of practices and institutions linking migrants, people, and organizations in their 'homelands or elsewhere in a diaspora' - are a subset of a broad range of transnational social formations (242-81). It's assumed that all migrants do not indulge in transnational engagements across borders. Vertovec writes, "Modes or types of transnational contact and exchange may be selective, ebb and flow depending on the range of conditions, or develop differently through cycles or settlement processes" (13). The importance of transnationalism goes to the extent that it has now become a basic and 'fundamental way of understanding' and comprehending the idea of contemporary migrant transnationalism. Even the policymakers have gradually adopted this term (qtd. in Vertovec 13).

Migrants once leave their home of origin to maintain some contact and connections with their families and others via correspondence and remittances. Caglar states that since the 1990s transnational turn has offered an entirely new analytical tool that makes visible the sustaining intensity, flow of goods and services, and information triggered by international labor migration (qtd. in Vertovec 14). Christian Joppke and EwaMorawska admit that contemporary immigrant transnationalism is not the archetype of the old but a different 'configuration of the circumstances' (Joppke and Morawska 20).

Exist West: A Gist

Exit West begins in an unknown city undergoing a civil war. The main characters, Saeed and Nadia meet when they take an adult education course. Nadia wears a long black robe symbolising her conformity to a particular religion, though she hardly practices it. Saeed follows her for days and asks her one day whether she would like to have a cup of coffee with him, to which she agrees. The next day Saeed does not think about Nadia as he sells some outdoor advertisements. Saeed has a small apartment in which he lives along with his parents. The apartment was once elegant but now it looks somewhat crowded and old but the family is happy with it. The family used to sit in an outdoor area of the apartment. On meeting Nadia at a café, Saeed inquires about the black robe, she puts on and asks her why she wears it when she doesn't even pray. She responds by saying that it protects her from any violence unleashed by men. Nadia's relationship broke with her family as she moved out of her home on her own. Since then she does not have any word

contact with her parents or her sister. The meeting between Saeed and Nadia becomes more common and they enter into a romantic relationship. The city drops further into confusion and chaos. The militants in the city go for radical attacks in order to take over neighbourhoods. They even kill some onlookers and government officials so that they can establish their dominance over the city. Nevertheless, Saeed and Nadia continue to live their normal lives as they go to work, surf the internet on their phones. They also meet each other in the evening and drink coffee. The couple often smokes marijuana and plays records. On one such night, Saeed meets Nadia at her apartment and they have magic mushrooms before drawing close to each other. Saeed often stops her and tells her to wait until their marriage.

Analysis

Migration is the movement of people from one place to another with the intention of settling, forever or momentarily at a new geographical location. The movement is frequently over long distances and from one country to another. People may migrate as individuals, in family units, or in large groups. There are four major forms of migration: invasion, conquest, colonization, and immigration (W. Caves). The experiences of racism and hostility, rootlessness, and the search for identity can result from migration and displacement. Sten P. Moslund (2010) provides a clear picture of the 21st century when he says, "It seems that we are witnessing a massive international and transnational defeat of gravity, an immense uprooting of origin and belonging, an immense displacement of borders, with all the clashes, meetings, […] reshaping the cultural landscapes of the world's countries and cities (2).

Mohsin Hamid in his recent novel *Exit West* (2017) imagines a world where people can suddenly move beyond borders. The characters, Nadia and Saeed flee to an unnamed city that is undergoing a political apocalypse. They migrate, first to Mykonos, and then to Britain and later to California. The city is "swollen by refugees but still mostly at peace, or at least not yet openly at war" (Hamid 1).

Saeed was happy living a normal life. Like his countrymen, he "lived with his parents" and was an "independent-minded, growing man, unmarried, with a decent post and a good education" (8). On the other hand, Nadia was working in an insurance company and the couple was living a normal life and had good jobs to run their life. One night Saeed was with his parents enjoying his phone whose camera he directed towards the sky and all of a sudden Saeed's parents "heard the gunshots of automatic gunfire" and his mother suggested him to return inside" (15). To live a better life and to escape unrest, people were leaving the city.

Hamid talks about several ways that had the potential to pave the path for Saeed and Nadia to escape unrest like using mysterious magic doors,

technology, and mobile phones. Saeed and Nadia used all these mysterious doors and their mobile phones to go to the desired places across the globe. They were always in possession of the phones. And "In their phones were antennas, and these antennas sniffed out an invisible world as if by magic, a world that was all around them, and also nowhere, transporting them to places distant and near, and to places that had never been and would never be"(35).

Saeed and Nadia were no way different from other people so they too were finding ways to leave their country to escape fierce battles, turmoil, and turbulence. The feelings of insecurity and uncertainty in the city forced them to find out a better place to live in. In a way, Saeed had quite a different perception of new places for it meant to him to go away from his 'home' or a momentary loss of home by leaving behind his family, kith and kin, friends, and his extended families. Saeed had a feeling that he would return to his homeland once the situation grows better or the city returns to its normalcy.

Saeed desperately wanted to leave his city, in a sense he always had, but in his imagination he had thought he would leave it only temporarily, intermittently, never once and for all, and this looming potential departure was altogether different, for he doubted he would come back, and the scattering of his extended family and his circle of friends and acquaintances, forever, struck him as deeply sad, as amounting to the loss of a home, no less, of his home. (89-90)

There was no certainty as to who would survive such a severe civil war for it was consuming people without invitation like that of Nadia's cousin who was determined to become a doctor but lost his life in one of the truck bombs. Her brother had "decided to become a doctor, who had successfully emigrated abroad, who returned once a year to visit his parents, and who, along with eighty-five others, was blown by a truck bomb to bits, literally to bits, the largest of which, in Nadia's cousin's case, were a head and two-thirds of an arm" (28-29).

The city was literally reduced to rubbles and people had hardly the patience left to shoulder their beloved ones to the graves. There was hardly any indication to have a normal life again. The internet facilities were snapped off so that the militants could not maintain any contact with each other. It was done to weaken the extremist groups physically. But then the common masses were the worst sufferers as they would get access to the internet facilities for just an hour in the evening. "Except for the hour each evening that he enabled the browser on his phone and disappeared down the byways of the internet"(36).

Saeed and Nadia is a semblance of how the world is taken by migration. Through this roaming narration, gently diminishes Saeed and Nadia, 'freeing them from the burden of speaking for the millions who share their condition'.

They seem like the focal point of "*Exit West*," rather than its center, even though they're the only characters who are given names. Besides in the world of "*Exit West,*" migration doesn't involve rubber rafts or bloodied feet but, rather, "doors that could take you elsewhere, often to places far away" (Tolentino).

No place was a permanent home for Saeed and Nadia. So they knew that they might be required to leave or even jump from the building, if necessary. There was no guarantee to any migrant that they would be given any place. Realising this, Saeed told Nadia, "This is not our house" (122).

Such testing times gave birth to bitterness which was creeping in between Saeed and Nadia. They started wandering separately. But Nadia was worried by the promise she had made to Saeed's father to take care of Saeed. Saeed was also concerned as to what would happen to them since returning home was near to impossible. In the new place, Saeed and Nadia were missing each other; they were adrift and felt torn inside.

Conclusion

Exist West conveys an idea that we all migrate at some or the other point of time even if we stay in our own houses our whole lifetime. The novel *Exit West* is an attempt to look at contemporary migrant transnationalism. It shows the migration phenomenon – the displacement of the individual from their own country to a strange one. It depicts how the advent of technology and mass media has resulted in the porosity of national borders. But it also shows how borders are used to control movements of the people and how they may be used to include some and exclude others. Both Saeed and Nadia left their city like many others and tried to find a safe passage through magic doors to the desired places. Hamidshowcases the journey of Saeed and Nadia like that of million others from an unknown place to Mykonos then to Britain and finally to California.

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Job SatiSfaction ofDiSabl eD Women in Organised Sector.

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Abstract

In this article, we discuss several indicators of employment satisfaction among women employees with disabilities in the organised sector. Employers provide a variety of incentives and remunerations, and management encourages employees to perform well at work and maintain a good mental state. However, the influence of the act on employee incentives and appreciations, as well as other financial benefits and remunerations, may change from one employee to the next inside the same firm. Previous studies on job satisfaction have almost only targeted non-disabled workers. However, due to the unique situation of disabled workers in the labour market: low wages, high unemployment rates, segregation of low-paying occupations, and productivity constraints, job satisfaction issues are worth discussing, focusing on disabled workers. Although these inherent environmental

differences may produce varying degrees of subjective well-being among disabled workers, only a few studies have focused on their job satisfaction, focusing on the satisfaction of non-disabled workers and workers with disabilities. worker. There is less evidence on how disabled workers perceive their work and workplace. Therefore, the current work aims to explore the variables that determine the job satisfaction of persons with disabilities, with special attention to masculinity.

Keywords: Job satisfaction, disability, disabled women, Organised sector.

Introduction

Disabled people have very many challenges from the beginning of schooling to the completion of their education. The completion of schooling part is no easy task for the disabled people since the economic conditions, availability of nearby schools, mobility of the disabled persons are the factors dominating as the barriers of these marginalised community. After broken these barriers they entered into graduation and technical or skill-based training for their employment avenues in the labour market.

The labour market in the global scenario is growing rapidly and constantly changing in a short period. In this context, the role and contribution of the disabled women employee in organisational development are quite witnessed and it is incredibly important to know the job satisfaction of disabled women in the employment profile. The employees are given flexible time to work by various industries considering their balance of personal and professional life.

In this study, the respondents are employed in organised sectors viz manufacturing industry, service industry, IT industry, training centres and government service who have employed in the Chennai city area. The job role is very crucial for each employee of the organisation. The disabled women employees are performing the task with their maximum efforts and try to achieve the targets on specified time limits as demanding and situation of the job requirements. Each company have different job profiles and set of rules and execution of work pattern also vary in different organisations. The disabled women are performing the tasks and continuing the work. The training and development are turning the employees for their performance and execution of work in quality and timely manner.

According to the U.N. Convention on the Rights of Persons with Disabilities, "persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may

hinder their full and effective participation in society on an equal basis with others" (UNCRPD, 2006: article 1, purpose).

In (Theory of Work Adjustment) TWA, satisfaction is treated as a state variable, defined as an effective responseto the cognitive evaluation of P-E correspondence (perception of how well E's reinforcescorrespond to P's values and needs). A positive affective response is a satisfaction;a negative one is dissatisfaction was defined in "Career Development and CounselingPutting Theory andResearch to Work" (Steven D. Brown, Robert W. Lent – 2005). Further, stated that choosing a career wisely is the first step toward a work adjustment. TWA's prescription is obviously to choose a career wherein an individual can be satisfied and satisfactory. Further,stated that there are three steps to implementing a career choice viz preparing for the career, Finding a starting position and Working up the career ladder.

Literature Review

In the areas of job satisfaction, there is a substantial quantity of literature on the job satisfaction of disabled women are available. As a result, a quick review is to emphasise what has already been done and reported on the subject of job satisfaction of disabled women.

Dr K. Jawahar Rani, M. Raja Priya, Captain N. Kumar (2018) In their research on the disability of female employees, work commitment, job satisfaction and depression related to role overload, show the approach of Research related to health disability issues and the risks and consequences of diseases, injuries and chronic diseases in the workplace (increased job satisfaction, productivity, absenteeism). The researchers found that garment workers are younger, have a high school education, most of them are not married, have fewer health problems, have a reasonable income, and can control their depression. The garment industry is an important source of income for Indian women, increasing their empowerment. Research results show that formal employment and healthy and safe working conditions will lead to a healthy female workforce.

Kim Jae-cheon, Kim Jong-jin (2019) --In a study on the factors that influence the job satisfaction of disabled workers, the results of life satisfaction of disabled workers showed average satisfaction. Satisfaction with family relationships, marriage, friendships, and residential areas was high, but satisfaction with leisure activities was low.

Eun Jung Kim 1, Enhance Kim 2 and Mi Jeong Kim (2020)Impact of facilities for persons with disabilities in maintaining employment for persons with disabilities in South Korea-Most of the respondents said they do not provide facilities for persons with disabilities in their workplaces. Only 30% of respondents said they had the right entrances and exits for wheelchairs in their workplace, and 32% said

they had toilets for the disabled in their workplace. Approximately 41% of respondents reported that they provided dedicated parking space for employees with disabilities in their workplace and 31% removed vertical level changes for easy access in the workplace. Secondly, through the recognition of safety and work satisfaction of the workshop, the relationship between the disability facility and the desire to maintain the occupation is completely adjusted, and the relationship between the disability facility and the desire to maintain the occupation (disability facility! There was no significant direct relationship with. Encourage employers to implement better job disability facilities and related policies. A majority of 95% of respondents answered that they will continue to do their current job in the future. This may be due to the high unemployment rate among people with disabilities.

In their 2021 study on Work, Recreation, and Life Satisfaction in South Korean Physical Disability Employees Mihye Kim & Andrea D. Jasper & Jeongmin Lee & Hyungjoong Won revealed that the results show a higher level of life satisfaction compared to those employed by physicians with a balanced lifestyle, including leisures, family and friendships Secondly, the findings of the study showed a favourable correlation between job satisfaction and leisure satisfaction. Third, the results of this study showed that the status of work has to do with life satisfaction considerably.This study showed that people were 16,86 times happier when both their jobs and their free time were pleased than when they were unhappy with their employment and recreation. In addition, because they have been delighted with their occupations or recreational activities, participants have been 4.49 times more pleased with both their work and their leisure activities. This study presents empirical evidence that employees who have been satisfied with their work and leisure activities are happier than persons who have merely been happy with their occupations.

The objective of the Study
The objective of the study includes the following.
1. To study the Benefits and Remuneration received and the Work Environmentof the organization where disabled women employed.
2. To identify the level of Appreciation and Motivation and Organization Commitmentwitnessed amongst disabled women.

Research Methodology
The study conducted in the Chennai metropolitan city. The exploratory research design was adopted. The present study based on primary data and data were collected through a structured interview schedule was used to collect the socio-demographic information, and job satisfaction level of the women employee in

the area of Benefits and Remuneration, Appreciation and Motivation, Work Environment and Organization Commitment. The researcher interacted with persons with disability in Chennai metropolitan city. While interviewing the respondents, the researcher introduced himself, explained the study and purpose of the interview.

Sample Size
The researcher has taken 120 samples through the convenient sampling method. The researcher collected the primary data through a questionnaire from the disabled women who have employed in organised sectors situated in Chennai city. The domain of the study includes the Benefits and Remuneration, Appreciation and Motivation, Work Environment and Organization Commitment, The result was analyzed using simple percentage and mean method.

Demographic Profile

Age	No. of Respondents	Percentage (%)
Below 25	23	19.17%
26-35	47	39.17%
36-45	39	32.50%
46-55	7	5.83%
Above 55	4	3.33%
TOTAL	**120**	**100%**

Table – 1

Table – 1 shows that the demographic details of the persons with disability. In this study,   120 Nos of Locomotor women disabled persons are interviewed. The age profile of the respondents was 23 (19.17%) are below 25 years, 47 (39.17%) are the age group between 26-35 years, 39 (32.50%) are the age group between 36-45 years, 7 (5.83%) are the age group between 46-55 years, 4 (3.33%) are the age group between above 55 years.

In this study, the following 5 point scale was adopted to conduct the study on job satisfaction amongst disabled women in the organised sector.

   1 - Strongly Disagree

   2 - Disagree

   3 - Undecided

   4 - Agree

   5 - Strongly Agree

Benefits and Remuneration

S.No	Benefits and Remuneration	Mean Value
1	I feel I am being paid a fair amount for the work I do.	3.875
2	I am satisfied with the benefits I receive.	4.017
3	The benefits we receive are as good as most other organizations offer.	4.450
4	There are few rewards for those who work here.	2.042
5	I feel satisfied with my chances for salary increases.	4.642
6	The employer offers Welfare measures.	4.417

Table - 2

Table – 2 shows that the mean score ofbenefits andremuneration availed by disabled women at the workplace. The study shows that respondents are agreeing that a fair amount is being paid for the work they do at the workplace. They agreed that they have satisfied with the benefits received from the employers and they are strongly agreed that the benefits they receive are as good as most other organizations offer. The respondents are disagreeing that there are few rewards for those who work here. The satisfactions of salary increase and welfare measured offered by the employers were reported between Agree and strongly agree.

Work Environment

S.No	Work Environment	Mean Value
1	My supervisor is quite competent in doing his/her job.	3.242
2	I like the people I work with.	3.625
3	I sometimes feel my job is meaningless.	3.392
4	I have too much to do at work.	3.700
5	I enjoy my coworkers.	3.375
6	I like my supervisor.	2.858
7	I am satisfied with my chances for promotion.	4.242
8	There is too much bickering and fighting at work.	1.925

9	Work assignments are not fully explained.	3.858
10	Adequate Training and Development provided by the employer.	2.317
11	Work Efficiently is compared with Normal people	4.583

Table –3

Table – 3 shows that the mean score ofthe work environmentat the workplace where disabled women are employed. The study show that respondents are undecided regarding their supervisor is quite competent in doing his/her job. The respondents almost like the people where they work with.The disabled working women undecided that they sometimes feel their job is meaningless. The respondents are almost agreeing that they have too much to do at work and undecided regarding that they enjoy coworkers at the workplace and like their supervisor.The respondents areagreed that they satisfied with their chances for promotion.The disabled women employees disagree that there is too much bickering and fighting at work. The respondents are almost agreeing regarding the work assignments are not fully explained and disagreeing that the adequate training and development provided by the employer. The disabled women employee almost strongly agreeing that the work efficiently is compared with normal people.

Appreciation and Motivation

S.No	Appreciation and Motivation	Mean Value
1	There is too little chance for promotion on my job.	1.933
2	I do not feel that the work I do is appreciated.	2.542
3	My supervisor shows too little interest in the feelings of subordinates.	2.442
4	I feel a sense of pride in doing my job.	4.233
5	My job is enjoyable.	4.467
6	People are Motivating at Work Place.	2.100
7	Recognition received at the work environment.	2.217

Table –4

Table – 4 shows that the appreciation and motivation received by disabled womenat the workplace. The study shows that respondents are disagreeing regarding there is too little chance for promotion on my job. The respondents are reported between disagreeing and undecided for they do not feel that the work they do, is appreciated. The respondents are reported as disagreeing that their supervisor shows too little interest in the feelings of subordinates. The disabled women employees are agreeing that they feel a sense of pride in doing their job and strongly agreeing that their job is enjoyable. The respondents have disagreed that the people are motivating at the workplace and recognition received in the work environment.

Organization Commitment

S.No	Organization Commitment	Mean Value
1	Many of our rules and procedures make doing a good job difficult.	4.133
2	Communications seem good within this organization.	2.458
3	I often feel that I do not know what is going on with the organization.	3.517
4	The goals of this organization are clear to me.	3.875
5	I find that my values and the organization's values are very similar.	4.342
6	I am proud to tell others that I am part of this organization.	4.483
7	I would accept almost any type of job assignment to keep working for this organization	4.567

Table –5

Table – 5 shows that the organization commitment. The study shows that respondents are agreed that many of their rules and procedures make doing a good job difficult and disagreed that communications seem good within this organization. The disabled women employees undecided that they often feel that they do not know what is going on with the organization. The respondents almost agreed that the goals of this organization are clear to them. The respondents are agreed that their values and the organization's values are very similar and proud

to tell others that they are part of the organization. The disabled women employees strongly agreed that they would accept almost any type of job assignment to keep working for the organization.

Major Findings

1. The study reported regarding Benefits and Remuneration that disabled women are paid a fair amount for their job, and satisfied with the benefits they received.
2. They strongly agreed to the salary hike and welfares measures officered by the employers.
3. Work environment concern, the disabled women stated that they are satisfied with their chances for promotion which is a positive attitude in the organization culture.
4. The negative part of the work environment concern is that the work efficiency of disabled women is compared with Normal people.
5. Adequate training and development are not provided to disabled women at the workplace by the employer which adversely affects the efficiency of the individuals and loss to the organization.
6. Disabled women have not received the motivations and recognition at the desired level which is a negative attitude against the disabled community.

7. The study reported that their job is enjoyable and disabled women had felt a sense of pride doing their job.
8. The negative side felt by disabled women in their organization that the rules and regulations make doing a good job difficult.
9. The disabled women agree that the communications did not seem to be good within this organization.
10. The overall views of the disabled women areproud to tell others that they are part of the organization which is significant thought towards organization commitment.

Conclusion

One of the main limitations of researching people with disabilities is the lack of data sets. In particular, most data sets on labour market outcomes do not include a sufficient number of observations of people with disabilities. As a conclusion to this study, it should be noted that the metallic stability of disabled women is stronger. This research shows that even after experiencing many challenges in their careers, they remain motivated and work satisfactorily, demonstrating their commitment to family and career. They accept the status quo of the work environment and move forward in life with their vision and mission. However,

obstacles remain in their path, they move forward with confidence and achieve their professional goals.

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Emotional competence and stressors of childless men

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Abstract

Introduction: *Childlessness is defined as the absence of biological children in an individual's life. It is linked with psychological problems like low self-esteem, depression, and anxiety and affects a couple's marital adaajustment. This study aimed to assess childless men's emotional competence and stressors and find out the relationship between emotional competence and stressors of childless men.*

Method: *This was a descriptive and correlational study. Its sample consisted of 300 participants selected through purposive sampling technique from various Districts of Kashmir Valley. Standardized tools were used for data collection.The collected data were analyzed through SPSS software.*

Results: *Results revealed that most childless men (79.9%) showed average to competent levels of emotional competence, followed by 10.6% and 7.3% in incompetent and highly competent levels, respectively. 2% showed highly incompetent levels of emotional competence. Most of them (68.2%) indicated average to high-stress levels and 31.6% with low stress. A negative and highly significant relationship was observed between the stressors and emotional competence of childless men.*

Conclusion: *Accordingly, it can be stated that emotional competence would significantly reduce the stressors of childless men.*

Keywords: Childless men, Emotional Competence and stressors

Introduction

Childlessness is defined as the absence of biological children in an individual's life. It can result from different factors such as one can differentiate between involuntary childlessness (e.g. infertility), intended childlessness (those who do not intend to have children), voluntary childlessness (the "childfree"), and temporary childlessness (related to circumstantial or delayed childbearing) which is neither voluntary nor involuntary(Graham et al., 2013). Childlessness has a significant impact on the couples experiencing it because children complete a family, provide later-life companionship, and are regarded as enhancing/maintaining status(Chowdhry, 2005; Hadley & Hanley, 2011; Rutstein & Shah, 2004).Father's contribution to his child is regarded as even more critical than a mother (Liebenberg, 1974) because fatherhood is considered more fulfilling for a man than a husband's role and more critical as the child is a proof of masculinity and manliness. Therefore, social disadvantages increases for a man unable to produce a biological child (Chowdhry, 2005). Men who do not become father biologically suffered a loss of social status and they were prevented from becoming leaders or stating their opinions in community meetings (Papreen et al., 2000). Previous studies indicated that infertility poses a severe challenge to a man's masculinity conception (Gannon et al., 2004; Humphrey, 1977) because infertility gets associated with some weakness in sexual behaviour (Runganga et al., 2001). Infertile men are stigmatized because they are perceived as 'deficient in a defining masculinity component (Gannon et al., 2004) and is directly related to issues of sexuality (Inhorn, 2003; Lloyd, 1996). In men, infertility can cause jealousy, social isolation, and feelings of sexual inadequacy and dysfunction(Irvine, 1998).

Stress is defined as the condition or situations that disturb the normal functioning of an individual's physical and mental health and is regarded as a class of stimuli that somehow threaten an individual and cause disturbances in his behaviour. Childlessness, which is stressful, affects a married couple's marital adjustment and can cause emotional stress and a range of psychological reactions, including depression and anxiety (Fassino et al., 2002; Wischmann et al., 2001). Male childlessness and infertility have been associated with an increased risk of all-cause mortality and cardiovascular disease (Eisenberg et al., 2011, 2016; Jensen et al., 2009; Ringbäck Weitoft et al., 2004) and has also been associated with a higher risk of metabolic disorders (Eisenberg et al., 2011, 2016; Glazer et al., 2017; Ringbäck Weitoft et al., 2004; Ventimiglia et al., 2016). Many infertile couples experience stress that can result in adverse outcomes leading to marital distress and divorce (Cousineau & Domar, 2007; Smith et al., 2009). Emotional stress and marital difficulties are more significant in couples where infertility lies with men (M. Chowdhury TA, 1986). and is ranked among life's most significant stresses, similar in the intensity of having a life-threatening illness, which also affects the psychological harmony of sexual life and social function (M. N.

Chowdhury TA, 2001). Infertile partners tend to experience fear, sorrow, anxiety, distrust, and hostility (Csemiczky et al., 2000). Failures in conceiving a child are related to increased depressions levels (Slade et al., 1997).

Emotional competence is vital in coping with these challenges, which is defined as the ability to perceive, regulate, express one's own emotions appropriately, and perceive others' emotions correctly (Adolphs, 2003; Blakemore, 2008; Petrides & Furnham, 2003; Pfeifer & Blakemore, 2012; Salovey & Mayer, 1990). It is one essential factor that can play a crucial role to cope with stressful situations. It helps people develop tolerance, cope with life stressors, and recognize their motivations, feelings, and desires, essential in effective communication to a partner. A childless couple goes through stress and emotional distress. Emotionally competent people can better handle their relationships and can make his/her relationship productive and robust. They can better resolve their conflicts than others, which may be why they can deal with their marital issues intellectually than those with lower emotional competence. Infertility is considered a stressor or trauma in the new life journey for the couple. To have a successful marital life, couples should not allow negative thoughts and feelings about their spouse to overcome their positive thoughts (Jalali et al., 2018). Agreeable partners are more likely to give advice, help and support to their emotionally unstable partner, and such a person could tolerate or endure spousal abuse (Oguntayo Rotimi et al., 2020).

IMPORTANCE OF THE STUDY

Previous studies revealed that childless men's life is full of exciting challenges, stressful events, tensions, worries; emotional disturbances etc. which generates psychological problems and the most crucial problems they face include economic hardships, psychological setbacks, denial of love and affection, apathy by relatives and friends, negative social attitude, negative personality growth and social deviation. A study of infertility social construction shows how infertile men are stigmatized because they are perceived as 'deficient in a defining component of masculinity' (Gannon et al., 2004). Studies also confirm that, like women, men suffer from low self-esteem, feelings of defectiveness, anxiety, isolation, blame, and,more significant sexual inadequacy. Due to such situations and environments, they suffer from various psychological and psychosomatic problems such as depression, Anxiety, Stress, drug abuse, suicide, cardiac arrest, heart disease, etc.

On the other hand, studies indicatedthat emotional competence plays a vital role in adjusting and coping with these challenges. Emotionally competent people can better handle their relationships and can make his/her relationship productive and robust. They are better able to resolve their conflicts as compared to others. Emotional competence helps people develop tolerance and cope with life stressors.Therefore, this study aimed to assess childless men's emotional

competence and stressors and find out the relationship between emotional competence and stressors of childless men.

METHOD

The descriptive and survey type method was employed as the present study is descriptive and correlational. The study sample consisted of 300 participants selected through purposive sampling technique from various Districts of Kashmir Valley. The Participants were made clear about the study's nature and purpose and the voluntary basis of their participation.

Inclusion criteria

All participants met the following criteria:

➢ Ability to read and understand English because the questionnaires were self-administered.

➢ The age range of the participants was 30-40.

➢ The marital status of the participants was 10 years and above.

➢ Married men are living with their wife.

➢ Presence of involuntary childlessness and having unprotected sexual intercourse for at least one year after marriage.

➢ Participants were either currently under the treatment of infertility or had been under treatment earlier.

The tools used in this research are as follows:

Emotional Competence Scale

To measure emotional competence in the present study, the Emotional Competence Scale, a revised scale developed by Dr H. C. Sharma and Dr R. L. Bharadwaj in 2013, was used. It has been developed for the age group of 13 to 44 years. This scale has 30 items to measures five emotional competencies, namely a) Adequate Depth of Feeling (ADF), b) Adequate Expression and Control of Emotions (AECE), c) Ability to Function with Emotions (AFE), d) Ability to Cope with Problem Emotions (ACPE) and e) Enhancement of Positive Emotions (EPE). The scale consists of six items in each competence and,based on Likert, has five alternatives to each item. These five alternatives follow a 1, 2, 3, 4 and 5 from upper to lower. The scale's reliability has been derived by employing two methods, viz., test-retest and the split-half method. The obtained coefficient of reliability found to be .74 (Test-Retest) and .76 (Split-half). The validity of this scale has been determined with factor A and C of the 16 personality factor questionnaire and found to be .64 and .69, respectively.

Stress Scale

An adapted version of the Stress Scale was used in this research developed byDrVijaya Lakshmi and DrShrutiNarain (2014). It consists of 40 items relating to four areas: (a) Physical stress, (b) Frustration, (c) Anxiety (d) Pressure. Responses are rated on a two-point scale (Yes or No).

Statistical analysis

The collected data was analyzed with the help of SPSS-20 by using descriptive statistics such as Mean, standard deviation, range, frequency distribution and percentage. Between the variables, the relationship was examined by calculating correlation.

Results

Table 1: Showing Emotional Competence of Childless Men.

Dimensions	Categories				
	Highly Incompetent	Incompetent	Average	Competent	Highly Competent
ADF	6 (2%)	21 (7%)	207 (69%)	63 (21%)	3 (1%)
AECE	15 (5%)	27 (9%)	225 (75%)	33 (11%)	-
AFE	-	17 (5.6%)	235 (78.3%)	46 (15.3%)	2 (0.6%)
ACPE	9 (2.9%)	11 (3.7%)	219 (72.9%)	55 (18.3%)	6 (2%)
EPE	6 (1.9%)	18 (5.9%)	222 (73.9)	50 (16.6)	4 (1.3%)
Total Emotional Competence	6 (2%)	32 (10.6)	203 (67.6)	37 (12.3%)	22 (7.3%)

ADF- Adequate Depth of Feeling; AECE-Adequate Expression and Control of Emotions; AFE- Ability to Function with Emotions; ACPE-Ability to cope with problem emotions; EPE-Enhancement of Positive Emotions.

Table 1 revealed that 2% of childless men are highly incompetent, and 1% havea highly competent level with adequate depth of feeling, whereas 69% had an average of 21% and 7% with competent and incompetent levels. For adequate expression and control of emotions(AECE), 75% of childless men showed average levels, followed by 9% and 11% in incompetent and competent levels and only 5% in highly incompetent level. But none showed a highly competent level. Regardingthe ability to function with emotions (AFE), 78.3% of childless men have an average level, 15.3% and 0.6 have competent and highly competent levels, 5.6% have an incompetent level, and none showed a highly incompetent level. Regarding the ability to cope with problem emotions (ACPE), 2 to 3% of childless men showed highly competent and incompetent levels. Simultaneously, 72.9% of childless men had an average ability to cope with problem emotions, followed by 3.7% and 18.3% incompetent and competent levels. For enhancement of positive emotions (EPE), 1.3% and 1.9% of childless men showed highly competent and highly incompetent levels, 73.9% showed average level towards EPE, followed by 16.6% and 5.9% competent and incompetent, respectively.

Concerning total emotional competence, 67.6% and 12.3% of childless men showed average to competent levels while 7.3% and 10.6% showed highly competent and incompetent levels. At the same time, 2% showed highly incompetent levels of emotional competence. Therefore the maximum number of childless men has an average level of emotional competence.

Table 2: Stressors of Childless Men.

Areas	Low	%	Average	%	High	%
Physical Stress	105	35	138	45.9	57	19
Frustration	50	17	154	51.3	96	32
Anxiety	80	26.6	121	40.3	99	33
Pressure	76	25.3	145	48.3	79	26.3
Overall Stress	95	31.6	108	35.9	97	32.3

Table 2 indicated that 35% of childless men have a low level of physical stress, 45.9% and 19% have average to a high level of physical stress; 17% have a low level of frustration, whereas 51.3% and 32% have an average to a high level of frustration; 26.6% have a low level of anxiety, 40.3% and 33% have average to a high level of anxiety; 25.3% have a low level of pressure, whereas 48.3% and 26.3% have average to a high level of stress. Concerning overall stress, the table indicated that 31.6% of childless men have low stress, followed by 35.9% and 32.3% have average to high overall stress, respectively.

Table 3: Coefficient of correlation between Stressors and Emotional Competence of Childless Men.

Areas	ADF	AECE	AFE	ACPE	EPE	Total Emotional Competence
Physical Stress	-.39**	-.46**	-.52**	-.32**	-.23*	-.52**
Frustration	-.44**	-.27*	-.45**	-.57**	-.33**	-.59**
Anxiety	-.33**	-.37**	-.34**	-.31**	-.20*	-.44**
Pressure	-.37**	-.43**	-.39**	-.27*	-.22*	-.45**
Overall Stress	-.42**	-.47**	-.51**	-.48**	-.34**	-.62**

**Correlation is significant at 0.01 level; *Correlation is significant at 0.01 level; ADF- Adequate Depth of Feeling; AECE-Adequate Expression and Control of Emotions; AFE- Ability to Function with Emotions; ACPE-Ability to cope with problem emotions; EPE-Enhancement of Positive Emotions.

The results presented in Table 3 indicated that childless men's stressors and emotional competence were negatively related to each other ($r = -.62$) and found statistically significant. The areas wise analysis also showed similar results as all the stress areas were negatively related to emotional competence. The intensity of

the correlation between emotional competence with physical stress (r= -.52), frustration (r= -.59), anxiety (r= -.44), pressure (-.45) was also found statistically significant at 0.01 level. It means that higher would be the emotional competence lower would be the stressors among childless men.

DISCUSSION

The present study attempted to study emotional competence and stressors of childless men. From the results given in table 1, it appeared that 2% of childless men have highly incompetent and 1% have a highly competent level with adequate depth of feeling, whereas 69% had an average, followed by 21% and 7% with competent and incompetent levels respectively. For adequate expression and control of emotions(AECE), 75% of childless men showed average levels, followed by 9% and 11% in incompetent and competent levels and only 5% in highly incompetent level. But none showed a highly competent level. Regardingthe ability to function with emotions (AFE), 78.3% of childless men have an average level, 15.3% and 0.6% have competent and highly competent levels, 5.6% have an incompetent level, and none showed highly incompetent level.Regarding the ability to cope with problem emotions (ACPE), 2 to 3% of childless men showed highly competent and incompetent levels. Simultaneously, 72.9% of childless men had an average ability to cope with problem emotions, followed by 3.7% and 18.3% incompetent and competent levels. For enhancement of positive emotions (EPE), 1.3% and 1.9% of childless men showed highly competent and highly incompetent levels, 73.9% showed average level towards EPE, followed by 16.6% and 5.9% competent and incompetent, respectively. Regarding total emotional competence, 67.6% and 12.3% of childless men showed average to competent levels while 7.3% and 10.6% showed highly competent and incompetent levels. At the same time, 2% showed highly incompetent levels of emotional competence. Therefore the maximum number of childless men has an average level of emotional competence.

It was also revealed from the results given in Table 2 that 35% of childless men have a low level of physical stress, 45.9% and 19% have average to a high level of physical stress; 17% have a low level of frustration, whereas 51.3% and 32% have average to a high level of frustration; 26.6% have a low level of anxiety, 40.3% and 33% have average to a high level of anxiety; 25.3% have a low level of pressure, whereas 48.3% and 26.3% have average to a high level of stress. About overall stress, the table indicated that 31.6% of childless men have low stress, followed by 35.9% and 32.3% have average to high overall stress, respectively.

Also, results revealed a negative relationship between emotional competence and stressors. This is in line with the previous findings, showing a negative relationship between emotional competence and stressors (Holeyannavar, Itagi, 2011). A negative correlation between emotional

competence and depression (Arora & Kaur, 2017). Emotional competence and dispositional optimism were significantly and negatively correlated with depressive symptoms (Kwok & Gu, 2017). A positive and significant correlation between self-leadership and emotional competence(Sahi, 2017). A positive relationship between resilience and emotional competence, resilience and self-esteem, self-esteem, and emotional competence (Habib et al., 2016).

CONCLUSION

The present study attempted to study emotional competence and stressors of childless men. In the study, most childless men showed average to a competent level of emotional competence, and most childless men showed average to high levels of stress. The study also revealed that there was a negative relationship between stressors and emotional competence. Hence increase in emotional competence would significantly reduce the stressors of childless men.

Limitations of the study

The study was conducted on childless men, and childless women were not included in the study even though they also affected childlessness. Due to the small sample size results of the present study cannot be genuinely generalized. Another limitation is that several variables were not measured that may influence the correlation between emotional competence and stress. Future studies could be conducted by considering other variables. Besides, the present study was confined to 300 childless men; therefore, this similar study may be conducted on a larger sample to generalize results. This study can be further extended to childless females.

Conflicts of interest

There are no conflicts of interest.

Ethical Approval

All ethical principles were considered in this research, 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. To ensure the confidentiality of the participants, serial numbers rather than names were used to identify the participants.

Participants were informed that they had the right to refuse participation at any time they wished.

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A STUDY ON THE ROLE OF BRAND INFLUENCE AND ITS IMPACT ON CONSUMERS IN PURCHASING FMCG PRODUCTS

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Abstract
The aim of this paper is to assess brand influence and its effect on consumers when buying FMCG products. The study takes place in Chennai, and the participants are FMCG users. According to this report, brand influence has a major positive impact on purchase satisfaction. The study also confirmed the relationships between three important variables, including packaging, quality, and price, which reflect successful brand influence and increase customer purchase satisfaction.
Keywords: brand influence, purchase satisfaction, packaging, price, quality, FMCG industry

1. Introduction

Nowadays, brand has devolved into a flimsy point of interest. Branded goods are preferred by customers all over the world. Advertisers use trademarks to gain an advantage over competitors, and brands play an important role in the success of businesses. In the lives of consumers, brands are extremely important. Consumers prefer brands and put their trust in them in the same way they put their trust in their loved ones to avoid insecurity and quality issues. India's economy is flourishing, and the country's FMCG sector has made significant strides in recent years. The rising popularity of FMCG

products and the burgeoning business sector have enticed both domestic and international brands to provide a range of services to their customers.

2. Back ground of the study

Consumer package products are a common term for fast moving consumer goods (FMCG). All consumables (except pulses and groceries) that people buy on a regular basis fall into this category. The most well-known products on this list are latrine cleansers, cleansers, shampoos, toothpaste, shaving items, and other such FMCG items. While these items are relatively small, they sell in large quantities, so the overall benefits can be immense. The study of brand impact and customer buying behaviour of FMCG products aids firms and associations in improving their marketing procedures by gaining a better understanding of consumers' brain science, including how they think, feel, reason, and choose between different choices. As a result, the current study was conducted to determine the position of brand influence and its emphasis on FMCG product purchases in Chennai.

3. Fast Moving Consumer Goods

Fast Moving Consumer Goods are a broad category of frequently purchased consumer goods that have a fast turnover and require little effort (FMCG). Fast-moving consumer goods (FMCG) are products that are replaced within a year. The FMCG covers a large variety of consumer products mostly acquired, including , cleaners, toiletries, beauty treatments, shaving products, tooth brushing products, and cleaning devices, as well as non-sustainable ones such as batteries, candles, paper and disposable objects, for example. Drugs, consumer electronics, packaged foods, sodas, toilet paper, and chocolate bars are all examples of FMCG. Fast Moving Consumer Electronics (FMCGs) are a subset of FMCGs that includes innovative electronic products such as mobile phones, MP3 players, advanced cameras, GPS systems, and laptops. This are replaced more often than other electronic devices. Refrigerators, televisions, music systems, and other electronic devices used in households are referred to as white goods in FMCG.

3.1 Importance of brand

Invention and Innovation are two important concepts in today's business world. A brand is a series of logos, icons, trademarks, and images that convey the product's essence or thought. The brand is the product's DNA; it is the basic thinking and vision of the company that is making it. Each brand tries to establish a presence in the minds of consumers through its mottos, logos, and public interactions. Brand personality is an outward concept because it is visible to clients; brand presence is an inner concept because clients are confident and aware of their own. [1] The item's hidden code is the brand image. Client requirements and needs are constantly evolving in today's influential world. To maintain its brand image, the company must keep up with the changing demands and requirements of its customers.

3.2 Brand influence

This is a significant factor since established brands act as high section hindrances to new goods, but if brand devotion is strong, customers will pay a high price for the item and are reluctant to switch to competing products (Joghee and Pillai, 2013). Aside from brand

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[1] Malhotra, N., and Malhotra, P. (2015). Importance of Brand Equity. International Journal of Management and Commerce Innovations, 3(1), pp 366-369.

power, consistency, item characteristics, as well as social and financial factors, all have an effect on purchasing behaviour. Brand credits, brand values, brand packaging and assessing have all emerged as important factors in determining FMCG products.

3.3 Brand influence and consumers purchase behaviour

Brand has taken on a central role in an enterprise and has evolved into a critical force in the business environment, providing a competitive advantage, conveying investor value, ensuring social stability, and generating wealth. The role of marketing is re-imagined in today's Internet generation and media visibility as creating, imparting, and conveying an opportunity to clients.[2] Today's Indian customers are inundated with a plethora of domestic and international labels. The new labels have more creative highlights in a higher-quality package. Advertisers create labels out of their products, which helps to create a unique situation in the minds of customers. Branding allows clients to form affiliations and establish confidence in their minds by establishing a distinct identity. The brand name of an item plays a critical role in the success of any company.[3] A company will succeed in business if it establishes a strong brand identity in the minds of customers.

3.4 FMCG Sector and Consumers Buying Behaviour

Fast Moving Consumer Goods (FMCG) are consumables that are consumed in a predictable amount of time by consumers. Sale, promotion, financing, and purchasing are some of the most important practices in the FMCG industry. Tasks, inventory network, creation, and general management were also on the company's agenda. The Fast Moving Consumer Goods (FMCG) industry is India's fourth largest, affecting everyone's life on a daily basis. In the marketing of fast-moving consumer products, consumer behaviour plays an important role. Different variables have an impact on this behaviour. Consumer desires and wants change over time in today's world of globalization. The fast-moving consumer goods (FMCG) industry makes a significant contribution to India's GDP growth. As a result, it's important to consider changes in customer buying habits when it comes to FMCG goods.

4. Review of literature

Pallavi G S and Shashidhar S (2015)[4] emphasized on the importance of these three classifications, as well as the product portfolios of both organizations. The inquiry revolves around a review of all organizations' brand awareness. Customers' use samples, as well as the types of products they're using, are used to determine their satisfaction levels. Tables and diagrams have been used to present the results of the analysis. The two leading FMCG brands considered for the analysis are HUL and P&G. **Ahuja (2015)**[5] focused on the effect of brand on consumer buying behaviour. Along with determining the effect of brand on consumer buying behaviour, the investigation's goal is

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[2] Keller, K. L. (2003), ―Brand Synthesis: the Multidimensionality of Brand Knowledge, Journal of Consumer Research, 29 (4), 595 – 600.

[3] Adamson, Allen (2003), ―What is Branding? Future of Branding Based on Current Trends,‖ Marketing Mastermind, 3 (2), 46 – 50

[4] Pallavi G S and Shashidhar S (2015) A Study on Consumer Behavior towards Selected FMCG, International Journal of Engineering and Management Research, Volume-5, Issue-2, April-2015,Page Number: 303-320

[5] Neyati Ahuja (2015) Effect of Branding On Consumer Buying Behaviour: A Study in Relation to Fashion Industry, Research in Humanities & Social Sciences, Vol. 3, Issue: 2,February:2015

to gain a comprehensive understanding of what branding and consumer attitudes are all about. A questionnaire was used to investigate the effect of brands on consumers' shopping habits. In higher age groups, the degree of brand cognizance continues to decline; cost and brand were the significant characteristics that clients gave the most importance, and 80 percent of people agreed that brands in the fashion industry have become a superficial point of interest. **Ahmad (2011)**[6] In his research, he aimed to discover the variables that influence client-driven buying behaviour in the FMCG sector, with a focus on the Indian retail market. This paper has developed a statistical model that was considered without much predicted customer purchasing behaviour for analytical work. The research is focused on data from shopping centres, bazzars and handlooms across Jodhpur's territory using a structured survey on a Likert scale. After a thorough examination of the available data, it was discovered that as individual pay rises and an increasing number of people adopt western culture in terms of dressing, eating, and so on, the buying intensity of individuals has increased significantly, and as a result, the drive to purchase items has increased dramatically, owing primarily to evaluating techniques of retailers. **Medis and Wanninayake (2007)**[7] analyzed that shopping at a retail store, where it becomes a simple part of the sales process. Packaging is one of the most important components, according to their research. Packaged FMCG foods are increasingly being sold in larger grocery stores and hypermarkets, with a plethora of options available to customers. The requisite data was gathered from a sample study conducted in the Colombo, Kurunegala, Gampaha, and Kandy areas. The investigation discovered that packaging provides a certain incentive to both rural and urban customers, and that this incentive takes different forms in different situations. Furthermore, there is a strong correlation between product originality and packaging consistency.

5. Statement of the problem

The FMCG industry is still in its early stages of growth. To encourage retailers and marketers in the FMCG industry to realign their strategies to meet customer needs, it is critical to gain insights into the driving force of consumer purchasing behaviour. Increased brand recognition among target consumers is critical for the industry. As a result, influencing consumers with a well-known brand has a good chance of attracting new customers and keeping the brand name and logo in their minds. The current study examines the role of brand influence among FMCG consumers and attempts to comprehend their purchasing habits.

6. Objectives of the Study

- To identify the role of brand influence in the development of FMCG industry
- To find out the factors that increase effectiveness of brand influence in FMCG industry

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[6] Dr. Tauseef Ahmad, "The Impulse Buying Behavior of Consumes For The FMCG Products In Jodhpur", Australian Journal of Basic and Applied Sciences, 5(11): 1704-1710, 2011.

[7] Ajith Medis & W.M.C. Bandara Wanninayake, "The Impact of Packaging on Customer Buying Decisions: with Special Reference to the Fast Moving Consumer Goods (FMCG) Sector in Sri Lanka", Proceedings of the Annual Research Symposium 2007- Faculty of Graduate Studies, University of Kelaniya.

- To analyze the impact of brand influence on purchase satisfaction among consumers of FMCG industry

7. Hypothesis

H_{01} – Brand Influence has no impact on Packaging, Quality and Price of FMCG products.

H_{02} – Purchase Satisfaction has no impact on Brand Influence of FMCG products.

H_{03} – Age factor has no significant association on Income factors of the respondents

H_{04} – Gender has no significant association on Occupation of the respondents

H_{06} – Age factor has no significant difference with regards to packaging, Quality, price, brand influence and purchase satisfaction of FMCG products.

H_{07} – Income factor has no significant association with regards to packaging, Quality, price, brand influence and purchase satisfaction of FMCG products.

8. Methodology

The analysis for this paper is descriptive in nature. A 5-point Likert size was taken from (1) 'Strongly Disagree' to (5) 'Strongly agree.' The primary data was compile using a self-structured questionnaire. Secondary data was collected using journals, books, magazines etc. With a sample size of 129, consumers from Chennai city were considered respondents. The responses of the respondents were statistically calculated, processed, and graphically represented. Secondary data was gathered from a variety of sources, including books, journals, studies, e-books, newspapers, research papers, business websites, and company publications, among others.

Sampling method: Simple random sampling via a questionnaire was used to collect primary data.

Target Population: The current study focuses on Chennai city consumers (both personal and business/industrial/organizational consumers), with the goal of identifying tastes and the impact of brand on purchase decisions.

Analysis & Discussion

Statistical instruments such as ANOVA, Chi square, and SEM were used to analyze the collected data. Quality, packaging, and price are the independent variables chosen for the analysis, while brand effect and the degree of satisfaction viewed as a dependent variable by selected survey respondents with respect to FMCG items.

Data Analysis

Structural Equation Modeling

Independent Variables – Packaging, Quality and Price

Dependent Variable – Brand Influence and Purchase satisfaction

Chart – 1
Path Analysis

Source – Primary Data

Table – 1
Hypothesis Testing

The relationship between variables	Evaluation	S.E.	C.R.	Sig (P-Value)
Brand Influence <--- Packaging	.079	.090	2.877	.001

Brand Influence <--- Quality	.227	.094	2.658	.010
Brand Influence <--- Price	.001	.113	.008	.993
Purchase Satisfaction <--- Brand Influence	.144	.097	3.482	.000

*Significant at 1% level

Hypothesis Testing

H_{01} – Brand Influence has no impact on Packaging, Quality and Price of FMCG products. Table 1 shows that the p-value for packaging and consistency is less than the significant value (0.01), indicating that the null hypothesis is rejected. As a result, brand influence has a favorable effect on packaging and quality. Since the value obtained for price is not important, the null hypothesis is acknowledged, implying that brand influence has a negative effect on the price of FMCG goods.

H_{02} – Purchase Satisfaction has no impact on Brand Influence of FMCG products.

The null hypothesis is dismissed since the p-value is less than the significant value (0.01), as seen in table 2. As a result, Purchase Satisfaction has a positive impact on FMCG product Brand Effect.

Table – 2
Model Fit

Parameters	Accepted value	Values on model
GFI (Goodness of fit)	**<0.09**	**0.991**
CFI (Comparative fit index)	**<0.09**	**0.998**
RMSEA(root mean square error of approximation)	**0.06 to 0.08**	**0.071**
CMIN/df	**>3**	**0.842**

Result:

The research evaluated the measures reflecting the overall fit using SEM analysis to determine the overall model's appropriateness. According to the literature, RMSEA should be between 0.06 and 0.08. It should be less than 0.90 for CMIN/df, the GFIs and CFIs and less than 0.08 for RMSEA. The above value also reveals that the model suits well.   **Chi-Square Test**

H_{03} – Age factor has no significant association on Income factor of the respondents

Table – 3

Factors	Chi-Square	Ratio	Association	Valid cases
Value	92.941[a]	105.632	5.360	129
df	6	6	1	
Significant	0.000	0.000	0.027	

*Significant @ 0.05 level

Interpretation

The P value (sig) is smaller than our preferred degree of significance (0.05) as seen in Table 3, so the null hypothesis is rejected. There is a rejection in null hypothesis (Age factor has no significant association on Income factor of the respondents), since the value of Chi-square is 92.941, with 0.05 levels of significance and it is concluded that there is a considerable relationship between income and age factors of the respondents.

Chi-Square Test

H_{04} – Gender factor has no significant association on Occupation factor of the respondents

Table – 4

Factors	Chi-Square	Ratio	Association	Valid cases
Value	112.303[a]	199.056	7.825	129
df	3	3	1	
Significant	0.000	0.000	0.005	

*Significant @ 0.05 level

Interpretation

The P value (sig) is smaller than our preferred degree of significance (0.05) as seen in Table 4, so the null hypothesis is rejected. There is a rejection in null hypothesis (Gender factor has no significant association on Occupation factor of the respondents), since the value of Chi-square is 112.303, with 0.05 levels of significance and it is concluded that there is a considerable relationship between occupation and gender factors of the respondents.

The P value is less than our chosen degree of significance (0.05) as seen in Table 4, so the null hypothesis is rejected.

The Null Hypothesis (There is no relationship between gender and occupation of the respondents) is rejected since the Pearson Chi-square value is 102.303 at 3 df (degrees of freedom) and 5% level of significance; thus, the Null Hypothesis (There is no relationship between gender and occupation of the respondents) is rejected; and it is inferred that there is a strong correlation between gender and occupation variables.

One-Way ANOVA (Age)

H_{06} – Age factor has no significant difference with regards to packaging, Quality, price, brand influence and purchase satisfaction of FMCG products.

Table – 5

Study Variables	F-Value	p	Inference
Packaging	1.523	0.212	Accepted
Quality	0.456	0.714	
Price	0.251	0.861	
Brand Influence	0.660	0.578	
Purchase Satisfaction	1.054	0.371	

*Significant @ 0.05 level

Interpretation:

The significance value for packaging, quality, price, brand effect, and purchase satisfaction of FMCG products is above 0.05 (significant level) as shown in table 5 and null hypotheses are acknowledged. Packaging, quality, price, brand impact, and purchase satisfaction of FMCG products have no significant relationship with age.

One-Way ANOVA (Income)

H_{07} – Income factor has no significant association with regards to packaging, Quality, price, brand influence and purchase satisfaction of FMCG products.

Interpretation:

Table 6 demonstrates that the significance value for packaging, quality, price, brand impact, and purchase satisfaction is greater than 0.05 (significant level), and null hypotheses are acknowledged. When it comes to packaging, quality, price, brand impact, and purchasing satisfaction, the income factor has no bearing.

9. Limitations

The respondents' field survey was conducted exclusively in the Chennai area. As a consequence, the investigation's findings could be applicable to a variety of fields. Furthermore, the information-gathering technique used in this investigation has its own set of restrictions. Just 135 people were selected from the general population to participate in the study. Given the constraints of time and resources, it was impossible to contact more than the predetermined number of respondents. As a consequence, these limitations limit the generalization of the investigation's results.

10. Findings

- SEM analysis was used to determine the overall model's appropriateness, and the study tested the measures that reflected overall fit. According to the literature, RMSEA should be between 0.06 and 0.08. It should be less than 0.90 for CMIN/df, the GFIs and CFIs and less than 0.08 for RMSEA. The above value also reveals that the model suits well.
- Chi-square test between age and income factors depicts that value of Chi-square is 92.941, with 0.05 level of significance, thus null hypothesis is dismissed, and it is concluded that age and income variables have a significant relationship. It is inferred that gender and occupation variables also have a significant relationship based on the values.
- The ANOVA result shows that the significance value for packaging, quality, price, brand effect, and purchase satisfaction of FMCG products is greater than 0.05 (significant level), and null hypotheses are acknowledged. Packaging, quality, price, brand impact, and purchase satisfaction of FMCG products have no significant relationship with age.
- The ANOVA result in table 6 shows that the significance value for packaging, quality, price, brand effect, and purchase satisfaction is greater than 0.05 (significant level), and null hypotheses are accepted. When it comes to packaging, quality, price, brand impact, and purchasing satisfaction, the income factor has no bearing.

11. Suggestions

It is suggested to marketers that brand building methodologies be used in areas where there are a large number of expats living in the country. The government should have a better grasp on the estimating of FMCG products in the study field. To increase their competitiveness, marketers should focus on recapturing certainty on specific branded products. Pricing decisions aid in the differentiation of a commodity, and they may be rewarded based on deal amount. In the FMCG industry, a large dispersion network is needed to maintain the brand image, so marketers' differentiation strategies under their centre branded products and dissemination networks play a critical role. To maintain brand influence for that product, the manufacturer should avoid using unsatisfactory practices in the production of branded FMCGs, whether for advancement or item change. The metropolitan consumer's purchasing power is competitive, and they are willing to

pay top dollar for branded goods. Along these lines, the consistency and durability of FMCG products should be given more attention by organizations. It contributes to the study area's steadfast customers.

12. Conclusion

The focus of the paper was on the role of brand influence in driving the buying behaviour among FMCG product customers in Chennai. According to the current study, many businesses' success is based on their ability to attract and retain customers. FMCG companies can sell their products at a standard price of excellent quality, and brands can be found in all stores, making it less expensive to attract new customers. The name of an object is one of the most critical factors in creating a good reputation and lively arms to succeed in the FMCG industry. In India, the FMCG sector is extremely unique. One important goal is to more effectively and productively meet the needs and desires of consumers and their target market sectors.

'Bohra Business Community: traditional & Progressive Business Practices'

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Abstract

India has had a unique origin for business communities. Social stratification of the society into the four varnas, namely brahmanans, kshtariyas, vaishyas and the shudras meant that the hierarchy amongst various groups of people was already preordained. This also meant that most of the traders, agriculturists, merchants, and landlords eventually evolved from the 'vaishya' community.This study focuses on unique business community traits of the 'Bohra' community. The 'Bohras' were Muslims with their origins in Gujarat. The methodology involved collection of primary data followed by analysis using correlation, covariance, and factor analysis.The results indicate the longevity of the community in trading business and indicated the non-involvement of women in the community business. A clear non-affinity towards manufacturing was also indicated. The community also showed numerous progressive trade practices which were also radical.

Keywords: Business Community, 'Bohras', Unique Business Practices, Digitization, Business Longevity.

Introduction

Certain communities in India were habituated to doing business because of their historical precedents. Communities like the Tamil Chettiars, the Bohras, the Marwaris have established business proficiencies through their community exposure of doing business in India over the years (Shah et al., 2001). In India, this led to the development of specific business communities with highly unique business practices that stemmed from their origin and developed specific business acumen. Notable business communities from India include, the Marwaris, the Tamil Chettiars, the Andhra Komatis, the Bohras, the Syro Malabar Christians and so on.

Certain communities of India as specified above became synonymous with business and excelled in their role as traders.A community specific study of the 'Bohra' community even if it is related to the manner of doing business involves a very serious impact of religion. However, with respect to 'Bohras', religion also acts as a major facilitator where the community benefits from the 'Dawat'. The 'Dawat' focuses on religious management and administration. Religious forums are known to happen frequently leading to better networking, understanding and technology savviness amongst the community members The community members are also well educated and hence can assimilate modern technology in business making the community highly progressive, modern, and adaptive. The uniqueness that the study brings out is the tradition richness of the 'Bohra' community and its ability to adopt modern trends. The community was also complimented by the Prime Minister recently for the same.

Literature Review

Muslim communities that were prominent in Gujarat were Bohras, Khojas and Memons. The former two communities are Shias and the later represent the Sunni Communities. Currently, the Bohras are divided into distinct Sunni and Shia communities (Lokhandwala, 1955). Amongst the first converts to the Bohra community were the rulers of Gujarat, namely Siddharaja Jaisimha and his wazirs, Raja Tarmal and Raja Bharmal (Arfakhashad, 2020). The 'Bohras' constitute about 0.5% of the Indian Muslim population. (Blank, 2003). The 'Bohras' include the Shia majority who are traders and a Sunni minority who were peasants. In fact, the name, "Bohara" is derived from the word "*vahaurauv*" which means "to trade".

The 'Bohra' community men wear a *kurta* (shirt), a *saya* (robe), and an *izaar* (pant). The ladies from the community normally wear a 'rida'. (Attire & Tradition,2019).

Traditional 'Bohra' meals are unique as they start and end with a pinch of salt before and after the meal. The 'Bohra' tradition promotes community dinner where 8-9 community members can eat from a 'thaal'. The 'Bohras' start their

meal with dessert called as 'mithaas' and the savories are known as 'kharaas'. Unique 'Bohra' delicacies are biryani, kari-chaval, daal-chaval etc. ("Bohra Cuisine: A meal tradition that starts with a pinch of salt and dessert", 2020)

Like most of the Gujarati communities, the 'Bohras' have been traders. (Win, *How Bohra Muslims set themselves apart*). A characteristically unique feature of the community is that they can be highly conservative when it comes to their dressing, behavior, community laws w. r. t. avoidance of financial interest, etc. but at the same time adopt anything from the western culture that is not specifically forbidden. (Blank, 2001). The *Fatimi Tayabi* law has a unique view on finance and transactions in business including interest and undue speculation. The former is called as *riba* and the latter is known as *gharara* and both are not permitted (Qutbuddin, 1970).

The Prime Minister, Narendra Modi had addressed a gathering of the 'Bohra' community where he had praised the community for their, "honest business dealings". He complimented the community for abiding by the principles of, "Vasudhaiya Kutumbukam" (The world is a family) (Who are Dawoodi Bohras: 5 points to understand this Muslim community in India: Latest News & Updates at DNAIndia.com 2018)

One of the businesses that the 'Bohra' community seem to dominate in is the hardware business (Priyadershini, 2015). Prominent business families from the 'Bohra' community in the twentieth century are the Tyabjis, Valikas and the Akbarallys (Tumbe, 2018).

The 'Bohra' community members have strong presence in various parts of the country. The 'Bohras' came to Kerala from Kutch, Surat and Rajkot and are well known dealers in coconut, copra, and coir. ("How the Bohras enriched Kozhikode's cultural heritage," n.d.). The community is socially active contributing Rs. 60.00 lakh to the Chief Minister's Relief Fund in Kolkata. (Jun 19 et al., n.d.). Comprehensive work on Islamic societies was done by Ira M. Lapidus in his epic work titled, "A History of Islamic Societies". The largest concentration of 'Bohras' reside in India. Their spiritual leader is also based in India. (The Bohras – Plucky Business Barons, 2018). Recent research studies on the 'Bohra' community are based on nineteenth and twentieth century houses of the community from Sidhpur and Kapadvanj in Gujarat from an architectural perspective. Historically, the 'Bohra' community had suffered persecution during the phase 1650 AD but had prospered under the British rule. (Bohra Mosques in Gujarat, 2010)

The 'Bohras' are a tight knit community of about 1.0 million members worldwide with most of them residing in India. The community is well known for philanthropic efforts like managing various hospitals, schools, and other projects. (Hussain, n.d.)

Theoretical Linkage

An detailed study of longevity of businesses was done by Arie de Geus. His work is published in his book titled, "The Living Company". Geus focuses on business longevity. According to the author most of the MNCs (Multi-National Corporations) may have an average life of 40 to 50 years. The average human age is 75, but the average age of companies is much lesser.

The 'Bohras' are a traditional trading business community. The study aims to apply the longevity theory of Geus trying to understand the major reasons of their business longevity. The study also acknowledges the use of modernization, digitization in business relevance for the community.

Research Gap

There has been ample research conducted on the 'Bohra' community. These studies are restricted to the community specific traits. Some examples of research related to the community can be witnessed in the following papers. One of the detailed studies on the 'Bohra' community can be traced to the work done by Sh. T. Lokhandwala titled, "

The Bohras a Muslim Community of Gujarat" published in Studia Islamica No. 3(1955), pp.117-135. Another critical work on the 'Bohara Community' includes Jonathan Blank's book titled, "Mullahs on the Mainframe - Islam & Modernity among the Daudi Bohras". This is a detailed work which includes historical background, roots, rituals, dress, education, and status of women in the 'Bohra' community. "The Muslim Communities of Gujarat - An Exploratory study of Bohras, Khojas & Memons" by Engineer A.A. is another detailed study of the "Bohra' community.

Literature is also replete with various examples on the very famous 'Bohra' cuisine, customs, and dresses. With reference to their role as traders, the community has specific dos and don'ts that stem from their specific religious background. There is also enough literature on the 'Bohras' with respect to permeation to different parts of the countries and their success as a trading community.

There is a distinct research gap observed in studies regarding the 'Bohra' community as traders with emphasis on their trading and business skill sets. The traditionality of the community with respect to business, their business specific habits, the uniqueness in the community that makes them adaptive to changes in the business environment over the years has not been studied in detail. The community has a rich legacy of trading information accumulated over the years. This paper is an attempt to understand 'Bohras' as a business community.

Objectives of the study

The objectives of the study on 'Bohra' business community are as follows: -

1) To investigate the unique business practices those are specific to the 'Bohra' Business community.

2) To find out the extent of familial involvement in the 'Bohra' community business.

3) To analyze the 'way ahead' strategies adopted by the 'Bohra' community.

Hypothesis

Null Hypothesis: There is no significant difference between the community specific variables involved in the 'Bohra' business community traditional practices and their success in profession/ businesses.

Alternate Hypothesis: There is a significant difference between the community specific variables involved in the 'Bohra' business community traditional practices and their success in profession/ businesses.

Null Hypothesis 1: There is no definite familial involvement in the way members of the 'Bohra' community conduct their business.

Alternate Hypothesis 1: There is a definite familial involvement in the way members of the 'Bohra' community conduct their business.

Research Design

Since the study is community-based, snowball sampling was selected as a tool to approach the respondents. Certain members of the "Bohra' community were selected, and they were requested to give further references, who would then be the part of the survey. Since, the community members were involved in giving references; the necessary element of trust in the survey was generated. A well-structured close-ended questionnaire was designed addressing the community features, best practices, business lineage, and family involvement. The questionnaire was vetted from senior academicians and business personnel from within the community. Respondents were asked to rate on the 5-point Likert scale questions number 1 to 4 which captured information on the demographic nature of the respondents like age, gender, qualification, and domiciled city. For studying the business specific traits, questions 5 to 14 were framed. Questions were asked on a 5 point Likert scale; the responses ranging from 5 Strongly Agree to 1 for Strongly Disagree.

A total of 104 responses were generated and the average time for answering the survey form was approximately 6.5 minutes. All responses were complete and used for the analysis.

In addition to collecting responses based on survey, personal interview was organized with 6 members of the community. The Personal Interviews were conducted to understand their unique and adaptive changes in the business environment to further insights and perspectives regarding the community.

Demographic Profile of Respondents

Table No. 1: Respondent's Demographics

Description	District	No. of Respondents

Domiciled City	Udaipur	18
	Vadodara	17
	Surat	13
	Ahmedabad	6
	Nagpur	7
	Mumbai	9
	Ajmer	4
	Gujarat (City not specified)	5
	Pune	14
	Rajasthan	2
	Aurangabad, Calgary, Delhi, Dhulia, Nashik	5 (1 each)
	Indian City Not Specified	1
	Dubai	1
	Total	**104**
Respondent's Gender	Males	76
	Females (36.8%)	28
	Total	**104**
Qualifications	Undergraduate	15
	Postgraduate	33
	Graduate	47
	Ph.D.	7
	Diploma	1
	CA	1
	Total	**104**
Age	Below 25 years	24
	25 – 40 years	39
	41 – 55 years	28
	Above 55 years	13
	Total	**104**
Duration spent in business	More than 5 years	60
	3 years to 5 years	12
	1 year to 3 years	18
	Less than a year	14
Annual Revenue	Less than 25 lakhs	40
	Between 25 – 40 lakhs	30
	Between 41 – 55 lakhs	13
	Above 55 lakhs	21

Source: Surveyed Respondents

Survey data reveals the respondents are from 16 Indian cities and one respondent is from Dubai making it an expanded representative sample. The demographic data clearly indicates that the community members are educated. 31.7% of the surveyed respondents are Postgraduates whereas almost .067% had a Ph.D. and 45.1% are graduates. The emphasis on education within community members is very evident. More than 60 of the surveyed respondents (i.e. 57.69%) have been in business for a minimum of 5 years or more. This reinforces the identity of 'Bohras' as a prominent business community of India. 36.8% of the surveyed respondents were females. In terms of annual business revenue 38% are in the bracket of less than Rs. 25 lakhs followed by 29% in the range of Rs. 25-40 lakhs. 20% reported their revenue to be above Rs 55 lakhs. Analysis of annual revenue indicates that 'Bohra' community is involved in substantial businesses.

Data Analysis and Findings

I)   RELIABILITY STATISTICS

Table No. 2 Reliability Statistics

Cronbach's Alpha	N of items	α ≥ 0.9
0.9889	30	Excellent

Source: Excel Data Analysis Tool

As the Cronbach Alpha is high and since the number of factors involved were also high at 30, it was decided that a Factor Analysis would have to be done to ensure consistency and reliability.

II)   ANOVA: Two Factor Without Replication

Table No. 3

Source of Variation	SS	Df	MS	F	P-value	F crit
Rows	25659.61	4	6414.903	90.51482	3.55429E-34	2.452716
Columns	2.91E-11	28	1.04E-12	1.47E-14	1	1.576943
Error	7937.586	112	70.87131			
Total	33597.2	144				

Source: Excel Data Analysis Tool

The p-value is 1. Since, the p-value is high and close to 100%, it is safe to statistically conclude that both the null hypothesis cannot be rejected.

III) CORRELATION MATRIX
IV) Table No. 4
Please turn over

	Collective wisdom by being a part of a prominent business	Rich heritage of business knowledge passed on from generation to generation	Family Involvement in business	Greater Exposure to trading compared to manufacturing and other industries	Great Connect with customers and suppliers. (Networking)	Business Risk taking abilities	Strength of being a part of the 'Bohri' community	Ability to take calculated business risks	Decision making is consensual rather than hierarchical.	The community is progressive and adaptive to the changing business situations	The community is 'introspective' w.r.t. to the future.	Business diversification is encouraged	Women are involved in business decision making
Collective wisdom by being a part of a prominent business	1.00	0.42	0.13	0.06	0.25	0.31	0.28	0.29	0.27	0.28	0.33	0.16	0.22
Rich heritage of business knowledge passed on from generation to generation	0.42	1.00	0.42	0.10	0.29	0.39	0.25	0.27	0.08	0.11	0.29	0.26	0.10
Family Involvement in business	0.13	0.42	1.00	0.07	0.32	0.21	0.21	0.23	0.22	0.00	0.16	0.15	-0.02
Greater Exposure to trading compared to manufacturing and other industries	0.06	0.10	0.07	1.00	0.17	0.15	0.08	0.40	0.12	0.09	0.02	-0.09	-0.01
Great Connect with customers and suppliers. (Networking)	0.25	0.29	0.32	0.17	1.00	0.35	0.40	0.36	0.39	0.20	0.17	0.15	0.02
Business Risk taking abilities	0.31	0.39	0.21	0.15	0.35	1.00	0.31	0.35	0.27	0.09	0.23	0.32	0.26
Strength of being a part of the 'Bohri' community	0.28	0.25	0.21	0.08	0.40	0.31	1.00	0.24	0.26	0.34	0.27	0.32	0.24
Ability to take calculated business risks	0.29	0.27	0.23	0.40	0.36	0.35	0.24	1.00	0.45	0.18	0.32	0.15	0.24
Decision making is consensual rather than hierarchical.	0.27	0.08	0.22	0.12	0.39	0.27	0.26	0.45	1.00	0.24	0.17	0.29	0.38
The community is progressive and adaptive to the changing business situations	0.28	0.11	0.00	0.09	0.20	0.09	0.34	0.18	0.24	1.00	0.43	0.13	0.23
The community is 'introspective' w.r.t. to the future.	0.33	0.29	0.16	0.02	0.17	0.23	0.27	0.32	0.17	0.43	1.00	0.33	0.21
Business diversification is encouraged	0.16	0.26	0.15	-0.09	0.15	0.32	0.32	0.15	0.29	0.13	0.33	1.00	0.42
Women are involved in business decision making	0.22	0.10	-0.02	-0.01	0.02	0.26	0.24	0.24	0.38	0.23	0.21	0.42	1.00

The correlation matrices clearly indicate a high correlation amongst community specific parameters like the heritage of business knowledge passed on from generation to generation and family involvement in business. Business risk taking abilities show a lesser correlation and that is because the community has a specific trading affinity as compared to other businesses. This is substantiated by business history which clearly defines 'Bohras' as a trading community. Inter community linkages are very strong and very highly introspective with respect to future of business. Decision making within the community members is consensual rather than hierarchical. A very good characteristic of a trading community is a high customer connect. This is also substantiated by the correlation matrix. The study does not bring about the role of woman in the community. In fact, there was a negative correlation indicating that the role of woman continues to be minimal

in business. However, the role of women seems to be going through a transition as is apparent from the personal interviews with community members. From a community where they had a limited role to play in business, it is now evolving into a community where the younger members are more participative and inclusive with respect to the role of women.

V) COVARIANCE

Table No.5 (Please turn over)

	Collective wisdom by being a part of a prominent business community.	Rich heritage of business knowledge passed on from generation to generation	Family Involvement in business	Greater Exposure to trading compared to manufacturing and other industries	Great Connect with customers and suppliers. (Networking)	Business Risk taking abilities	Strength of being a part of the 'Bohri' community	Ability to take calculated business risks	Decision making is consensual rather than hierarchical.	The community is progressive and adaptive to the changing business situations	The community is 'introspective' w.r.t. to the future.	Business diversification is encouraged	Women are involved in business decision making
Collective wisdom by being a part of a prominent business community.	0.87	0.34	0.12	0.06	0.22	0.31	0.28	0.27	0.25	0.28	0.32	0.16	0.24
Rich heritage of business knowledge passed on from generation to generation	0.34	0.78	0.38	0.10	0.25	0.37	0.23	0.24	0.07	0.11	0.26	0.25	0.10
Family Involvement in business	0.12	0.38	1.01	0.08	0.31	0.23	0.22	0.23	0.22	0.00	0.17	0.17	-0.02
Greater Exposure to trading compared to manufacturing and other industries	0.06	0.10	0.08	1.23	0.18	0.18	0.09	0.45	0.14	0.11	0.03	-0.11	-0.02
Great Connect with customers and suppliers. (Networking)	0.22	0.25	0.31	0.18	0.93	0.36	0.42	0.35	0.37	0.21	0.17	0.15	0.03
Business Risk taking abilities	0.31	0.37	0.23	0.18	0.36	1.16	0.36	0.38	0.29	0.11	0.26	0.38	0.33
Strength of being a part of the 'Bohri' community	0.28	0.23	0.22	0.09	0.42	0.36	1.16	0.27	0.28	0.39	0.30	0.38	0.30
Ability to take calculated business risks	0.27	0.24	0.23	0.45	0.35	0.38	0.27	1.04	0.45	0.20	0.33	0.17	0.28
Decision making is consensual rather than hierarchical.	0.25	0.07	0.22	0.14	0.37	0.29	0.28	0.45	0.99	0.26	0.18	0.32	0.44
The community is progressive and adaptive to the changing business situations	0.28	0.11	0.00	0.11	0.21	0.11	0.39	0.20	0.26	1.19	0.48	0.16	0.29
The community is 'introspective' w.r.t. to the future.	0.32	0.26	0.17	0.03	0.17	0.26	0.30	0.33	0.18	0.48	1.05	0.37	0.25
Business diversification is encouraged	0.16	0.25	0.17	-0.11	0.15	0.38	0.38	0.17	0.32	0.16	0.37	1.21	0.54
Women are involved in business decision making	0.24	0.10	-0.02	-0.02	0.03	0.33	0.30	0.28	0.44	0.29	0.25	0.54	1.35

High Covariance can be seen amongst community-based factors for the 'Bohra' community such as collective wisdom by being a part of the community, a rich heritage of collective knowledge of trading, familial involvement, and business diversification but within trading. Covariance also indicates a strong community-based knowledge bank which is available for the next generation as a guiding light.

VI) FACTOR ANALYSIS

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.684
Bartlett's Test of Sphericity	Approx. Chi-Square	1063.507
	df	435
	Sig.	.000

Source: SPSS

Kaiser-Meyer-Olkin Measure of Sampling Adequacy – This measure varies between 0 and 1, and values closer to 1 are better. A value of .6 is a suggested minimum. Bartlett's Test of Sphericity – This test the null hypothesis that the correlation matrix is an identity matrix. The test clearly indicates that Factor Analysis is advisable.

Table No. 6.1

Component Matrix[a]

	Component									
	1	2	3	4	5	6	7	8	9	10
Workforce Management	.683		-.284	.312						
Business Risk taking abilities	.618			-.272		-.383				
Ability to take calculated business risks	.613	.263	.283							
Decision making is consensual rather than hierarchical.	.608				.376					
Great Connect with customers and suppliers. (Networking)	.561					.239	-.298		-.330	
Customer Connect	.559		-.424							
Collective wisdom by being a part of a prominent business community.	.554			-.295				-.223	-.221	-.365
Rich heritage of business knowledge passed on from generation to generation	.553			-.397	-.507					
Strength of being a part of the 'Bohri' community	.545						-.448			
Children encouraged to acquire higher education and then join family business	.542			.314	-.208					.402
Innovative technique of managing finances	.512			-.288				-.453	.319	-.245
Family Involvement in business	.498		-.251	-.271		.485		.299		
The community is 'introspective' w.r.t. to the future.	.494	-.214	.374				.274		-.341	
Importance of Formal Education	.448		-.281		.348		.327		.306	
Women are involved in business decision making	.444	-.387				-.408			.332	
Business diversification is encouraged	.420	-.309		-.223			-.260	.318		.388
Role of woman within the community is restricted and not involved in business.		.622				.246	-.404			
Low exposure to service sectors like hospitality, hotels etc.		.577		-.305	.226	-.208				.203
Greater Exposure to trading compared to manufacturing and other industries	.223	.556	.373	.295	-.324	-.216				
Inability to scale up		.529	.288			.282		-.203		.371
Religious restrictions on starting certain types of businesses		.529			.478					
Succession Planning in business	.291	.503		.289		-.285				
Handling Competition	.444		-.618							
The community is progressive and adaptive to the changing business situations	.411	-.349	.424	.280					-.243	
Family Splits dividing business		.223	.378	-.554	.246					-.260
Independent partners/board members are inducted in the business	.420		.276	.450						-.335
The role of the second (future) generation in business is given weight-age.	.352	-.239	.205		.414	.369		.376		
Day to day management of Shops / trading firms	.378			-.321			.546	.251		
Engaged in business that is predominantly socially relevant or commercially relevant?		.493				-.313		.504		-.251
Strategic Knowledge about trading	.366				-.438	.304	.218		.513	

Extraction Method: Principal Component Analysis.
a. 10 components extracted.

Source: SPSS

Statistically a high Cronbach Alpha score of 0.9889 necessiated the need to go for a Factor Analysis test to find out the variables that were creating maximum impact with respect to the study. The Factor Analysis has focused on the following ten factors:-

1) Family Involvement in business.
2) Workforce Management.
3) Religious restrictions on starting certain types of businesses.

4) Role of woman within the community is restricted and not involved in business.

5) Engaged in business that is predominantly socially relevant or commercially relevant?
6) Strategic Knowledge about trading.
7) Day to day management of Shops / trading firms.
8) The community is progressive and adaptive to the changing business situations.
9) Children encouraged to acquire higher education and then join family business.
10) Independent partners/board members are inducted in the business.

The 'Bohra' community impact can be seen very clearly in factors like famililal involvement, managing the work force, social relevance of business, strategic knowledge of trading, day to day management of shops, and the plus point of being associated with a traditional business community that has been in trading from the 11th to 12th centuries onwards.

The impact of religion is also evident both in trading restrictions on certain items and also the religious restriction of being associted with certain types of business.

The community believes in education for children and is so progressive that it can also think of having independent members with the neecssary qualifications and expertise if it furthers their business interest.

The expertise of the community in trading comes out strongly evident from the results of Factor Analysis.

Progressiveness of the 'Bohra' community based on Interviews

The progressiveness and relevance of the 'Bohra' community can be understood from the extracts taken from the personal interview with various community members on how the 'Bohras' remain both unique and adaptive to changes in the business environment. The interviewees were asked to record their answers to the following two questions: -

1) What were the most important lessons that one has learned by being a part of the 'Bohri' community with special reference to the style of doing trading business?
2) How does the 'Bohri' community keep itself abreast of the modern changes in the business environment today?

The responses to the above questions can be summarized in the form of a table as follows: -

Table No.7
Response to Personal Interview with Bohra Community Members

Sr. No.	Response to Q.1	Response to Q.2
1	Interest free business. Trading in cash preferred.	The Community promotes trade fairs, online portals for business promotion.
	Fair & Halal (lawful & permitted) Trade Practices	Seminars are also held to coach the community members on different relevant topics like entrepreneurship, formalizing existing businesses etc.
2	Adaptability	-
3	Emphasis on conducting business with morals, values, and ethics	The community members are techno savvy and are good at the use of technology. This keeps them updated about modern business trends.
4	Qard-e-Hasan are loans which are interest free and supported by community members.	The Daawat (religious administrators) ensures use of technology in different phases of the community member's life. For e.g. there is a database of all 'Bohra' community members. Business networking through commercial exhibitions and various religious forums are promoted.
5	Following Sharia (Islamic Canonical Law) laws of business	-
6	-	Introducing new products, new ideas, new inventions and staying ahead of competition

Source: Personal Interview

Conclusion

'Bohras' as a community are strongly knitted. Business practices do undergo transition as per the evolving business environment. During this unprecedented COVID times, the 'Bohras' chiseled their way out by innovative community connects. The 'Bohras' have a concept of community kitchen. These community kitchens have ensured that people do not sleep hungry for lack of food. Similarly, social media is a great enabler for the 'Bohra' community. It not

only promotes social connect, but also provides a platform for exchange of business ideas.

The 'Bohra' community may be the only community that has a unique identification number. This is known as ITS. The handlers of these account keep on posting relevant business opportunities for the community members. The community is an inclusive community that believes in the growth of all its members.

The study has helped gain valuable insights into the traditional 'Bohra' trading community with specific nuances. The community members are governed by their religion. The deep impact of religion in the way the community members conduct business is evident both from the survey and from the personal interaction. The emphasis of the community in not been involved in any business related to interest stems from their religious roots. The 'Bohra' community members are trading specialists. One can observe the strong trading related insights that form the foundation of business in the community. Inter community linkages stand out and are strong.

The role and involvement of women of the community in business has not come out strongly. However, personal interviews indicate that this trend is progressively changing. The community members believe in education and are very well educated. .

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ANALYISNG SUSTAINABLE PRACTICES ADOPTED BY HOTELS: A CONSUMER PERSPECTIVE

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Abstract

The hotel industry worldwide has seen several transformations in recent years that have redefined their business model and philosophy, one of them being adoption of sustainable practices. Inclination towards integrating operational processes that encompass social, environmental, and economic sustainability has been witnessed in hotels of all sizes. This is reflected in their customers' attitudes, awareness, and willingness to pay for their services. The aim of this research was to explore consumer attitudes, awareness, and willingness to pay for sustainable business hotels in India. A survey of 447 consumers of such hotels in Northern India revealed that sustainable practices greatly affect hotels' attitudes and willingness to pay for their services.

Keywords: consumer attitude, awareness, willingness to pay, hotels, sustainability

Introduction

The present era has witnessed a growing concern and desire to sustain earth's limited resources. Limited number of natural resources and the potential risk

caused by human behavior has made sustainable development as guiding principal for all stakeholders such as consumers, government, institutions and organizations. The concept of sustainability has evolved over time and has integrated aspects such as social, economic and environmental in its definition. Consumer expectations have undergone a drastic change over the years, increasing awareness regarding the environmental issues has bring this change in the way consumers go about their life. Today, the purchase of product is not only justified through economic criteria, but the ecological and environmental aspect of the purchase made. The modern day consumer is more aware regarding the mutual interactions between man and environment as a result their consumption habits and lifestyle has undergone drastic change, thus compelling enterprises to invest more in creating an environmental-friendly attitude so as to achieve better position in market (Czarniewski 2016).

Increased sustainable awareness forms the basis of majority of social movements concerning the environment and propagates new ecological ideas. This process of building awareness in terms of sustainable practices starts with consumers taking notice of environmental issues (Czarniewski 2016). It is then that the consumers consider the environmental ethics and start taking actions that can prove beneficial for environment majorly under the influence of ecological motivation. This then translates into buying eco-friendly products, water conservation and waste management actions, among others. A higher amount of awareness regarding sustainability affects their behavior in market when it comes to make actual purchase decision (Hall et al. 2016). The major components that form the basis of increase in such kind of behavior among individuals includes cognitive components that relate with ecological knowledge and understanding of ways in which nature and human can coexist. Other than cognitive components, emotional and behavioral components also shape a consumer's attitude towards purchasing eco-friendly products (Joshi and Rahman 2015). Further, awareness of consumer towards sustainability is shaped by some more factors which include the state of general knowledge (Goryńska-Goldmann and Gazdecki 2018), access to information (Jaca et al. 2016), a sense of danger which is damage occurring due avoidance of environmental standards and rules (Filho et al. 2017), external stimuliand an individual's emotional responsibility towards state of environment, opinion, beliefs and consumers personal experience. This awareness then in turn lays effect on consumer behavior and attitude in market (Kucher et al. 2019).

Literature Review

(Suki and Suki 2015) in their study stated that consumer awareness of sustainable hotels is related to consumer information they have regarding sustainable hotels that are supporting green and ecological practices while undertaking their business activities. This behavior has an impact on consumer intention to stay at such hotels and also revisit such hotels. A tourist returning intention is generally

based on positive feeling that they have experienced along with the gratification they felt while doing something good for nature and environment. The consumer general awareness regarding sustainable hotels influences their ecological behavior. Customers that have higher awareness regarding the sustainable practices adopted by hotels might be aware that staying in green hotels might be costly but still they may be willing to pay more due to the importance of such measures taken.

(Nayak 2014) in his study mentioned certain aspects of consumer awareness regarding the sustainable practices adopted by hotels include whether hotel is using nontoxic cleaning agents or not, use 100% organic cotton sheets, renewable energy sources like solar or wing energy, energy efficient lighting, serve organic and local grown food, whether hotel is offering fresh air exchange system, newspaper recycling, gray water recycling and many more. Further whether a hotel has green certifications such as LEED and GRIHA does have significant impact on their intention to visit hotel or not since the present generation trust such certifications. This not only provide them with an opportunity to match the shift in consumer demand but also develops varied conditions that helps them to differentiate themselves from their competitors.

(John 2012) in similar lines stated that such environmental management standards strengthen the consumer confidence in terms of hotel delivery service and thus motivate them to contribute financially towards hotels so that they can reduce their environmental impact and thus could increase the management control. Along with this such kind of certifications help hotels to increase their market share, improve regulatory compliance, enhancing their potential for premium pricing within the market segmentation, improve their efficiencies along with significant increase in their reputation among consumers.

(Manaktola and Jauhari 2007) mentioned that with increase in competitive environment hotels have started with their attempt to attract customers by adopting green marketing strategies and adopting green management within their business. Since by doing so they can fulfil the demand for less environmentally damaging hotels. Moreover, hotel managers have realized a fact that there is significant change in people attitude towards sustainable hotels. Due to increased awareness among people regarding the environmental damages caused by their activities. Thus, more and more people are now opting for hotels that follows practices to protect environment.

(Zainuddin et al. 2018) showed that although there seems to be significant change in people attitude but this has been hard task since adoption of positive attitude towards the environment requires people to alter their choices, adjust their way of living and changes in terms of their behavior. The major factor that lies behind bringing change in people attitude and their behavior towards sustainable hotels is due to the repercussions of worsening environmental conditions. Thus the change

in people attitude can be regarded as accumulation of person's view, affect and behavioral intention that is concerned regarding the environment. With the increase in people positive attitude towards environment has subsequently led to increased demand for green purchases. In similar way positive environmental attitude also affect the demand for sustainable hotels leading people to choose those hotels that is working towards reducing its carbon footprints.

In another study conducted by (Lita et al. 2014) showed the relationship between attitude of consumer towards sustainability hotel and their behavioral intention. Where it was found that consumer attitude of staying at sustainability hotel had significantly positive impact on their behavioral intentions which shows attitude forms the direct antecedent of an individual's behavioral intention and an immediate reason as why they chose sustainability hotel over and above the conventional hotels. Further it was also found that positive attitude towards these hotels encourages consumers to spread positive word of mouth for them.

(Sigala et al. 2009)showed how consumers are more likely to demonstrate a positive willingness to pay for the hotels that are practicing environmental-friendly activities. Further the study showed how factors such as difference in individuals'culture and there social structure could determine their willingness to pay for sustainable hotels. Also, it was found the higher the degree of environmental consciousness among the individual the higher will be their willingness to pay premium process for sustainability hotels. Moreover, it also an individual beliefs and values they take in environmentally friendly activities while staying at such hotels can also significantly affect their intention and hence their willingness to pay.

(Boronat-Navarro and Pérez-Aranda 2020) in their study shows how the consumer willingness to pay for sustainable hotels works towards providing crucial information's for hotel managers. And how such decisions can positively affect the environment, social and economic performance as a whole. An individual behavioral intention such as their willingness to pay plays a crucial role in formation of once attitude and behavior. However, price sands as a major favor that affects the consumer willingness to pay premium prices for these hotels.

Research methodology

Based on aim of the study and type of data collected, the study used the befitting tools and software for analysis. SPSS was used for analysis of survey. The analysis of survey comprised of descriptive analysis which included frequency analysis and measures of central tendency such as mean and standard deviations. The inferential analysis helped to draw inferences from statistical tests of the data collected from the respondents and deductions about the set of population comprisedcorrelation and regression analysis by studying the relationship among all the three factors i.e. consumer awareness, consumer attitude and willingness to pay premium.

Data Analysis

This section of the study presents the results of the data analysis in order to examine the consumer attitude, awareness and the willingness to pay premium for the sustainable practices in the five-star hotels restaurants in Northern India. The data for the variables were collected through personal surveys and through Google formsfrom 447 respondents. The information was extracted using a set of 114 closed-ended questions. The study uses correlation and simple linear regression analysis in order to examine the degree of relationship among the variables. Initially the study presents the descriptive statistics of demographic profile and the descriptive statistics of the chosen factors by presenting their mean, standard error, t statistics, p-value and the frequency distribution.

Table 1 –Reliability Test

Variable	Indicators	Cronbach's alpha	No. of items
ConsumerAwareness	13.1 – 13.8 14.1 -14.16	0.956	24
Consumers Attitude	15,16,17.1-17.4,18.1-18.5,19,20.1-20.5,21.1-21.30	0.936	48
Consumers Willingness to pay	22,23.1 - 23.12,24,25.1-25.15,26	0.936	30

Respondents

Age wise majority of respondents belonged to the age group of 25-35 (38.5%). Whereas 30.6% of the respondents belonged to the age group of 35-45 years and 18.6% were in the age group of 15-25 yearsand 12.3% of the respondents were of the age group of above 45 years of age.

Occupation of the respondents has beenassessed using 5 categories includingStudents (14.8%), Government employee (11.6%), and the majority of the respondents category lies in Private employees (39.6%), self-employed (18.6%) , business(12.5%) and homemakers (2.9%) .

The **educational qualification** of the respondents indicates that the majority of the respondents as (41.2%) lies in the category of up to graduates and 39.4% lie in the category of post graduates and there were 19.5% respondents who were having professional qualification.

The **Annual Household income** level has been assessed using 3 categories ranging from up to 20,00,000 as (42.7%), and majority lied in the category of

20,00,001 to 50,00,000 (51.9%) while(5.4%) lies in the category of above 50,00,000.

As regards to **marital status** of the respondents themajority of the respondents lied in the category of married as (68.5%) while only (31.5%) of the respondents belonged to theunmarried category.

The**regional distribution** of the respondents shows that amajority of the respondents belonged to Delhi region as (43.6%) due to highest number of the hotel restaurants located inthis region as 31followed by (24.2%) of the respondents from Haryana region where there were 11hotel restaurants located thereand(17%) of the respondents belonged from Punjab Region as only 6hotel restaurants' weresituated thereand subsequently (15.2%) of the respondents from Uttrarakhand region as there were only 4hotel restaurants' located in that region (Source :HRACC).

Regression Analysis

Model-1(Awareness to Attitude)

Objective: To determine the impact of Consumer awareness on Consumer attitude.

H_1: There is significant impact of Consumer awareness on Consumer attitude.

Fig 1.2

R	R2	Sig (p Value)	Unstandardized Coefficients		Collinearity Statistics		Durbin-Watson	Standardized Coefficients Beta	
.489	.239	.000	Constant	2.312	Tolerance	VIF			
			Total Awareness	.361	1.000	1.000	1.945	Total Awareness	.489

Collinearity statistics of the model satisfying an underlying assumption of multi-collinearity of the regression model. The rules specifies that the value of Tolerance should be more than 0.2 (Calculated value is 1) and VIF should be less than 10 (calculated value is 1) . Furthermore, the value of r should be less than 0.8 (calculated value 0.489) which is interpreted as low co-relation between variables. The assumption of independency is another very essential criterion of application of regression model. The test follows a criterion of acceptability only if the value of Durbin-Watson is between 1-3, the table above clearly shows the model as acceptable as the value is 1.945 well in the limits of the criteria. The regression analysis shows the variation caused by the change in independent variable Consumer Awareness on the dependent variable Consumer Attitude (i.e the explanatory variables). The value of R^2 reports that the independent variable can explain only about 23.9 % of total variation in Consumer attitude and the remaining 75.1% left unaccounted for by the model is attributed to the error term. The value of standardized Beta explains the change in the standard deviation of the dependent variable due to change of standard deviation of independent variable. The table shows the value of standardized Beta as .489 showing a 48.9% variation in Consumer Attitude's standard deviation due to the variation in the independent variable Consumer Awareness. Again the model calculates a p value of .000 highlighting the fact that there is significant impact of Consumer Awareness on their Consumer attitude thus resulting in the rejection of our null hypothesis.

Model -2(Attitude to Consumers Willingness to Pay)

Objective: To determine the impact of Consumer Attitude on Willingness to Pay.

H_1 : There is significant impact of Consumer Attitude on Consumers Willingness to Pay.

R	R2	Sig (p Value)	Unstandardized Coefficients		Collinearity Statistics		Durbin-Watson	Standardized Coefficients	
								Beta	
.705[a]	.497	.000	Constant	.800	Tolerance	VIF			
			Total Attitude	.756	1.000	1.000	1.952	Total Attitude	.705

The Collinearity statistics of the model satisfying an underlying assumption of multi-collinearity of the regression model. The rules specifies that the value of Tolerance should be more than 0.2 (Calculated value is 1) and VIF should be less than 10 (calculated value is 1). Furthermore, the value of r should be less than 0.8 (calculated value 0.705) which is interpreted as moderate co-relation between variables. The assumption of independency is another very essential criteria of application of regression model. The test follows a criterion of acceptability only if the value of Durbin-Watson is between 1-3, the table above clearly shows the model as acceptable as the value is 1.952 well in the limits of the criteria. The regression analysis shows the variation caused by the change in independent variable Consumer Attitude on the dependent variable Willingness to Pay(i.e the explanatory variables). The value of R^2 reports that the independent variable can explain only about 49.7 % of total variation in Consumer attitude and the remaining 50.3% left unaccounted for by the model is attributed to the error term. The value of standardized Beta explains the change in the standard deviation of the dependent variable due to change of standard deviation of independent variable. The table shows the value of standardized Beta as .705 showing a 70.5% variation in Consumer's Willingness to pay standard deviation due to the variation in the independent variable Consumer Attitude's. Again the model calculates a p value of .000 highlighting the fact that there is significant impact of Consumer Attitude on their Willingness to paythus resulting in the rejection of our null hypothesis.

Moidel-3(Consumers Awareness to Consumers Willingness to Pay)
Objective: To determine the impact of Consumer Awareness on Willingness to Pay.
H_1: There is significant impact of Consumer Awareness on Willingness to Pay.

R	R2	Sig (p Value)	Unstandardized Coefficients		Collinearity Statistics		Durbin-Watson	Standardized Coefficients Beta	
.444 a	.197	.000	Constant	2.257	Tolerance	VIF			
			Total Awareness	.351	1.000	1.000	1.921	Total Awareness	.444

The Collinearity statistics of the model satisfying an underlying assumption of multi-collinearity of the regression model. The rules specifies that the value of Tolerance should be more than 0.2 (Calculated value is 1) and VIF should be less than 10 (calculated value is 1). Furthermore the value of r should be less than 0.8 (calculated value 0.444) which is interpreted as low co-relation between variables. The assumption of independency is another very essential criterion of application of regression model. The test follows a criterion of acceptability only if the value of Durbin-Watson is between 1-3, the table above clearly shows the model as acceptable as the value is 1.921 well in the limits of the criteria. The regression analysis shows the variation caused by the change in independent variable Consumer Awareness on the dependent variable Willingness to Pay(i.e. the explanatory variables). The value of R^2 reports that the independent variable can explain only about 44.4 % of total variation in Consumer Awareness and the remaining 55.6% left unaccounted for by the model is attributed to the error term. The value of standardized Beta explains the change in the standard deviation of the dependent variable due to change of standard deviation of independent variable. The table shows the value of standardized Beta as .444 showing a 44.4% variation in Consumer's Willingness to pay standard deviation due to the variation in the independent variable Consumer Awareness. Again the model calculates a p value of .000 highlighting the fact that there is significant impact of Consumer Awareness on their Willingness to paythus resulting in the rejection of our null hypothesis.

Model-4(Awareness, Attitude to Willingness to Pay)

Objective: To determine the impact of Consumer Awareness and Consumer Attitude on Willingness to Pay.

Model Summary

R	R Square	Sig.	Std. Error of the Estimate	Durbin-Watson
.714[a]	.510	.000	.46945	1.950

The Collinearity statistics of the model satisfying an underlying assumption of multi-collinearity of the regression model. The rules specifies that the value of Tolerance should be more than 0.2 (Calculated value is 0.761) and VIF should be less than 10 (calculated value is 1.314). Furthermore the value of r should be less than 0.8 (calculated value 0.714) which is interpreted as moderately high co-relation between variables. The assumption of independency is another very essential criterion of application of regression model. The test follows criteria of acceptability only if the value of Durbin-Watson is between 1-3, the table above clearly shows the model as acceptable as the value is 1.950 well in the limits of the criteria. The regression analysis shows the variation caused by the change in independent variable Consumer Awareness and Consumer Attitude on the dependent variable Willingness to Pay(i.e the explanatory variables). The value of R^2 reports that the independent variable can explain only about 51.00 % of total variation in Consumer Awareness and Consumer Attitude and the remaining 49 % left unaccounted for by the model is attributed to the error term. The value of standardized Beta explains the change in the standard deviation of the dependent variable due to change of standard deviation of independent variables. The table shows the value of standardized Beta as .131 showing a 13.10 % and 64.10% variation in Consumer's Willingness to Pay standard deviation due to the variation in the independent variables Consumer Awareness and Consumer Attitude. Again the model calculates a p value of .000 highlighting the fact that there is significant impact of Consumer Awareness and Consumer Attitude on their Willingness to Paythus resulting in the rejection of our null hypothesis.

Conclusion

Further the correlation was studied between the three major variables (consumer awareness , consumer attitudes and willingness to pay extra)and it was found that all these three variables were positively correlated with each other and it was also found evident that consumer attitude and willingness to pay extra share high degree of positive correlation with the value r=.705.

After this to move for further structural modelling the simple regression analysis was carried out by formulating four models where it was found that all the models were significant. In the first model where consumer awareness as predictor of consumers attitude (R^2=.239), in the second model where consumer attitude as predictor of consumers' willingness to pay extra (R^2=.497) and in the third model where awareness as predictor of consumer willingness to pay extra (R^2=.197) and finally in the fourth model where consumer awareness and consumer attitude both as predictors of consumers' willingness to pay extra (R^2=.51).

It can be concluded that there is an urgent need to create awareness on the concepts of carbon emissions and carbon footprints among the consumers he consumers should be urged for a carbon neutral stay at the hotels.Sustainable practices should be properly promoted among the consumers using most evident

sources of spreading awareness among them as concluded from the study which are the use of social media as a tool of promotion.There is also an urgent need to create a positive attitude among the consumers by working on the aspects of negative attitude like expensiveness, doubtfulness in the working performance, inconvenience associated as also stated in the previous studies. State governments should also come with more stringent policies and memorandums for the hoteliers and also they can provide tax leverages to those who adopt such practices.

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Online Classes& COViD -19: ExpEriEncEs of rEmotE LEarning from the PersPective of students and educators

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The purpose of this paper is to understand the technology adoption, teaching and learning process, student engagement and experience of faculty and students towards virtual classrooms during COVID-19 induced Lockdown.The research tries to find out the how far educators and academic institutes have been able to meet with sudden challenges thrown at them from the student's perspective. Also, educator's perception towards delivery of education and effectiveness has been measured through a questionnairecirculated to 12 educators. The results of structural analysis using 200 responses collected from the undergraduate student's supportthe hypotheses that academic and intellectual engagement constructs mediate the relationship between online engagement and affective learning. The findings of the study indicate that going forward it can be an opportunity in disguise as it can pinpoint the pain areas and overhaul the system which was being neglected from a long time. A blended model combining the offline and online delivery mode has also proved to be more effective. A more accessible,

less elitist and less carbon-intensive international education market may well be a good idea coming out of the corona virus crisis.

Keywords- Virtual Learning, Online Sessions, Coronavirus, Pandemic

Introduction

The World Health Organization (WHO) declared COVID-19 as a global public health emergency of international concern on 30th January 2020 as well as a pandemic on 11th March 2020 (Cucinotta & Vanelli, 2020).The first case of COVID-19 in India was reported on January 30, 2020. By mid-March, there were just over 100 confirmed cases in the country. As the cases were on a rise in India, the Indian government also announce nation-wide complete lockdown on 24th March. It continued till 8th June 2020, and since then the lockdowns are being implementedaccording to local situations. events, closure of certain businesses and closure of educational institutions. The purpose of lockdown measures is to slow down the spread of the virus – an effort which has ubiquitously become known as 'flattening the curve'.

Sudden lockdown and shutting down of all academic institutes impacted all the stakeholders but students and teachers have borne the brunt most. The coronavirus pandemic affected educational systems worldwide, leading to the widespread closures of schools. These nationwide closures are impacting over 91% of world's student population (UNESCO 2020).

In India UGC & AICTE are main regulating bodies overlooking the sphere of higher education. The experiments with online and digital mode of learning are nothing new as India is experimenting with knowledge dissemination through Radio and dedicated TV channels since 1980s. Also, AICTE along with IITs have launched MOOC platform SWAYAM where students can enrollthemselves and get quality education at a fraction of the cost. In India online degrees or courses are seen as a vocational course or skill enhancement course, they have not yet replaced the traditional or brick or mortar format.

The research has been conducted in the light of unprecedented situation for academic institutes and students all over India created by the COVID-19 pandemic. The Indian government at the center and state with all its ministries ensured that in a very time imparting education came back on track, our teachers also worked tirelessly to adapt and learn the new changes. EdTech industry is booming and is currently at its peak in India. The ed-tech firms have witnessed 10-fold rise in registration for trial or free coaching, in the last two months (Samantaray, 2020).

Literature Review- Online Learning E-learning or Mobile learning is a platform where students can enroll themselves in courses and receive course content through video and notes interact with teacher by participating in online discussion. During the course they submit assignments and at the end they appear for final exam and get a degree/certificate, which is equal to a degree received

through a traditional format. According to OECD (2005) is defined as the use of information and communication technologies in diverse processes of education to support and enhance learning in institutions of higher education and includes the usage of information and communication technology as a complement to traditional classrooms, online learning or mixing the two modes.

E-learning can help in providing inclusive education even at the time of crisis and it is not an option or a luxury but a necessity. (Dhawan, 2020). Students registering in online learning courses have been rising dramatically and this overall multiplying demand for online learning has been accelerated by various reasons which included cost effectiveness, the flexibility of time and place, opportunity to attend classes digitally, space for performing different wide and varied works of day to day lives of adults, a reduced amount of distraction in comparison to face-to-face learning (Hannay & Tracy, 2018).Despite of rise in the numbers of online learners, the online learning has always related to several risks like lack of teachers' presence, lack of interaction with peers in comparison to face-to face learning, poor motivation, unsuccessful management of time schedules, and lack of individual learning abilities (Cole et al., 2004)Although Any efforts to strengthen the effectiveness of online learning needs to understand the perception of the users. Studies have documented both favourable and unfavourable perceptions by students on online learning.In the present study, the researchers explore the impact of this inevitable transformation, from face-to-face learning to learning with the support of technology which enabled uninterrupted and structured online learning in this uncertain scenario of the countrywide lockdown.

Objective of the study-
- To study the perceptions of teachers and students on online teaching-learning during COVID-19 pandemic.
- To examine the challenges faced by the teachers and students in adapting to the online teaching-learning process during COVID-19 pandemic.
- To explore the scope for launching of blended courses in future by Institutes

Research Methodology An exploratory research design was found to be most appropriate to unveil the salient intricacies associated with online learning especially in wake of COVID-19, the worldwide lockdown and social distancing. Exploratory studies are a valuable means of asking questions to establish baseline information that could be later used as a launch pad for further research. A 13-item questionnaire was prepared for students which included some demographics question like name, course being pursed, whether they are attending online classes or not. One question was asked if given the opportunity to join a blended course (which is a combination of online as well as offline course), they would like to attend or not.Students' perception for online learning was recorded using 5 point

Likert scale questionnaire of 9 items, these questions were developed after a literature review done to find out the factors creating impact on students learning and engagement. Researcher has tried to analyze that the factor contributing to student's learning are present in online mode of education or not.

Educators'questionnaire consisted of 6 open ended questions to find out their perception and challenges about online learning.

Sample size & Sample Collection

For the Data Collection purposes, a sample of around 200 students, was taken through convenience sampling. The students were already enrolled in degree courses where they were getting education through traditional brick & mortar format and had suddenly moved towards online mode.

For getting responses from educators, we have taken a sample of 20 educators from Pune, Delhi who had to switch to online mode amid coronavirus pandemic through convenience sampling.

Since the use of technology facilities is a part of this study, respondents were contacted via email, and what's-app messages to participate in this study. All students provided with full information about the study and how to access the online link, which was created using google forms tool.

Data Analysis

Table 4 Profile of the Respondents

		Frequency	Percent	Valid Percent	Cum. Percent
Gender	Female	103	48.8	48.8	48.8
	Male	108	51.2	51.2	100.0
	Total	211	100.0	100.0	
Onlineclass Attendance	No	42	19.9	19.9	
	Yes	169	80.1	80.1	100.0
	Total	211	100	100	
CourseEnrolled	Postgraduate	67	31.7	31.7	
	Under-Graduate	144	68.2	68.2	100
Join Blended courses in Future	Yes	142	67.3	67.3	100
	No	69	32.7	32.7	

		211	100	100

The sample size is n=211, of which 48% are female and 51% are male. Regarding online class attendance around 20% don't have the basic required facilities to attend the online classes, while majority of students (around 80%) have the facilities' to attend the same. As per the sample 31% students enrolled in postgraduate programs while 68.2% are enrolled in Under-graduate programs. This statistic will help us further to explore the variations across groups. Students were also asked whether they would be willing to join a blended course (Combination of online as well as offline) in future. The response was very positive with 67.3% students reported that they can consider joining these types of courses in future.

Table No. 2 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. Does this mode of learning offer you the advantage of studying in your time and your space?	207	1	5	3.50	1.028
2. Are you able to understand and solve problems being discussed in the class?	209	1	5	3.31	1.030
3. Do you feel that there is effective interaction between student & teacher?	208	1	5	3.20	1.144
4. Do you think that instructor / faculty is efficient in delivering lecture through this mode?	208	1	5	3.41	1.003
5. Do you feel that it can replace traditional format of delivering education?	209	1	5	3.25	1.239
6. Do you feel connected with other learners in a virtual classroom as you used to feel earlier in a classroom?	210	1	5	3.18	1.175

		209	1	5	2.73	1.121
7. Do you feel that objective assessment is possible through this mode?		209	1	5	2.73	1.121
8. Do u feel that values of the degree will be same as earlier?		209	1	5	2.85	1.154
Valid N (listwise)		206				

The mean of question number 1 to 6 shows that students are inclined towards online learning and they are not finding any problems in terms of delivery and peer learning and discussions in the class. But the response rate shown in question number 7 and 8 points out towards some serious flaws or problem areas which are mainly assessment and perception as regards to the worth of the online degree, which is showing a mean value of 2.73 and 2.85.The standard deviation of the data set is very high as in question number 1, 2,3, and 4 the values of standard deviation are ranging between 1 to 1.14, while the mean values are 3.2 to 3.5. In question number 5,6,7 & 8 the values of standard deviation gets even higher and ranges between 1.12 to 1.17 while the mean values are in the range of 2.73 to 3.25. the respondents are heavily divided in terms of objective assessment and the worth of an online degree.

Table No. 3Correlation

		1)	2)	3)	4)	5)	6)	7)	8)	9)
1) Does this mode of learning offer you the advantage of studying in your time and your space?	Pearson Correlation	1								
2) Are you able to understand and solve problems being discussed in the class?	Pearson Correlation	.692**	1							

Question		1	2	3	4	5	6	7	8	9
3) Do you feel that there is effective interaction between student & teacher?	Pearson Correlation	.640**	.670**	1						
4) Do you think that instructor / faculty is efficient in delivering lecture through this mode?	Pearson Correlation	.648**	.673**	.667**	1					
5) Do you feel that it can replace traditional format of delivering education?	Pearson Correlation	.497**	.325**	.452**	.408**	1				
6) Do you find it more convenient than the traditional mode of delivery?	Pearson Correlation	.492**	.365**	.488**	.517**	.696**	1			
7) Do you feel connected with other learners in a virtual classroom as you used to feel earlier in a classroom?	Pearson Correlation	.481**	.425**	.517**	.453**	.527**	.558**	1		
8) Do you feel that objective assessment is possible through this mode?	Pearson Correlation	.445**	.404**	.508**	.483**	.484**	.536**	.484**	1	
9) Do u feel that values of the degree will be same as earlier?	Pearson Correlation	.339**	.399**	.447**	.388**	.406**	.442**	.568**	.411**	1

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

In the 5 point Likert scale questionnaire containing 8 variables related to online learning engagement and challenges, students have shown a positive response

towards few items, which have been highlighted. Students have shown a positive correlation between online learning and classroom discussion, faculty delivery and time and space convenience. Item number 2, 3 5 and 6 have shown a correlation value of more than 0.6. While when the students were asked about comparative faculty efficiency, objective assessment, worth of an online degree the responses are not showing a positive correlative with online learning. The correlation values in item number 5,7,8 and 9 are $.408^{**}, .558^{**}, .484^{**}$ and .411.

Findings from Educatorsa qualitative test of the questionnaire using NVIVO was performed. It is challenging for teachers to continuously engage students due to issues like attention span, multi-tasking while attending sessions, poor audio and video quality, internet issues etc. The main variables that got repeated is unavailability of digital infrastructure to take online class and student engagement. Educators also cited concerns regarding their readiness for the same as they had to move towards online learning quickly to save the education from disruption. Teachers need the training to use the available tools to deliver the lectures effectively. Educators also expressed concerns about lab practical as it is not possible to demonstrate it from home, also no control over students and open book examinations as introduced by many colleges may do more harm. While teachers found online learning suitable for theoreticalsubjects, but they found it to deliver practical subjects' mathematics and statistic. One interesting finding that came out of the survey was that in none of the college and universities delivering education stopped completely due to lack of resources and support. Institutes adapted very quickly to this new development.

As quoted by an educator "E-learning has a lot of advantages as it induces students to focus and saves time & money. It reduces student absenteeism and makes a student value both the type of education. It helps in faster learning as well."

Conclusion

The findings of Research from students indicate that students have a welcoming approach towards the online learning. Students have reported that they are able to raise questions, interact with faculty and other classmates and are able to understand the concepts. But when the students were asked questions like online learning should replace traditional model, they had a mixed response. Also, for the questions related to objective assessment and worth of the online degrees, students are not very confident in online mode. Educators have expressed various concerns regarding the increased work hours due to teaching material preparation, non-availability of resources. In many cases educators have reported about difficulty in teaching the numerical or practical oriented subjects. But teachers are also happy with the fact that student's education did not halt, and several new platforms and a wave of online education has started in the country.

Digital education is opening novel avenues for students and teachers to learn and interact together. COVIDhas created many challenges and opportunities for the educational institutes to strengthen their t infrastructure (Pravat, 2020). Every institution offering education has realized that only relying on traditional model is not going to work in contemporary world if they think of providing high quality education. In this regard, UGC has also constituted an expert committee to make recommendations on pooling of e-resources and enhancing the online education systems in the country. Govt. has allowed 100% FDI in this sector and the country received Institutes have also been asked to set up mental health helplines. Online learning is definitely a silver lining in the cloud as it is suitable for heavily populated India in terms of less cost involved and with minimum physical resources it can be easily conducted. Online learning or Blended learning system can also ease the burden of Institutions at the same time it can offer a lot of flexibility in terms of courses and it is encouraging as anyone can join.In essence, COVID-19 has provided us with the opportunity to adopt online learning as education systems need to be abreast with the rapid emergence of new technologies, thus making online, blended, and remote learning a necessity (Ali, 2020). In fact, currently also students can enroll themselves multiple online platforms like couresera, EDx etc. where world-wide renowned institutes are offering education free of cost. Students' knowledge supplemented through online instructions by world-renowned scholars would compel the ordinary teachers to be academically more challenging in their teaching (Gurukkal, 2020). We in India strongly believe in the notion that one closed door opensanother door of opportunity, and it is the crisis which forces us to utilize our capacities. As the students and educators were asked questions regarding if they would like to enroll or educate through blended learning mode, the responses are quite positive.

I am sure that with this digital disruption, Indian higher education system will improve in all aspects, and our institute will also get high recognition in international rankings.Digital technologies will continue to evolve fast, thus affording novel contexts both for educating learners and for collecting data of their (shared) affective learning processes (Gegefuther et al,). In post corona world where institutions would be searching for viability, online learning provides the way without putting much strain on their economic resources thereby creating an empowered institute. There can not a more perfect time for India to revamp its educational infrastructure and deliver to the world for which it was known as 'Vishwa Guru'.

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EnvironmEntal dynamism of thE judicaturE in india

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Abstract:-

There is a general recognition that the environment is important and that efforts should be made to protect. It is clear that the general topic is one of the big issues, perhaps the biggest contemporary issues we face. Environmental considerations have become central to policy making and decision making across a wide range if is increasingly perceived that environmental considerations are integral to all aspects of life.

Development in the field of environmental law is more through judicial dynamism than legislation. The judicial dynamism is the initiative taken by a judge to impart justice where statutory law is not enough to meet all the challenges arisen in the society or where the legislation has left ample scope for judges to traverse beyond. The Limits set forth because of uncertainty in the law. However, while doing so, he or she is not free so as to do what he or she likes to do. There are inherent and self-imposed limitations.

The ability to invoke the original jurisdiction of the Supreme Court and the High Court's under arts. 32 and 226 of the Constitution is a remarkable step forward in providing protection for the environment. Courts have widened the dimensions of the substantive rights to health, right to livelihood, right to environmental education and a clean and unpolluted environment. In most cases, this progress was made with the aid of public interest litigation. Thus, in order to reap the benefits of substantive environmental rights, courts have opened a path of procession justice.

The formulation of certain principles to develop a better regime for protecting the environment is a remarkable achievement of judicial review in India. This paper identifies onlylandmark judicial pronouncements for the protection of environment

Keywords: Environment, Degradation, Protection, Legal Regime, Indian Judiciary.

Introductory

The issue of environment became controversial in the United Nations Conference on Human Environment 1972 when almost all the third world countries rejected the state of affairs as a bogey raised by the developed countries only display their newly discovered diversion called environment.

In early 1980's the role of Indian judiciary in India underwent a hot transformation. A new and radically different kind of cases altered the litigation landscape. Instead of being asked to resolve private dispute, Supreme Court and H.C. Judges were asked to deal with public grievances over flagrant human right violation by State or to vindicate the public policies embodied in statutes or constitutional provisions. This new type of judicial business is collectively called "Public Interest Litigation" i.e., PIL Most environmental action in India fall within this class. This is the characteristic of most PIL cases the courts' ingress into fields traditionally reserved for the executive. Finding the executive response to be absent or deficient the Indian Judiciary has used the interim directions to influence the quality of administration, "making it more responsible than before to the constitutional ethic and law." Occasionally, the court has even created its own crude administrative machinery to remove a public hardship.

The Supreme Court gave several judgments pertaining to the Environmental cases in public interest litigation. It treated the newspaper cuttings, as writ petitions. An ordinary Inland letter or post card of written on a white paper etc., have also been treated as writ petition under the Public Interest Litigation by the Supreme Court in several cases. There are eminent advocates practicing in the Supreme Court and High Court who brought the grievances of the public, suffered by the environmental pollution, to the notice of the Supreme Court and High Courts. M. C. Mehta is one of the famous advocate and environmentalist. He filed several cases before the Supreme Court and High Court..Almost all cases filed by him have been positively considered by the Supreme Court and High Courts respectively.

The Supreme Court formulated the several principles in the environmental law. Whereas the well developed countries judiciary has been adopting the Rule of Rylands v. Fletcher (the Strict Liability), the Supreme Court propounded the new principle "Absolute Liability in Union Carbide and Olium Gas Leak cases. This principle has been appreciated by the western jurisprudents, justices, press and public.

A) Judicial dynamism

Judicial dynamism in matters of environmental pollution has begun in our country with the decision of the Supreme Court in Ratlam Municipality V. Virdhi Chand. In this case, on the southern side of New Road of Ratlam Municipality, some houses were situated and behind these houses and attached to the college boundary the municipality constructed a road and this new road touched the Government College and its boundary. In between the said area a Nala (Stream of waste water) was flowing which was in the middle of the New Road just in the heart of the city. In this Nala the waste materials of alcohol plant having chemical and obnoxious smell was released very often. This filth also helped bulk of mosquitoes breeding. The half-constructed drain allowed dirty water to overflow. Moreover, the slum dwellers used the bank of drain as an open latrine. The dirty water flowing from the lavatories and urinals of the residential houses had no outlets and the pits were full of this dirty water. The malaria department of the State was also negligent in elimination of mosquitoes. This situation was having very harmful effect on the residents. Against this, many applications were submitted to remove the nuisance but all of them fell on deaf ears. Even the Municipal Council and the Town Improvement Trust whose attention was drawn were proved ineffective. Failed from everywhere, people moved to the Sub-divisional Magistrate, Ratlam to take action under Section 133 of the Criminal Procedure Code to abate the nuisance, by ordering the Municipality to construct drains, remove the filth and stop the despoliation.

The magistrate held in favour of the applicants by declaring that both the authorities had "taken no steps whatsoever, to remove all these public nuisances" and issued order to both that all these nuisances must be removed and certain repair and construction works must be undertaken within a period of 15 days. But the Sessions Court declared this order unjustified. However, the high Court, upholding the order of the Magistrate "declared that both these authorities must prepare a permanent plan for the free flow of dirty water of the Nallah and must give a concrete plan within six months. That the places having pits should be covered with mud so that the water may not accumulate there and it may not breed mosquitoes. This work should be completed within two years."

B) ENVIRONMENTAL PROTECTION AND FUNDAMENTAL RIGHTS

i) The Right to a wholesome environment

Encouraged by an atmosphere of freedom and articulation in the aftermath of the Emergency, the Supreme Court entered one of its most creative periods. Specifically, the court fortified and expanded the fundamental rights enshrined in Part III of the Constitution. In the process, the boundaries of the fundamental right to life and personal liberty guaranteed in Article 21 were expanded to include environmental protection.

The Supreme Court strengthened Article 21 in two ways. First, it required laws affecting personal liberty to also pass the tests of Article 14 and Article 19 of the Constitution, thereby ensuring that the procedure depriving a person of his or her personal liberty be reasonable, fair and just. Second, the court recognized several unarticulated liberties that were implied by Article 21. It is by this second method that the Supreme Court interpreted the right to life and personal liberty to include the right to a wholesome environment.

The first indication of the right to a wholesome environment may be traced to the Dehradun Quarrying Case. In July, 1983, representatives of the rural Litigation and Entitlement Kendra, Dehradun wrote to the Supreme Court alleging that illegal limestone mining in the Mussoorie-Dehradun region was devastating the fragile ecosystems in the area. On 14 July, the court directed its registry to treat the letter as a writ petition under Article 32 of the Constitution, with notice to the government increasingly complex. By the time the court issued its final judgment in August, 1988, it had heard lengthy arguments from the Central and state governments, government agencies and mine lessees; appointed several expert committees; and passed at least five comprehensive, interim orders. None of these orders, however, articulate the fundamental right to a healthful environment.

Eight years after entertaining the Dehradun Quarrying Case, the Supreme Court revealed the basis of its jurisdiction to entertain environmental cases. In Subhash Kumar v State of Bihar the court held the right to life includes the right to enjoy unpolluted air and water. If anything endangers or impairs the quality of life in derogation of law, a citizen has right to move the Supreme Court under Article 32 of the Constitution.

ii) The right to Livelihood

Another aspect of the right to life-the right o livelihood-can potentially check government actions with an environmental impact that threaten to dislocate poor people and disrupt their lifestyles. Conservative estimates place the figure of India's project displaced people over the past four decades at 16 million no more than a quarter of whom were satisfactorily rehabilitated, the Morse Report to the World Bank which reviewed the Sardar Sarovar project on the Narmada notes that the 'record of resettlement in the rehabilitation in India ... has been unsatisfactory in virtually every project with a large resettlement component.

The Supreme Court recognized the right to livelihood in the case of Olga Tellis v Bombay Municipal Corporation. The petitioners, a journalist and two pavement dwellers, challenged a government scheme to deport pavement dwellers from Bombay to their places of origin. The main plank of the petitioners' argument was that the right to life includes the right to livelihood, and since the pavement dwellers would be deprived of their livelihood if they were evicted from their slum and pavement dwellings, their eviction would be tantamount to

deprivation of their life, and was hence unconstitutional. Accepting the petitioners' argument, the court held;

Deprive a person of his right to livelihood and you shall have deprived him of his life. … The State may not by affirmative action, be compellable to provide adequate means of livelihood or work to the citizens. But, any person, who is deprived of his right to livelihood except according to just and fair procedure established by law, can challenge the deprivation as offending the right to life conferred by Art. 21.

The court directed the municipal corporation to provide alternative sites or accommodation to the slum and pavement dwellers within a reasonable distance of their original sites; to earnestly pursue a proposed housing scheme for the poor and to provide basic amenities to slum dwellers.

C) Evolution of Doctrines

The formulation of certain principles to develop a better regime for protecting the environment is a remarkable achievement of judicial review in India.

i) The Polluter Pays Principle

In MC Mehta v Union of India, the Supreme court formulated the doctrine of absolute liability for harm caused by hazardous and inherently dangerous industry by interpreting the scope of the power under are 32 to issue directions or orders, 'which ever may be appropriate' in appropriate proceedings'. According to the court, this power could be utilized for forging new remedies, and fashioning new strategies. The new remedy, based on the doctrine of absolute liability, was late on focused in the Sludgy case. The people in a village suffering from lethal waste left behind by a group of chemical industries were asked to file suits in forma pauperis, and the state government was directed nt to oppose the application for leave to sue in forma pauperis. In MC Mehta v Kamal Nath, the apex court issued a direction to restore the environment and ecology when the court found that the flow of the river was diverted for eco-tourism.

ii) Precautionary Principle

The precautionary principle emphasized by the United Nations Commission on Environment and Development (UNCED), held in Rio de Janeiro in the year 1992, signifies a preventive approach. It states:

In order to protect the environment, the precautionary approach shall be widely applied by states according to their capabilities. Where there are threats of serious or irreversible damage, lack of full scientific certainty shall not be used as a reason for postponing cost effective measures to prevent environmental degradation.

Scientific certainty may sometime be a mirage. Polluters often try to hide themselves behind the need for scientific certainty. Precautionary principle does not brook this hide and seek policy of the polluters and potential polluters. The

'polluter pays' principle and the precautionary principle were accepted as part of the legal system in the Sludge case and the Vellore Citizens Forum case, Where the court directed assessment of the damage to the ecology and environment and imposed on the polluters the responsibility of paying compensation. Though in the latter case the Supreme Court ordered the closure of all tanneries in certain districts, which were not connected with common effluent treatment plants (CETPs), the precautionary principle came to be directly applied in MC Mehta v Union of India for protecting the Taj Mahal from air pollution. Expert studies proved that emissions from coke/coal based industries in the Taj Trapezium (TTZ) had damaging effect on the Taj. The court observed: The atmospheric pollution in TTZ has to be eliminated at any cost. Not even one percent chance can be taken when –human life apart the preservation of a prestigious monument like the Taj is involved.

iii) Public Trust Doctrine

Recognition of the public trust doctrine for the protection of natural resources is another judicial innovation. In MC Mehta v Kamal Nath the apex court did not hide its ire in extending facilities by permitting a motel to deviate the flow of a river and using forest for non-forest purpose. Approving the doctrine of public trust for the first time and imposing on the motel the responsibility of restoration of environment and ecology of the area, the Supreme Court observed:

Our legal system – based on English Common Law –includes the public trust doctrine as part of its jurisprudence. The state is the trustee of all natural resources, which are by nature meant for public use and enjoyment. Public at large is the beneficiary of the sea-shore, running waters, air, forests and ecologically fragile lands. The state as a trustee is under a legal duty to protect the natural resources. These resources meant for public use cannot be converted into private ownership.

iv) Sustainable Development

The purpose of a development activity is relevant for determining its validity, this is especially so when the government is about to adopt a policy of sustainable development of habitat. The need for shelter and related infrastructure facilities are keenly felt in unsustainable situations like rapid industrialization, exodus of the rural poor to cities in search of livelihood, lopsided demand and supply of sites and services at affordable cost and sheer inability of new and urban settlers to have access to land markets in cities. In Intellectual forum, Tirupati v State of Andhra Pradesh the apex court found that alienation of the two tanks for housing colonies in Tirupati town is not for public purpose or for a traditional use. According to the court, it is to ensure equitable supply of land, shelter and services at affordable price, and that a policy to promote sustainable development of habitat in the country is to be adopted. Looking at the facts of the case, the court did not countenance the plea for complete restoration and revival of the two

tanks. At the same time, the court cannot prevent the government form building complex for middle-class people and for providing infrastructure for temple administration or from proceeding with the development of the town. Hence, it is unlikely that anyone would be left without the basic need of shelter if the proposed constructions were not carried out. The right to shelter does not seem to be so pressing as to outweigh all environmental considerations. In conformity with the report of the expert committee, the court issued certain significant directions.

CONCLUSION:-

The above discussion demonstrates the active role of the Supreme Courts of India as People's as well as environmental court. In fact, during the last decade the court has exhibited its legal scholarship in the development of environmental jurisprudence. The Ratlam Municipality Case, Delhi Gas Leak Case. The Ganga Pollution Cases, Dehradun Quarrying case, Calcutta Taj Hotel, etc. are some of the notable examples where the court, not only by liberalizing the traditional rule of locus standi has evolved the concept of public interest litigation but the introduced novel innovative techniques directed at protection of environment. Additionally, by providing new remedies, or reliefs, appointing commissions to look into the task of identification and monitoring of pollution the court has been able to provide adequate relief and compel the state to carry out the directions given by it from time to time.

The Supreme Court has also to a great extent succeeded in bridging the gap between the law and its implementation. Apart from giving direction to government and local bodies as and when their slackness was brought to its notice. The court has come down with heavy hands on the inactive industrialists and forced them to rise to the occasion and fulfill their constitutional duty relating to environment.The apex court has also given new direction to environmental justice by giving its vital observations on Environmental education, public awareness, protection of Public and workers, fundamental rights and duties, neutral environment experts, pollution insurance, quantum of damages in pollution accident cases and principle of principle of absolute liability,etc..

Openness and fairness are the watchwords of modern democratic administration, hence the principle of locus standi has been liberalized all over the world, paving the way for public spirited persons or organizations to challenge environmental decisions before a court of law. Besides the traditional role of interpretation and application of law, the judiciary can perform the educative function, of infusing an awareness of the massive problems of environmental duration through a series of illuminating judgments and through judicial activism it evolve new jurisprudential techniques of "environmental dynamism."

The role of Indian judiciary as is witnessed form majority of the cases decided by it was been worth appreciating. The court has successfully done its

job, fulfilled its obligation and performed its duty, resolve environmental problems. Pollution is a problem which can be effectively solved only through public awareness and political will rather than judicial will. No doubt, judiciary can and does play a role of catalyst and thereby speed up and gear up the process but it has to be initiated by and from the public and none else. Hence, there is an urgent need that citizens as well as the state must sit up and take notice of environmental degradation and take appropriate steps to improve it.

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A study on relAtionship between gender of senior college teachers in ahmednagar district and satisfaction towards investments in financial instruments

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Abstract

Investment is the present sacrifice for an expected future benefit. The present is relatively certain and well known, while future is uncertain and unknown. Investment decisions involve certain sacrifices for uncertain rewards. All investment opportunities may not have equal appeal to all senior college teachers. They may fail to understand and specify the objectives prior to the commitment of funds to an investment. Study aimed to investigate and explore the relationship existing between the gender of senior college teachers and their level of satisfaction towards investments in various financial instruments. Research was mainly based on primary data collected from 528 senior college teachers in Ahmednagar district using structured questionnaire. Study covered teachers (academicians) working and teaching in different aided senior colleges located in Ahmednagar district. While considering satisfaction towards investments in various financial instruments, research covered financial securities such as bank deposits, debentures & bonds, insurance policies, mutual funds, provident & pension funds, post office savings and shares & stocks.

Key Words: Investments, Teachers, Financial Instruments, Satisfaction, Relationship

Introduction

In financial term, an investment is a monetary asset purchased with the idea that the asset will provide income in the future or will later be sold at a higher price for a profit. An Investment is the present sacrifice for an expected future benefit. The present is relatively certain and well known, while future is uncertain and unknown. Investment decisions involve certain sacrifices for uncertain rewards. Considering future uncertainties entrepreneurs are planning for allocation of fund by way of capital Budgeting. The case is same with an individual also. One needs to be very vigilant about an Investment. Savings frame a vital piece of the economy of any country. With the reserve funds put resources into different investment avenues accessible to the general population; the money goes about as the driver for development of the nation. Indian money related situation too shows an overabundance of roads to the senior college teachers. The money you earn is partly spent and the rest put something aside to meet future costs which are called investment. Investment avenues can be comprehensively separated in to two sorts.

- Real Investment: It includes Investment in real assets like buying house, car, Machinery and other physical assets.
- Financial Investment: It includes Investment in financial assets like shares, mutual funds, fixed deposit, bonds, insurance, debenture, provident fund, post office savings, commodities like gold, silver which can be traded on the stock exchange etc.

All investment opportunities may not have equal appeal to all senior college teachers. They may fail to understand and specify the objectives prior to the commitment of funds to an investment. Often, the senior college teachers perceived only the rewards associated with an investment and ignore the rigors and the risks involved. Since people belonging to the middle class and upper middle class are left with surplus funds after meeting their routine family expenses. In order to protect and multiply the surplus funds, they wish to invest in various investment options available. There are large number of investment avenues available such as real estate, jewels, bank deposits, shares and stock, insurance, bonds and debentures, mutual funds, provident and pension funds, etc.

RESEARCH DESIGN

- Methodology: Descriptive research design was used.
- Research Objective: Study aimed to investigate and explore the relationship between gender of senior college teachers and level of satisfaction regarding investments in various financial instruments.
- Data Collection: Research was mainly based on primary data collected from senior college teachers working in aided (granted) colleges located in Ahmednagar district.

- Sample Size: 528 teachers from senior colleges
- Instrument: Data was collected using structured questionnaire (schedule)

STATEMENT OF HYPOTHESIS

Null Hypothesis: There is relationship between gender of senior college teachers and their level of satisfaction regarding investments in various financial instruments

Depending upon the investments in different financial avenues, above mentioned null hypothesis was sub-divided into seven sub-hypotheses.

SCOPE OF RESEARCH

Study tried to scrutinize and explore the relationship existing between the gender of senior college teachers and their level of satisfaction towards investments in various financial instruments. Study covered teachers (academicians) working and teaching in different aided senior colleges located in Ahmednagar district. While considering satisfaction towards investments in various financial instruments, research covered financial securities such as bank deposits, debentures &bonds, insurance policies, mutual funds, provident &pension funds, post office savings and shares &stocks.

ANALYSIS AND INFERENCES

Relation between gender of senior college teachers and bank deposits

Sub-Hypothesis i:

H_0:   There is relationship between gender of senior college teachers and their level of satisfaction regarding bank deposits

H_1:   There is no relationship between gender of senior college teachers and their level of satisfaction regarding bank deposits

Summary table		Degree of Freedom	
Calculated value of Chi-Square	0.511[a]	4	0.972
Likeli-hood	0.828	4	0.935
Linear Value	0.014	1	0.905
Sample Size	528		

Pearson Chi-square test was conducted to examine whether there was a relationship between gender of senior college teachers and bank deposits. The results revealed that there was significant relationship between the two variables. Hence, null hypothesis (H_0) got accepted and alternate hypothesis (H_1) got rejected (Chi square value = 0.511, df =4, $p > 0.05$).

Relation between gender of senior college teachers and debentures and bonds

Sub-Hypothesis ii:

H_0:   There is relationship between gender of senior college teachers and their level of satisfaction regarding debentures and bonds

H_1:   There is no relationship between gender of senior college teachers and their level of satisfaction regarding debentures and bonds

Summary table		Degree of Freedom	
Calculated value of Chi-Square	8.927[a]	4	0.063
Likeli-hood	10.763	4	0.029
Linear Value	0.828	1	0.363
Sample Size	528		

Pearson Chi-square test was conducted to examine whether there was a relationship between gender of senior college teachers and debentures & bonds. The results revealed that there was significant relationship between the two variables. Hence, null hypothesis (H_0) got accepted and alternate hypothesis (H_1) got rejected (Chi square value = 8.927, df =4, p > 0.05).

Relation between gender of senior college teachers and insurance policies
Sub-Hypothesis iii:
H_0:   There is relationship between gender of senior college teachers and their level of satisfaction regarding insurance policies
H_1:   There is no relationship between gender of senior college teachers and their level of satisfaction regarding insurance policies

Summary table		Degree of Freedom	
Calculated value of Chi-Square	9.413[a]	4	0.052
Likeli-hood	11.297	4	0.023
Linear Value	2.412	1	0.120
Sample Size	528		

Pearson Chi-square test was conducted to examine whether there was a relationship between gender of senior college teachers and insurance policies. The results revealed that there was significant relationship between the two variables. Hence, null hypothesis (H_0) got accepted and alternate hypothesis (H_1) got rejected (Chi square value = 9.413, df =4, p > 0.05).

Relation between gender of senior college teachers and mutual funds
Sub-Hypothesis iv:
H_0:   There is relationship between gender of senior college teachers and their level of satisfaction regarding mutual funds
H_1:   There is no relationship between gender of senior college teachers and their level of satisfaction regarding mutual funds

Summary table		Degree of Freedom	
Calculated value of Chi-Square	1.176[a]	4	0.882
Likeli-hood	1.192	4	0.879
Linear Value	0.227	1	0.634
Sample Size	528		

Pearson Chi-square test was conducted to examine whether there was a relationship between gender of senior college teachers and mutual funds. The results revealed that there was significant relationship between the two variables. Hence, null hypothesis (H_0) got accepted and alternate hypothesis (H_1) got rejected (Chi square value = 1.176, df =4, p > 0.05).

Relation between gender of senior college teachers and provident funds and pension funds

Sub-Hypothesis v:

H_0: There is relationship between gender of senior college teachers and their level of satisfaction regarding provident funds and pension funds

H_1: There is no relationship between gender of senior college teachers and their level of satisfaction regarding provident funds and pension funds

Summary table		Degree of Freedom	
Calculated value of Chi-Square	1.734[a]	4	0.784
Likeli-hood	1.577	4	0.813
Linear Value	0.078	1	0.779
Sample Size	528		

Pearson Chi-square test was conducted to examine whether there was a relationship between gender of senior college teachers and provident funds and pension funds. The results revealed that there was significant relationship between the two variables. Hence, null hypothesis (H_0) got accepted and alternate hypothesis (H_1) got rejected (Chi square value = 1.734, df =4, p > 0.05).

Relation between gender of senior college teachers and post office savings

Sub-Hypothesis vi:

H_0: There is relationship between gender of senior college teachers and their level of satisfaction regarding post office savings

H_1: There is no relationship between gender of senior college teachers and their level of satisfaction regarding post office savings

Summary table		Degree of Freedom	
Calculated value of Chi-Square	5.548[a]	4	0.236
Likeli-hood	5.945	4	0.203
Linear Value	0.328	1	0.567
Sample Size	528		

Pearson Chi-square test was conducted to examine whether there was a relationship between gender of senior college teachers and post office savings. The results revealed that there was significant relationship between the two variables. Hence, null hypothesis (H_0) got accepted and alternate hypothesis (H_1) got rejected (Chi square value = 5.548, df =4, p > 0.05).

Relation between gender of senior college teachers and shares and stocks

Sub-Hypothesis vii:

H₀: There is relationship between gender of senior college teachers and their level of satisfaction regarding shares and stocks

H₁: There is no relationship between gender of senior college teachers and their level of satisfaction regarding shares and stocks

Summary table		Degree of Freedom	
Calculated value of Chi-Square	2.075[a]	4	0.722
Likeli-hood	2.245	4	0.691
Linear Value	0.085	1	0.771
Sample Size	528		

Pearson Chi-square test was conducted to examine whether there was a relationship between gender of senior college teachers and shares and stocks. The results revealed that there was significant relationship between the two variables. Hence, null hypothesis (H₀) got accepted and alternate hypothesis (H₁) got rejected (Chi square value = 2.075, df =4, p > 0.05).

Conclusion

As all the H₀ sub-hypothesis got accepted, the overall null hypothesis (H₀) stood accepted and it was concluded that there was relationship between gender of senior college teachers and their level of satisfaction regarding investment in various financial instruments.

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A Study On OrgAniSAtiOnAl StrategieS towardSBuilding a Future ready WorkForce -An EnAblEr toAdApt to thE nEw Normal &Navigate through the PaNdemic

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Abstract

Human Resource is regarded as the blood stream of an organisation. An organisation consistently grows and can exist in long run-on account of the quality of its human resources. During the Covid-19 times, in order to navigate through the troubled waters and overcome the uncertainties borne out of the pandemic, it has become imperative for organisations to design innovative human resource strategies which would help them to adapt to the 'New Normal'. These best practises and effective strategies not only help in retaining the best talents but also in organisational survival. Employee re-skilling, upskilling, is the buzzword when it comes to developing an effective work culture during the pandemic times. Through inclusion of new employee competencies in the work culture, an organisation cannot only align employees with their job; it also helps employees to become more productive. Productive employees are more competent and it acts as a catalyst in achieving profit for an organisation. The main purpose of this paper is to identify different HR strategies adapted by organisations to create a future ready workforce who shall not only be adaptive to the New Normal but

also help an Organisation to navigate smoothly through the times of the pandemic. The paper also tries to understand how it functions as an effective human asset retention strategy, providing not only a sustainable organisation but also help an organisation to achieve competitive advantage. Through this paper, the relation of future ready workforce and organisational development is identified. The role of upskilling, re-skilling of human resources, digitization, flexible management process which enhances employee performance and organisational productivity and goal accomplishment is also discussed.

Key Words:Up-skilling; Re skilling; Digitization; New Normal, Competency; Pandemic

Introduction

Covid-19transformed ourinsight about life overnight. Thevirus jeopardised and crippled the world to a standstill. The Pandemic shattered human beings, cities, economies, countries and continents andeveryone was gripped in fear of the unknown future.The most befitting words in this situation is of Devdutt Pattanayak *"HR is the Krishna of this time"*. Just like Lord Krishna guided Prince Arjuna during troubled times, helping him win the battle, similarly during this pandemic times HR shall never leave an organization and its employees alone; rather it shall convert challenges into opportunities. 'Belief' is the undeniably the biggest weapon to fight out any tough scenario. Italso needs employees to come together and function as a unit. As HR being the front liner for employees, its role of monitoring& maintaining has become even more critical. Covid -19 has made HR professionals face with the challenges of redefining their strategies on leadership, talent, diversity while evaluating their operational effectiveness. One dominant issue that thepaper discusses is "**Creation of a future ready Workforce"** which has the potential to act as an enabler for organisations to navigate through pandemic times. It requires replacing the traditional HR approach with a modern technically oriented,human centric holistic approach. Future ready workforce can be created through acquisition of new skills, knowledge and behavioural attitude enabling organisations to become stronger,future ready and adaptive to the new normal. As the new fresh recruits embark on their journey of entering the workforce, they need to cope with a pandemic hit market coupled by an unstable global economy.Organisations are looking to hire smart people who can hit the ground running, quickly and effectively address any business challenge,with futuristic competencies and can act as initiators of innovations, change and hence need little hand holding.

Objective

The primary objective of this paper is to understand the evolving role of HR in pandemic times. The paper tries toidentify the areas and issues whichan organisation addresses to create a future ready workforce. The paper also highlights on the different strategies designed by HR of organisations to transform

the present workforce to a more future ready workforce, thereby acting as anenabler fororganisations to navigate through the pandemic times.

Methodology

A research study is based on secondary data, collected from various articles, journals, literature review and research related websites. The study is extensively qualitative in nature. On the other hand, information about the strategies is being gathered through various reads on articles/blogs of Globallyoriented organisations.

Future ready workforce as catalyst for Organisational Development

Rishi Raj (2018) in his article discusses that organisations in order to grow and survive needsto adapt a business strategy to build a future-ready workforce using Design Thinking framework. He provides a framework for developing a future ready workforce through three interconnecting mechanisms: Organization, People and Technology (OPT). Building a 'future-proof organization' cannot happen in isolation – without touching these three inter-connected gears. Workforce breathes & operates in a given context; hence it is essential to address all the related dimensions.

Irving Wladawsky-Berger (2018) states in his article published in CIO Journal "To Survive in today's fast-changing marketplace, every business large or small, start-up or long established- must be capable of a continual process of transformation & renewal".This efficacious revolutionary change, regeneration canbe brought through effectivelyaligning the workforce with organization strategy through technological integration. Technology should certainly to be considered as organisation specific. In recent times of COVID, when future is totally uncertain and unknown, the only competitive advantage whichorganizations can leverage is in being considerate and capitalizing in its most powerful resource-Human Resource who shall act as an enabler towardshelping an organization to discover new untraversed paths through technological rejuvenation and innovation. From an organizational perspective, the existing workforce can be madeuseful, future ready by redefining the existingcompetency framework.

Aadesh Goyal(2018) in his article states about the global business era undergoing a paradigm shift through new technology adaptation and innovation. A huge part of success of this digital transformation depends on the efficacy of the people who enable this very change. "A winning digital strategy requires employees to have the right skill set to be agile and adaptive to ride the technology wave and ensure organisations are future ready".

BohdanaSherehiya, Waldemar Karwowski(2014) argues that organizational quicknessto deal with any business environmental changes can be ensured through development of an adaptable workforce which is able to deal with unanticipated and dynamic changes in such environment.

Daniel Thoman& George Mason (2018)discusses that as organizations have evolved from less production-driven to more employee-centric, the overall role of HR in modern organizations has shifted in terms of its utility and influence to the firm. The purpose of HR has also subsequently changed from the predominately functional role of human capital management to the more strategic role of developing and maintaining a dynamic, knowledgeable, and progressive career-oriented staff.

A Comparative Analysis on Organisational Strategies towards Building a Future Ready Workforce

The coronavirus pandemic has increased the prominence on the 'humanoid' aspect of the HR function.

The impact of COVID-19 has resulted in an unprecedented change in the dimensions of health, economies and market. A major prominent noticeable impact of the virus has been on the organisations and the nature of workplaces. As the coronavirus spread impalpably across the globe, jeopardising nations, "organisations have scrambled to comply with lockdown restrictions while striving to keep operations going". In such times of uncertainty and chaos, '**Work-from-home** **(WFH) became the instant solution to business continuity**'.

The three attributes established by HR during lockdown scenario are-Agility, creativity, flexibility. Employees were found to log in from remotest locations, HR functions were found to be escalated to transform brick-and-mortar offices into virtual workplaces almost overnight. Guidelines to guarantee that employees could accomplish WFH effortlessly and steadily had to be quickly demarcated and dispersed. In many cases, employees had to be supported with required digital infrastructure - laptops, data cards - to ensure that business continuity could be maintained.

Deloitte,Canada considers that it's time for companies, individuals to embrace the **upskilling** imperative. Adapting the upskilling strategy can enable organisation to build a future-ready workforce; and from perspective of individuals,it is a way to keep their skills relevant and stay future-ready. This requires deliberate, significant investments in learning which would ensureorganizations and employees alike have the knowledge, skills, and capabilities needed to work effectively in a digitized, automated world, to build and consume AI-powered insights.COVID-19 has changed the nature of jobs globally. In order to build careers post COVID-19 in future, the workforce needs to be made adaptable and flexible. Company strategy of continuous deep learningthrough training shall play a vital role in creation of a future ready workforce, adaptable to the new normal of an automated, highly digitalised data driven world of Artificial Intelligence. Upskilling a workforce requires planning and preparation. Hence organizations need to identify where they stand in terms

of AI skills, what skills they will need to execute their AI strategy, ways of training employees effectively, and most importantly how to make that learning last and become part of the "organizational DNA". It's challenging to create a culture of lifelong learning for any organization, but it can be made possible through providing a variety of incentives. Deloitteprovides financial bonuses to its professionals who obtain upskilling certifications.Communities of practice has been established, for employees to connect with those having similar skills. LinkedIn offers badges that users can show to demonstrate their upskilling qualifications. Government funding in Canada has also been made available for upskilling in the age of AI.

Mckinsey& Company,USAemphasiseson **reskilling**their workforce to enable them to emerge stronger from the pandemic crisis. Strategy of adapting employees' skills and roles to the post pandemic ways of working is crucial to building operating model resilience. Unimaginably this crisis forced employees to change the way they need to work almost overnight. Organisational leaders found that despite initial fears of extreme work pressure, this new way of working could actually be a blueprint in long term in producing future ready workforce.The talent strategy includes developing an employee's digital, cognitive abilities, social and emotive skills, adaptability quotient and resilience. It is essentially vital for organisations to double down on employee learning budgets and commit to reskilling. Developing this muscle would strengthen companies for future disruptions.Mckinsey& CompanyadaptedSix steps towards building a future ready workforce.1-3 is about strategy designing process and 4-6 isstrategy execution process.

1. Rapid identification of the skills on which depends the recovery business model– Organisation emphasises on mapping out skill pools which would drive the business forward, identify which shifts in activities, behaviour, and skills are needed. Organisation quickly recognizes crucial value drivers, employee groups and analyse how their day-to-day work would change due to value shifts.

2. Building of employee skills critical for adapting to the new business model-Organisation start upskilling the critical workforce pools that will add value to the new adjusted business model. It involvesbuilding a no-regrets skill set—a tool kit that will be useful no matter how an employee's specific role may evolve. They invest onfour kinds of skills: digital, higher cognitive, social and emotional, and adaptability and resilience.

3. Launching of tailored learning journeys to close the critical skill gap- To evolve and quickly accommodate a rapidly changing environment, organisation finds it vital for repeated strategic workforce planning to

ensuredevelopment of right skills in a "just in time" manner. These learning journeys are digitally performed, tailored to each specific role.

4. Start now, test rapidly and iterate-Organisationconsiders that simply getting started on reskilling programs makes it better prepared for potential future role disruption and is preferable to waiting. Post launching Reskilling initiatives shouldn't be disbandonce the crisis passes. Talent reskilling or redeployment done today should be used as a stepping stone to create a future ready workforce.

5. Act like a small company to create big impacts- The reskilling programs at small organizations (fewer than 1,000 employees) are found to be more successful as they can make bold moves more quickly because of their small size. They have a clearer view of the skill shortage and deficiencies, so they can prioritize the gaps they need to address better and can selecting the right candidates for reskilling.

6. Protect learning budgets to avoid regretting later-No cuts should be made on employee-training budgets. Such a move shall only delay their investment, not netting a saving, as the current crisis requires a larger skill shift than any other financial crisis did. Hence, it's the need of the hour to use the training budget to make skill building a key strategic lever for adapting to the next normal. Organisation can't be resilient if their workforces aren't. Building organisation's reskilling muscle now is considered to be the first step to ensure success of organization'recovery business model.

Infosys,America follows the strategy of building an agile future ready workforce with high technical and cognitive skills to confront with the recent global disturbances which has created a shift in the workplace landscape. The changing face of technology,growing demand for a work life balance,speculation within workplace and the uncertaintyof future has made it mandatory for organisation to start planning future of its workforce. Infosys plans to create a futuristic flexible infrastructure to enable its employees' access technological tools that would keep them productive from anywhere in the world.

IBM Services, considers in order to navigate these unchartered waters organisations require strong empathetic leaders with a vision ofsolidarity. Leaders in IBM have acted with the agility and speed to navigate the changing world of work. As organisations through the current situation keeps eyes towards the horizon of recovery, planning for the new normal upon re-entry to work is essential. In developing this roadmap, it is muchneeded to create a future-proof crisis -resilient and flexible workforce. The key areas of focus which can ensure an empowered, productive workforce, and can at the same time strengthen an organisation's**business resiliency strategy** to help in re-entry to the new normal are stated as:

- Crisis communication is the key
- Successfully manage and enable essential workers
- Keeping workers engaged
- Focus on virtual skilling
- The new normal and optimisation of the workforce.

People Scout, a true-blue company identified that according to the World Economic Forum, the top ten skills needed by employees to thrive in the Fourth Industrial Revolution Includes-Complex problem solving, Critical thinking, Creativity, People management, coordinating with others, Emotional intelligence, Judgment and decision making, Service orientation, Negotiation and Cognitive flexibility.Although robots have reduced, replaced man power need to great extent, machines still lack creativity and emotional skills. Thus, the most in-demand employees will be those who possess the skills that computers cannot replicate. The need also increases for workers who have the skills to use, build and innovate the technology of the future.

On Its Axis, states that this pandemic has taught companies to rapidly modify, redesign their work approach with the critical HR intervention. Five key HR policies phrased "The Ultimate HR Toolkit" were identified to produce a future ready workforce who can easily respond to any kind of unplanned management changes in near future.

1. Remote work-As the pandemic forced organisations to go for office closures following community quarantine directives, Covid-19 has made it obvious to consider working remotely as one of the major HR policies creating an indefinite change in the workplace landscape.

2. Leave policy-In countries like US, there is no as such centralised policy to provide sick leave benefits to employees by organisations. COVID-19 has made many private organisations to go beyond the centralised mandate to provide employees sick leave, vacation time or a combined paid time off as a part of "competitive hiring package". Such leave policy can have a significant impact towards building employer reputation, enhancing employee job satisfaction,fostering an amicable organisational work culture which acts as key market differentiators in a competitive environment.

3. Benefits-Employee benefits differ with organisations. Current pandemic situation has created a global emphasis on health concerns thus increasing the potential of health coverage being considered as an important key organisational benefit from an employee's perspective. The pandemic has also raised up other benefit related issues which employees might be interested in – Flexi schedule or family coverage, virtual healthcare, mental health support, financial counselling, supporting charity towards community organizations affected by the pandemic. Employers must consider ways to keep employees motivated and address their changing needs. Although in country like US health coverage benefits are not

totally in the hands of employer, it could be prudent move to send out a proactive employee survey asking about their desired benefits. It would help employers understand their team and reveal their compassion for the employee experience.

4. Objectives and key results (OKRs)-EarlierOrganizations used to tie individual and team goals tied to employee performance and success targets. In American workforce , OKRs were found to be directly linked to individual employee compensation. It is highly desirable for such organisations to review, revise the OKRs to realistic targets considering the current economic environment and company projections.

5. Talent Acquisition-It may appear counter intuitive to emphasise on procurement of manpower when pandemic has led to slow down of business, however this situation presents a unique opportunity for strategic employers to revise their 2020 hiring roadmaps, redefine their employer brand identity, source, interview and fill key roles within their organizations.

Accenture has taken the strategy to build a future ready workforce through continuous learning which includes learning from anywhere and linking learning with performance.

Ashok Leyland, India adapted the strategy of developing future ready workforce through a digital culture of learning. The company adapted a nurturing strategy of "digital culture of learning" to align to the digital way of working.Building critical skills to transform into a digital-ready workforce Coursera worked closely with Ashok Leyland to understand existing challenges, designing a solution that could strengthen technical, functional, and leadership competencies across functions and roles.The program empowered Ashok Leyland's employees spread across multiple geographies and hierarchies to learn anytime, anywhere, with the flexibility of self-paced learning and convenience of an on-the-go mobile experience.

Challenges before the Organisations during the New normal

Despite designing effective strategies to create a future ready workforce to navigate through the pandemic, Organisations continue to face several challenges in implementation of the same.

1. **Employees may feel Burnout**, fatigued, lonely as a result of overstretching, long working hours which effects productivity in long run.
2. **Poor communication** may arise because of working remotely. Misunderstandings between team mates are a common due to absence of physical contact
3. **Creating a viable office environment at home** can at times be difficult with the interruptions from family.
4. **Calling back team mates back to office is a challenge**

Conclusion

Organisations all over the world are are trying to revive and from the blows of Covid-19 pandemic. In this crisis hour, building a future ready workforce is an effective strategy that almost all organisations have adapted as a means to restore to equilibrium and enable them to navigate through the troubled waters. As there has been a paradigm shift in the nature of jobs itself,it has become imperative for organisations to invest in their people, upskill and reskill them so as to align with the future job competency. Keeping the right balance between emotional quotient and intelligent quotient is also required to keep the workforce agile and motivated at their jobs. Workforce should be allowed adequate flexibility at work for better future explorations at their jobs. It is said "No man ever steps in the same river twice, for it is not the same river and he is not the same man." (Heraclitus-544BC). Organisations are living the lines of Heraclitus. The mere nature and existence of Organization now is unstable with continuous upheavals and unpredictability wrapped in emerging technologies and new business models. Building a resilient future ready workforcenot only acts as an enabler for adapting to the New Normal but also helps organisations to navigate through the pandemic times.

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Industry 4.0 and Its Impact on Hr practices In manufacturing Industry

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Abstract

Every few decades a new way of technology overtakes our lives and changes things as we know them. The industrial revolution of manufacturing industry has seen the technological changes in every few decades. The past history of technology revolution witnessed manufacturing industry drastic changes in production techniques, recruitment methods, training, compensation, performance appraisal, employee retention, employee welfare, labour laws, skill development etc. Whenever manufacturing industry has seen change in technology, the HR practices of the industry has affected & HR manager has adopted the technological changes to align the industry requirements.This research paper tries to look upon the effect of automation on the HR Practices like Recruitment,Training,Performance Management, Enhance On boarding experience, Reward system, Knowledge Management, Job Design&Organizational Development, complexity of the workspaces and the

means to ensure the retention of the jobs and the workforce in this changing dynamic working environment.
Key words : Industry4.0, IOT, HR Analytics, HR Practices

Introduction to the topic
Industrialization (Industry 1.0) started with steam and the first machines that mechanized some of the work that our ancestors did. Subsequently we had (Industry 2.0) electricity, the assembly lines and the birth of mass production and then the third era of (Industry 3.0) came in with the advent of Electronics & IT computers and the beginning of automation (Industry 4.0) with robots, Big Data, Cloud environment, Mobile Apps, Augmented reality, Virtual Reality when robots and machines began replacing workforce on those assembly lines.

Now we are expected to enter a new world of Industry 4.0, in which computers and automation will come together in an altogether a new way, with robotics connected remotely to computer systems equipped with machine learning algorithms that can control the robotics with minimum human support.

Industry 4.0 has highly intelligent connected systems that create a fully digital value chain. It particularly is based on cyber physical production systems that integrate communications, IT, data and physical elements and wherein these systems transform the traditional plants into smart factories. Here the objective is that the machines talk to other machines and products and information is processed and distributed in real time resulting in profound changes to the entire industrial ecosystem.

Though Industry 4.0 creates many opportunities for the companies, there exists many challenges as well for the organizations. Hence organizations should plan the transitions immediately to get the ball going and running.

This research paper tries to look upon the effect of Manufacturing automation specifically Industry 4.0 or smart factory, Big data analytics, IoT based systems, Cyber physical systems and autonomous robots on the HR Practices like recruitment, training, career planning, employee skill development, Performance appraisal, employee turnover, employee attrition of the workspaces and the means to ensure the retention of the jobs and the workforce in this changing dynamic working environment.

HR has indeed seen a lot of change. Prior to 1980s, it was called Personnel Management and was mostly associated with hiring, training and administration. Today it cumulates a range of strategic and tactical responsibility from talent management to business partnerships and shared operational services. The Role of HR Manager is crucial in managing the revolutionary change in the technology to align with HR practices for the effectiveness and efficiency of the organization.
Literature Review on Industry4.0 (Through Research Papers and Survey Reports)
AIMA   Report   (2018)

[1] All India Management Association in their report stated that Industry 4.0 technology concept has been started by Germany during the year 2010 as a national strategic initiative to establish itself as an expert service provider of advanced manufacturing solutions with its unique RAMI Model and collaborated with major companies of Japan and china. The report also highlights on the benefit of adoption of industry 4.0 in several way like value addition, cost reduction, efficiency, health and safety of factory workers. The evolution of industry 4.0 started from industry 1.0, 2.0 & 3.0 and in every evolution it has given socio economic changes.

Viraj Vijay Jadhav1, Ravindra Mahadeokar2(2019)[2] This paper contributes the concept of Industry 4.0 with challenges & opportunities in indian context. Also the researcher explored the major elements of I4.0 and to implement I4.0 there is a collaborative efforts from industry, Government and academia is required. The major challenge for I4.0 is Workforce Skill Gap: India's current workforce lacks skill and expertise in new age technologies such as data analytics, additive manufacturing and IoT. The government, industry and academia needs to collaborate to enable an Industry 4.0-ready workforce.

T.C. Lee & N.A. A. Hamid(2018)[3] :The researcher concluded in their research paper the new industry 4.0 revolution utilizes technological tools like IoT, Cloud computing, Big data Analytics, Machine Learning, Cyber physical systems, Robotics, augmented & Virtual reality. By using all these technology tools combined with business models , the industry 4.0 going to create globally leading connected smart factories.It is hoped that with the proper guidance and technical skills, more and more manufacturing companies in Malaysia will implement Industry 4.0 in their business.

Literature Review on Induatry4.0 & HR Practices (Through Research Papers and Thesis)

Anouk ten Bulte (2018)[4]: Current study made an attempt to explain the concept of industry 4.0 along with the implications on HR practices. It was a document analysis based study where researcher had taken in to consideration 38 policy

[1]AIMA Report (2018)[1] India "Industry4.0- India gearing up for change"

[2] Viraj Vijay Jadhav1, Ravindra Mahadeokar2(2019)[2] "The Fourth Industrial Revolution (I4.0) in India: Challenges & Opportunities,International Journal of Trend in Scientific Research and Development e-ISSN: 2456 - 6470

[3] T.C. Lee & N.A. A. Hamid(2018)[3]"An Overview of Industry 4.0: Definition, Components, and

Government initiatives"ISSN 1943-023X

[4]Anouk ten Bulte (2018)[4]," What is Industry 4.0 and what are its implications on HRM Practices?", 11th IBA Bachelor Thesis Conference, Enschede, The Netherlands.

documents with different industries. This paper found three main components namely technical, social and production components. Result of the study inclined that there is a need of a proactive stance by the managers in the organisations which will help to anticipate the changes to be implemented by a HR managers to follow different HR practices. According to the result of the current study it can be inferred that to introduce industry 4.0 there is a good vision and leadership initiative is required..

Panos Fitsilis1 , Paraskevi Tsoutsa 1,2, Vassilis Gerogiannis(2018)[5]: In their papermentioned the advent of Industry 4.0 along with advance technologies like cloud computing, Internet of Things, multi agent systems, cyber physical systems, artificial intelligence, etc. will transfer the workers in to knowledgeable workers. It can be inferred from the above study that the study was made on the knowledge and competency skills requirement among the operational level workers to cope up with the technological changes.In this paper, the researcher focused on initial competence model for the knowledge dimensions and skills needed for Industry 4.0. This model can be used to create training proposal individuals or for assessing the knowledge gaps existing in an enterprise. The study seeks to explore here major skills classified as technical, behavioural and contextual for the employees under industry4.0 environment.

Jen Ling Gan, Halimah Mohd Yusof(2018)[6]Manay researchers have undertaken the study of Technological tools in industry4.0. This studyintends to discuss the human resource practices that could assist organizations in achieving the goal ofIndustrial Revolution (IR4.0).The researcher observed the different HR Practices play important role in organizations to achieve the challenges and objectives of IR 4.0 effectively. The major HR Practices suggested by researcher in his studies are KM, HR Policy making, Training , Recruitment, reward system, job design. From the above mentioned studies , it can be concluded that HR practices play significant roles in meeting the principles of IR 4.0 at particular industries. Effective HR practices could enhance the performance of organizations by equipping the workforce updated competencies.

Suman Mitra, HR Head, BOSCH, India Ltd (2018)[7]Employee Federation of South India(EFSI) The researcher study seeks to explore Evolution of HR

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[5] Panos Fitsilis1 , Paraskevi Tsoutsa 1,2, Vassilis Gerogiannis(2018)[5] "industry 4.0: REQUIRED PERSONNEL
competences" international scientific journal "industry 4.0

[6] Jen Ling Gan, Halimah Mohd Yusof(2019)[6] Industrial Revolution 4.0: the Human Resource Practices, International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878,

[7]Suman Mitra, HR Head, BOSCH, India Ltd (2018)[7] "Impact of technology on
        HR practices in India – Part 1

practices due to the impact of technology at BOSCH India Ltd. The HR Head of BOSCH has shared his experiences of how Industry 4.0 going through major changes and this is drastically impacting HR practices both at a strategic and operational level. Further he has pointed out in his paper socio economic impact due to the industrial revolution. The researcher put forth every industrial revolution has given something to the society.

Objectives of the Study

1. To understand concept of the Industry 4.0
2. To explore the major challenges & Opportunities of Industry 4.0 in India.
3. To explore the effect of Industry 4.0 adoption on HR Practices.

Research Methodology

This research paper is based on review of literature. Hence the qualitative & explorative research methodology is used to collect the data & explore the inferences.

Understanding the Concept of Industry 4.0

To understand the concept of industry 4.0, let us explore the evolution of Industry 4.0. Industrial revolution started in the 18th century in GreatBritain, where manufacturing was implemented through water and steam powered engines. In the 19th Century or (Industry 2.0 revolution) implemented through electrical energy for mass production. Thereafter, during Industry 3.0 in 20th Century the manufacturing dominated by electronics, computers & IT. Today, it is the Industry 4.0 implemented through cyber physical systems, Big data, Artificial Intelligence & Robotics for producing quality products in the manufacturing process.

Industry 4.0 Technologies: [1] Viraj Vijay
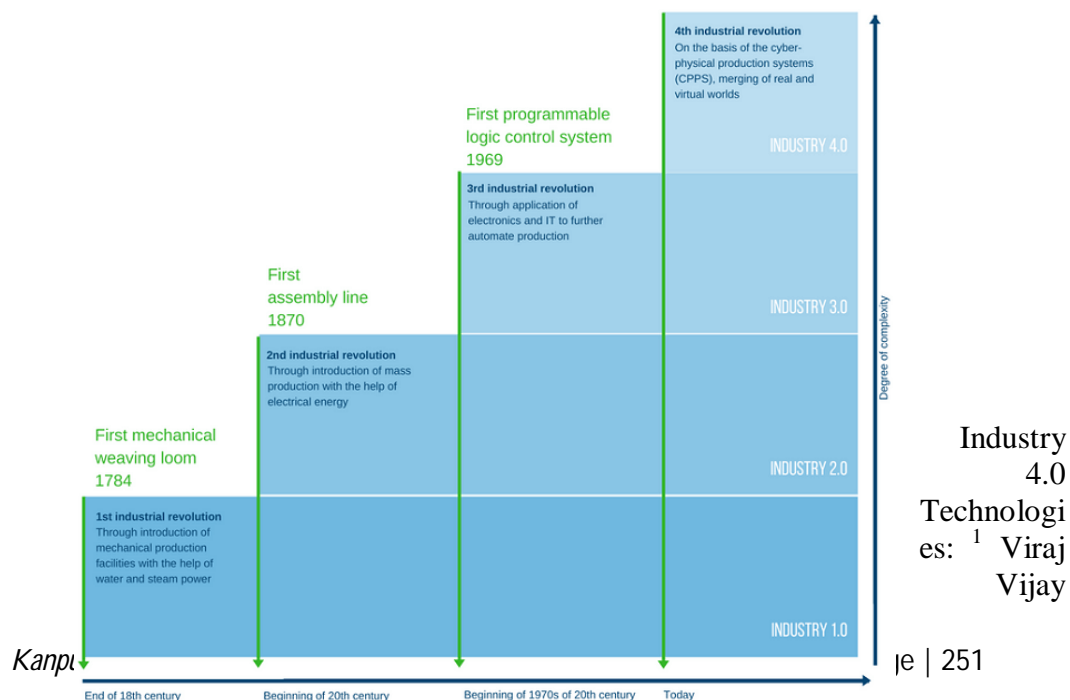
Jadhav1, Ravindra Mahadeokar2[8]

Industry 4.0 comprises of technology tools such as Internet of Things (IoT), , big data analytics, additive manufacturing, Augmented Reality (AR), Virtual Reality, Artificial Intelligency robotics, cyber security, cloud computing and Machine-to-Machine (M2M) communication. These digital technologies are already implemented in industrial applications; few are still not ready for application at scale. Manufacturers need to educate the users to select the right combination of technologies that can maximize returns on investment.

Internet of Things (IoT): IoT enables real-time machine–machine interaction by connecting them over a network and help to establish a connected value chain.

Big Data Analytics: Data analytic capabilities to support intelligent and real time decision making

Augmented Reality: AR could enhance business operations by leveraging mathematical modeling, AI and virtual reality Cyber Security: Cyber security helps establish secured communication protocols to ensure data security Cloud Computing: Cloud computing offers a platform equipped with vast computational, storage and networking capabilities, which would facilitate the interaction amongst various technologies

Additive Manufacturing: Additive manufacturing helps production in small-batches in a cost-and-timeeffective way, by reducing the lead time from product designing to product release and improves customization

Robotics: Inter-connected robots to facilitate the automation of manufacturing processes, helping improve efficiency

M2M: Machine-to-Machine involves the use of industrial instrumentation and sensors to record and communicate data directly with software.

This fourth industrial revolution, or Industry 4.0 (I4.0), is bringing together the different scenarios in a production system via a network, allowing real-time data sharing and facilitating machine-to-machine and human-to machine interactions of unprecedented speed and scale. This is giving rise to seamlessly integrated value chains with inter-connected cyber and physical systems, enabling decentralised decision-making and unprecedented levels of automation.

The digitalisation of the entire manufacturing value chain starting from the procurement of raw materials and extending right up to customer service using mobile devices, communication networks, sensors and actuators is completely transforming how the world's factories operate.

Benefits of Industry 4.0

[8] Viraj Vijay Jadhav1, Ravindra Mahadeokar2 :The Fourth Industrial Revolution (I4.0) in India: Challenges & Opportunities,International Journal of Trend in Scientific Research and Development (IJTSRD)March 2019

As per AIMA Report,March 2018[9]The fourth industrial revolution, or Industry 4.0, is bringing together the different practices in a production system via a network, allowing real-time data sharing and facilitating machine-to-machine and human-tomachine interactions of uninterrupted speed and scale. This is giving rise to seamlessly integrated value chains with inter-connected cyber and physical systems, enabling decentralised decision-making and unprecedented levels of automation. The digitalisation of the entire manufacturing value chain starting from the procurement of raw materials and extending right up to customer service using

Mobile devices, communication networks, sensors and actuators are completely transforming how the world's factories operate. Widespread adoption of Industry 4.0 is likely to benefit manufacturers in several ways:

- Cost reduction and efficiency: Cyber-physical systems can monitor the factory processes and make decentralised decisions, enabling faster processing. For instance, a connected factory is capable of taking automated self-correction measures in the instance of errors. Technologies such as 3D printing and laser technology allow better utilisation of resources such as the shop floor, thereby adding to the operational efficiencies. This leads to cost savings, better productivity and faster time to market.
- Value addition: Digital manufacturing technologies, such as 3D printing, laser cutting, CNC-milling and robotic assembly, allow manufacturing of products in small batches, thereby allowing for better customisation, quality and value add.
- Health and safety of factory workers: By eliminating the need for human presence and intervention in certain high-risk tasks and environments, I4.0 can help manufacturers avoid exposing workers to health hazards and reduce fatalities on the factory floor

Industry 4.0 is leveraging benefits such as cost reduction, higher efficiencies, safer factories and faster speed to market, Industry 4.0 can provide the country's manufacturing sector the required platform to stay competitive in the global market.

Indian government is focusing on manufacturing through different schemes such as 'Make in India' and policies such as the 'National Policy for Advanced Manufacturing' & Samarth Udyog Centres across major cities in India. Industry 4.0 is going to play a key role in uplifting the manufacturing sector's contribution in the country's GDP to 25 per cent by 2022 from the present 17 per cent.

It is said that, for the true value of Industry 4.0 to be successful , it need to focus on large manufacturing companies and must be accessible to the 48 million plus

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[9]AIMA Report March 2018

industries that make up India's medium & small scale industries sector, accountable for about 47 per cent of total manufacturing output and 38 per cent of total export.

Major Challenges of Industry 4.0:As per AIMA Report 2018[10]: The study inferred the major challenges of implementation of Industry 4.0 in manufacturing industry.

- Lack of adequate infrastructure: Physical and Digital:It has been observed that, Govt of India is taking continuous efforts for providing required infrastructure such as roads and electricity. Apart from this India's telecommunication network still facing with low data speeds and unstable connection.
- Cyber security: According to KPMG in India's Cybercrime Survey Report 2017, 79 per cent of corporations in India have acknowledged cyber security as one of the top-five business risks. Apart from cyber security, the regulatory environment pertaining to data privacy would also need to be strengthened.
- High cost of digital technologies:Establishing the factory of the future equipped with entirely connected system could require significant rising of capital. Getting access to digital technologies for medium & small scale industries, that builds the base of Indian manufacturing sector, remains a challenge due to the high cost of these technologies.

Effect of Industry 4.0 on HR Practices

Many researchers discussing on the implementation of Industry 4.0 technology, however there is a least discussion & priority of HR Practices in I4.0. The HR practice plays a very important and vital role in Industry 4.0 implementation. [11]Jen Ling Gan, Halimah Mohd Yusof

Industry 4.0 comprises of different advance technologies for the process of manufacturing operation and other allied services, but still entire operation of the firm depends upon human's judgement and valued experiences in taking appropriate decisions. The employee's skills and competencies will play important role in implementing I4.0. Below is the illustration of the integration between human, technology and organization in I4.0
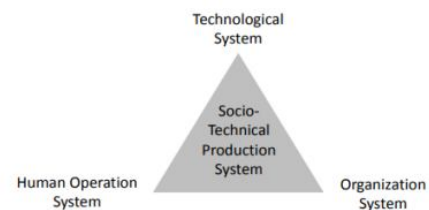

Fig. 1.The illustration of the integration between human, technology and organization in IR 4.0 [20]

[10]AIMA REPORT MARCH 2018

[11] Industrial Revolution 4.0: the Human Resource Practices:International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8, Issue-3S2, October 2019

Let us explore the major impact of Industry 4.0 on different HR Practices in manufacturing Industry.
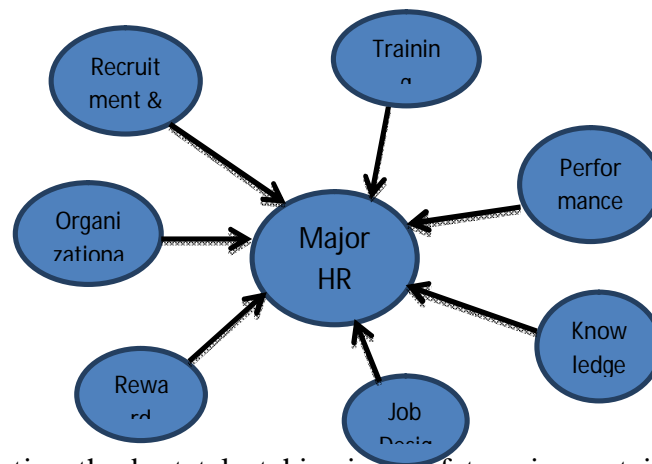
Recruitment: Predicting the best talent hire in the future is most important in every organization. The use of AI integrated systems helps the recruitment team to analyse talent requirement as per skillset through AI based Predictive Analytics. There is zero human intervention there will be zero human bias. The use of AI integrated systems will help to speed up the recruitment process. The integration of AI in the recruitment has completely reshaped the process used in selecting the candidates with requisite skill-set. If we observe the current world of recruiting with AI, it can be divide into two :- (1)chatbots Functionality (2) The Machine learning.(Prasanna Matsa1, KusumaGullamajji2)[12]

Training: AI in training has become a powerful avenue in organizations and the T&D programmes are more effective by the application of AI based Algorithms that monitors and studies the skills, behaviours and attitudes of the employees working at various levels. The AI helps both the employer and the employee to know about the gaps in their skills, performance, personality, knowledge etc., and helps them to improve and give their best in their work.

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[12]To Study Impact of Artificial Intelligence on Human Resource Management: International Research Journal of Engineering and Technology (IRJET) e-ISSN: 2395-0056, Volume: 06 Issue: 08 | Aug 2019

Findings of the Study:

- ❖ Findings reveal that Industry 4.0 is Key to the growth of sustainable business performance.
- ❖ Industry 4.0 technologies is an interconnected digital components ecosystem with combination of latest technology like AI, ML, Big data, IOT, cyber physical systems, Robots, Intelligent systems to make the manufacturing unit into a SMART Factory.
- ❖ The study reveals the benefits of Industry4.0 like Significant reduction in production cost due to minimized wastage and automation to prevent errors, Reduced labour costs, boost in labour productivity & efficiency,Value addition, Increased knowledge sharing & collaborative working, Health and safety of factory workers.
- ❖ The study inferred the major challenges of implementation of Industry 4.0 in manufacturing industry arelack of adequate infrastructure, Cyber security & High cost of digital technologies, huge investment, Resistance to change, reorganization of processes, talent workforce, standardization, data management & competition.
- ❖ The study reveals the impact of Industry 4.0 on the different HR Practices in manufacturing industry.
- ❖ The use of AI integrated systems helps the recruitment team to analyse talent requirement as per skillset through AI based Predictive Analytics. Also by using advance technologies like Augmented Reality can organize virtual recruitment drive.
- ❖ AI in training has become a powerful avenue in organizations and the T&D programmes are more effective by the application of AI based Algorithms that monitors and studies the skills
- ❖ By using Big data and AI algorithms, the HR Managers can carry out the Performanceappraisal functionality as real time data driven to keep the process very transparent.
- ❖ Due to the lack of skilled workforce in I4.0, it is important for HR Managerto develop an effective reward system to retain and to develop existing workers
- ❖ By using the advance tools like chatbots HR manager can redefine the employee joining process by creating journey maps starting from pre hiring , interviewing to on boarding.
- ❖ An effective Knowledge Management & Expert system are crucial in HR practices, because KM& ES can boost up employees' innovation and the convenience of learning.
- ❖ Effective Job design in HR practices could be seen when organizations successfully transforming their operations to automation with new technologies and standards.

❖ Due to the Implementation of Industry 4.0, the HR Manager should focus on innovative practices to cope up with radical change to achieve maximum efficiency and effectiveness of structure for achieving the future organizational objectives

Conclusion:

The main aim of this paper was to provide an overview of Industry 4.0, challenges and benefits of implementing Industry 4.0. Emerging technologies such as Internet-of-Things, Big Data, and artificial intelligence, Robotics, Augmented Reality, Virtual Reality & Cloud computing will automate the enterprise in to connected workforce with physical systems and will transform the enterprise in to "SMART Factory or digitized enterprise. The paper also highlights on impact of Industry 4.0 on HR Practices like recruitment, Learning & Development, Performance appraisal, Organizational development in the manufacturing domain. The HR department play a more strategic role in the overall organization growth.

The study can be concluded that Human resource management is all about human touch and that touch will gain more power with the aid of technology. As HR is at the forefront of the fourth digital revolution it's important to facilitate this advancement without threatening the human element.Hence the HR managers need to adopt appropriate management approaches to lead in the fourth Industrial revolution. Adopting new technology is a must aspect in this Industry 4.0 era.

Future scope for the research:- Further study on the same subject can be carried out by focussing industry 4.0, and HR Practices based on quantitative research technique.

Influence of social media marketing on brand awareness an empirical study with reference to FMCG industries in india

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Abstract
The introduction of internet technology has resulted in major improvements in business strategies, allowing for two-way contact between customers and businesses. Marketers often employ social media marketing to promote their brand and increase awareness within their target demographic. The intention of this study is to examine the influence of social media marketing on brand awareness in India's FMCG industry. A survey was conducted with a sample size of 151 marketing managers and employees from organisations in India's FMCG industry. The findings of the study revealed that the independent variables of confidence, attractive content, and successful communication have a major impact on brand awareness, which contributes to customer purchasing intent. This paper will assist FMCG marketers in devising effective strategies for enhancing social media marketing alongside conventional marketing methods to increase brand awareness across various consumer segments.
Keywords: social media marketing, internet, FMCG, brand awareness, communication, content, trust, purchase intention

1. Introduction

Social networking is regarded as a nuanced nuptial between technology and sociology that has a direct effect on a company's marketing communications. Today, every company tries to learn more about social media sites in order to use them as a marketing tool.
[1] Customers view social media as a more credible source of knowledge than conventional methods of communication used by companies. According to estimates, social media sites crossed 12 percent of the Indian population in 2014.[2] Social networking makes it possible for people who are unable to meet in person to meet virtually. Individuals from different geological areas can interface with one another and share information in a split second. With the advent of new technologies that expect to have a stable network all over the world, the consumer products industry has recognised the capability of using social media for marketing communications.[3]

Organizations must continuously realign their marketing strategies as a means of act of spontaneity, and remain mindful of the competition for winning client consideration, due to the evolving trends of social media. In the Fast-Moving Consumer Goods market, the influence of social media can be varied (FMCG). As a result, the current research sought to establish the effect of social media marketing on brand awareness in India's FMCG industries.

1.1 Social Media

Social networking is generally recognised as the most powerful medium for companies to communicate directly with their customers. Multimedia, forums, social media networking sites and blogs fall under this umbrella. Review marketing, social shopping, viral marketing, and social customer service are all done on these sites. Marketers speak directly with new and current consumers about the brand or establish relationships. With real-time interaction on social media, brands have the potential to please consumers by assisting or delighting them.[4] The value of social media is understood by businesses. They allocate a larger budget for social media ads, resulting in higher response rates and more effective customer interaction. For e-marketers, social media has created a range of opportunities. Owing to a growing number of users referring social media platforms to receive feedback about a product or service before buying it, the

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word-of-web has exceeded conventional word-of-mouth ads. This has had a major impact on customer purchasing decisions. Consumers, for example, search for a business that has its own official website with comprehensive descriptions of its goods, services, costs, and so on in social media platforms to read product reviews or input from current customers.

1.2 Importance of Social Media Marketing

Companies that historically verbalised what was meant about their products are now becoming the producers and distributors of these messages, thanks to social media. By engaging in constructive conversation, it offers an opportunity to develop valuable relationships with customers and increase brand loyalty among the group. SM websites assist in the generation of interest in online brands as well as the growth of trust in the business. Following are some of the benefits yielded from social media marketing:

- It is a smart way to improve the brand's exposure.
- SMM can assist advertisers in targeting the relevant target audience in order to reduce clutter, as well as offer an opportunity to explore consumer feelings and experiences about a commodity, offering a competitive advantage.
- SMM can assist a company in keeping in contact with its customers in order to learn about their likes, desires, and reviews in order to enhance their products and services and develop new business relationships.
- E-marketers have ample space to collect timely input from their customers on a one-to-one basis on SNS because of the unique target audience. This contributes to consumer loyalty.
- A happy customer spreads positive word of mouth about the brand, growing brand value.
- Businesses should increase their visibility on social media to stay top of mind with existing customers and attract new customers by referrals.
- In general, SMM aids an organisation in raising brand awareness, generating leads, increasing revenue, expanding its customer base, and increasing market share.
- When properly designed and implemented, social media marketing can be a very cost-effective form of online advertising.
- Social media aids in can traffic to a marketer's website in order to encourage consumers to visit.

1.3 FMCG Sector in India

Consumers buy and use Fast Moving Consumer Goods (FMCG) products on a daily basis. In other terms, these are also known as consumer-packaged products (CPGs), despite the fact that this is not a widely used expression. Fast Moving Consumer Goods (FMCG) are relatively low-cost items with a fast turnover that are often sold in bulk quantities by manufacturers and wholesale suppliers, and

then resold by retailers for a limited profit margin. Personal care, household care, and food and beverages are all things that come under the FMCG group. More than three million people are employed in various activities by the Indian FMCG industry. [5] The fast-moving consumer goods (FMCG) industry is constantly expanding and forming a well-coordinated network for delivering goods at competitive prices. The Indian FMCG sector is the country's fourth largest manufacturing sector, with brand value, product consistency, and timely delivery of goods, understanding customer psychology, and developing new products to meet a wide range of consumer needs as main success factors.[6]

1.4 Brand Awareness

The ability of consumers to remember or recognise a brand is referred to as brand awareness. It is the probability that customers will be aware of a company's product or service's presence and availability. Brand awareness refers to the likelihood that customers are aware of the product's lifespan and availability. It's the degree to which customers associate a particular brand with a specific product. Familiarity with a brand is important to gaining familiarity with the brand. Conversely, the more likely the customer will remember the brand if exposed to the various ways that he/she sees, hears, or thinks about it.[7]

1.5 Influence of social media marketing on brand awareness

- ➢ **Trust:** In e-commerce, trust is extremely important. Customer and marketer transactions are formed through social networking sites and online communities, and both parties gain confidence. Person engagement is encouraged by confidence, which encourages people to stick with their current network. [8] Customers' social confidence can be improved by lowering the risk of purchasing goods or services through social media. Consumers' purchasing intent rises as a result of this.

- ➢ **Attractive content:** With the increased usage of social networks, where people exchange knowledge and experiences, a new wave of content creators has emerged. Marketers use social media platforms like Facebook, Twitter, Instagram, and LinkedIn to promote their goods or services by posting attractive content in the form of posts. Via a social media marketing strategy, successful content has the potential to reach consumers on social media. It contributes to the company's brand score

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improvement. As a result, successful content marketing is important for businesses to draw more consumers and inspire them to shop again.

➢ **Effective communication:** With the advent of internet technology and the proliferation of social media, it has never been more important for FMCG companies to effectively use social networking platforms for brand marketing, revenue generation, and global competitiveness. Consumers may engage with and interact with sellers or advertisers, as well as express their opinions. Facebook and Twitter, for example, have had a major effect on the contact channel with end users, which was historically inaccessible in conventional marketing. As a result, in order to raise brand awareness among consumers, marketers must understand the strategy of effective communication.

➢ **Brand awareness:** When given the opportunity to invoke a memory about a company or a commodity, a consumer's ability to substantiate that they have been exposed to it previously is known as brand awareness. It is a stimulating action that occurs when a customer is prompted by a product, its purchase or consumption circumstance to recall the brand's name.[9] Brand awareness includes the increasing use of social media by consumers to address products and brands, referring to their social success or functional results.

➢ **Purchase Intention:** The thought process that takes a customer from recognising a need to generating options and selecting a particular product and brand is known as purchasing intention. It is the purpose of purchasing a specific brand. The analysis and feedback of a brand's consumers can also affect a consumer's purchase intention.

2. Problem Statement

Despite being a highly used marketing tool by many FMCG companies to promote their products, social media marketing has not succeeded in marketing the products of all the companies in the industry. Not all consumers or users of social media are aware of FMCG brand. The reason may be due to less attractive content, lack of trust among social media users or ineffective communication from marketers' side. The present study addresses these concerns through empirical evidences using major statistical tools to determine the level of influence created by social media marketing on brand awareness in selected companies of FMCG industry in India.

3. Objectives of the study

• To comprehend the significance of social media marketing in FMCG sector in India

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- To find out the influence of social media marketing on brand awareness in FMCG sector in India

4. Study Scope

The study's goal is to comprehend the significance of social media platforms as a marketing tool in promoting the FMCG brand across India. The study also determines the efforts of social media marketing towards creating brand awareness in FMCG market. The recommendations of this study can be used to design appropriate social media strategies by FMCG companies to provide special attention to online marketing through social media sites such as Facebook, Instagram, Twitter etc., along with traditional tools of marketing.

5. Review Of Literature

Siti Maria et al (2020)[10]analysed the implications of social media marketing, word - of - mouth, and advertisement efficacy on brand awareness, as well as their influence on purchase intent. Customers who only use transportation services in the Samarinda City area provided the data for 50 respondents. SPSS version 23 is used to process models that use path analysis programmes and data. Sub-structure model 1 is identified as social media marketing, and advertisement effectiveness has a direct positive impact on brand awareness, according to this report. According to sub-structure 2, the effectiveness of ads and brand awareness have a substantial beneficial impact on the decision to buy. Finally, through brand awareness, social media marketing and advertisement efficacy have a major positive impact on purchasing intention.

Ganesha K S (2019)[11]emphasized on social media as a marketing tool, as well as how powerful it can be in increasing company brand recognition, brand building, and product reach. In today's world, social media is one of the most powerful resources for promoting a business or website. Social networking is a two-way communication path in which one is communication and the other is feedback, and it is this form of communication that allows a business to sell to a broad number of targeted consumers.

Yusuf Bilgin (2018)[12]investigated about Brand recognition, brand image and brand loyalty are all influenced by social media marketing. Furthermore, the aim of this research was to understand the influence of brand awareness and brand image on brand loyaltyAccording to Marketing Turkish social media brand performance data on social media platforms like Facebook, Instagram and Twitter the population of the sample consists of users interested in

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[10]Siti Maria et al (2020)The Effect of Social Media Marketing, Word of Mouth, and Effectiveness of Advertising on Brand Awareness and Intention to Buy, February 2020

[11] Ganesha K S (2019) Significance of Social Media Marketing in Brand Awareness and Product Reach,International Journal of Management and Economics 1(30):201-205

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following five products with the maximum social scores. The quantitative approach was used in this analysis, and data was collected from 547 brand followers via The convenience sampling tool is used to publish public social network questionnaires. The findings were analysed using the structural equation modelling. Social media marketing is defined as important factors in the improvement of the brand reputation and faithfulness and the brand recognition is most evident, as a result of the study. In addition, brand awareness and brand value have been shown to have a significant impact on brand loyalty.

6. Research Methodology

Research design: The analysis method used in this study was descriptive research. Surveys, findings, and literature help were all part of the process. It looked at things like confidence, appealing content, successful communication, brand awareness, and purchase intent.

Population and Sampling: The study's participants are marketing managers and workers in selected FMCG companies who are familiar with social media marketing and use it. The current study's sample size is 151 workers, and the sample was drawn using a convenient sampling process.

Selected Companies in the FMCG Sector

FMCG is a fast-growing industry in India, with job openings in marketing, finance, human resources, product creation, general management, administration, supervision, buying, operations, distribution, and supply chain management. ITC, Nestle India, Dabur India, Cadbury India, and Britannia Industries are among the FMCG companies chosen for the study.

Sources of Data: Secondary data sources included published studies, academic papers, statistics, journals, and e-books. The primary data was gathered using a two-sectioned standardised questionnaire. The first section dealt with the respondents' demographic information as well as general social media marketing questions, while the second section focused on specific social media marketing requirements. The impact of social media advertising on brand recognition for Likert scales of FMCG items ranged from SD(strongly disagree) to SA(strongly agree). Cronbach's alpha was calculated and found to be above the acceptance level of 0.7, indicating that the test instrument was reliable.

Statistical Tools: The primary data collected from the respondents were analyzed and interpreted with the help of Regression, ANOVA and Correlation has also been applied for hypotheses testing to obtain accurate results.

6. Data Analysis

SPSS 20 and AMOS 20 statistical package programmes were used to analyse the data collected to test the study hypotheses.

ONE –WAY ANOVA BETWEEN EDUCATION AND STUDY VARIABLES

H$_{01}$ – There is no significant relationship between education factor and the variables

Table No - 1

Factors	F-Value	Significant	Result
Trust	1.088	0.340	Accepted
Attractive Content	5.198	0.007	Rejected
Transportation	1.561	0.214	Accepted
Effective Communication	1.029	0.360	Accepted
Brand Recognition	5.872	0.004	Rejected
Buying Intention	9.049	0.000	Rejected

*5% Significant Level

Inference:
The above table shows that, there is significant relationship between education factor and the study dimensions like attractive content, brand recognition and buying intention except trust, transportation and effective communication. Since the significant value is lesser than 5% level, the null Hypothesis is rejected for education factor and the variables like attractive content, brand recognition and buying intention. Therefore it means that education of the respondents has significant variation with attractive content, brand recognition and buying intention.

ONE –WAY ANOVA BETWEEN AGE AND STUDY VARIABLES
H$_{02}$– There is no significant relationship between Age factor and the variables
Table No - 2

Factors	F-Value	Significant	Result
Trust	**2.631**	**0.076**	**Accepted**
Attractive Content	**3.514**	**0.033**	**Rejected**
Transportation	**1.150**	**0.320**	**Accepted**
Effective Communication	**2.821**	**0.043**	**Rejected**
Brand Recognition	**8.003**	**0.001**	**Rejected**
Buying Intention	**6.199**	**0.003**	**Rejected**

*5% Significant Level

Inference:
The above table shows that, there is significant relationship between age factor and the study dimensions like attractive content, effective communication, brand recognition and buying intention except trust and transportation. Since the significant value is lesser than 5% level, the null Hypothesis is rejected for age factor and the variables like attractive content, effective communication, brand recognition and buying intention. Therefore it means that age of the respondents

has significant variation with attractive content, effective communication, brand recognition and buying intention.

REGRESSION ANALYSIS

H_{03} – There is no significant difference between Trust and Brand Recognition of FMCG products.

H_{04} – There is no significant difference between Attractive content and Brand Recognition of FMCG products.

Table No – 3
Summary

Model	
R	0.561^a
R^2	0.313
Adjusted R^2	0.298
S.E.	2.452

a. **Predictors: (Constant), Trust, Attractive content**

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	350.994	2	189.443	28.888	0.000^b
Residual	806.891	130	6.264		
Total	1157.792	132			

a. **Dependent Variable: Brand Recognition**
b. **Predictors: (Constant), Trust, Attractive content**

Co-efficient

Model	USC		SC	T Value	p
	B	Std.Error	Beta		
(Constant)	8.991	1.303		6.892	0.000
Attractive Content	0.353	0.061	0.478	5.663	0.000
Trust	0.251	0.095	0.431	2.899	0.003

a. **Dependent Variable: Brand Recognition**

Inference:

Since the P value is less than 0.05, it is clear that Trust and Attractive content have an effect on Brand awareness. The following table shows that the P value is 0.000. Hence null hypothesis is denied. As a consequence, the null hypothesis is denied, whereas the alternative hypothesis is accepted.

CORRELATION BETWEEN TRANSPORTATION AND BUYING INTENTION

H_{05} –There is no significant relationship between Transportation and Buying Intention.

Table No – 4
Transportation and Buying Intention

		Transportation	Buying Intention
Transportation	**r Value**	1	.301[**]
	Sig.		.000
	Number of respondents	133	133
Buying Intention	**r Value**	.301[**]	1
	Sig.	.000	
	Number of respondents	133	133

** Significant at 1%

Analysis and Interpretation

The linear relationship between Transportation and buying Intention is 0.301. It signifies a beneficial interaction between two variables. The obtained p value is considered to be meaningful at the 1% stage of significance. Thus, the null hypothesis is rejected, indicating that a substantial connection of correlation occurs between these two sets of variables, namely, transportation and buying intention.

BRAND RECOGNITION AND BUYING INTENTION

H_{06}–There is no significant relationship between Brand Recognition and Buying Intention.

Table No – 5
Brand Recognition and Buying Intention

		Brand Recognition	Buying Intention
Brand Recognition	**R value**	1	.414[**]
	Sig. (2-tailed)		.000
	Number of Respondents	133	133
Buying Intention	**R value**	.414[**]	1
	Sig. (2-tailed)	.000	
	Number of Respondents	133	133

** significant at 1%

Analysis and Interpretation

Coefficient Spearman's rank coefficient: Brand recognition is 0.414 times more valuable when buying intention is factored in. The results here show a strong association between the two variables. When running the statistical analysis, the obtained p value was discovered to be meaningful at 1% level of significance. In this scenario, the occurrence, the association cannot be rejected, then the null hypothesis says that a clear bond occurs, which implies that there is no meaningful correlation between buying intention and brand recognition

7. Key Findings

- One-way ANOVA Shows that, there is significant relationship between education factor and the study dimensions like attractive content, brand recognition and buying intention except trust, transportation and effective communication. Since the significant value is lesser than 5% level, the null Hypothesis is rejected for education factor and the variables like attractive content, brand recognition and buying intention. Therefore it means that education of the respondents has significant variation with attractive content, brand recognition and buying intention.

- One-way ANOVA test shows that, there is significant relationship between age factor and the study dimensions like attractive content, effective communication, brand recognition and buying intention except trust and transportation. Since the significant value is lesser than 5% level, the null Hypothesis is rejected for age factor and the variables like attractive content, effective communication, brand recognition and buying intention. Therefore it means that age of the respondents has significant variation with attractive content, effective communication, brand recognition and buying intention.

- Regression analysis showed that trust and Attractive content is an independent variable, therefore the brand recognition depends on it. The aforementioned table indicates that p values are 0.000, so confidence and attractive content are less than 0.05. This is why it is observed that confidence and Attractive content affect brand recognition. Null hypotheses are also denied.

- Correlation coefficient ratio between transportation and intention of purchasing shall be 0.301. The relationship between two variables is optimistic. The obtained correlation coefficient is important at 1% of value. There is a refusal in the null statement, which implies that for these two sets of factors

- The correlation coefficient between Brand Recognition and Purchasing Intention is 0.414. It denotes the existence of a positive relationship between two variables. At a 1% level of significance, the obtained coefficient of correlation is considered to be meaningful. As a result, the null hypothesis is rejected, indicating that there is a substantial bond of

association between these two sets of variables, namely, Buying Intention and Brand Recognition.

8. Suggestions

Based on the results of the study, the paper recommends the following recommendations:

- Businesses must encourage consumers to share their interests and feelings about a product or service, allowing them to become more engaged with the brand. These viewpoints can be interpreted as consumer input and used to develop potential brand strategies.
- Marketers must use social media sites to start discussions about their brands. For example, sharing useful content about a product on Facebook would encourage people to like and comment on the post, spreading the brand's message through social media. This will continue to boost brand value and visibility.
- Businesses can reach their target audience by using effective commercials that enable consumers to recall the brand during the purchase process. Marketers may use paid advertisements on social media platforms to draw customers and encourage them to buy the product right away.
- FMCG companies may combine conventional and social media marketing strategies. For example, they might place a print advertisement for the product in a newspaper along with a web link to their official social media site that includes discount coupons for the product that consumers can use by visiting the web link.

9. Conclusion

To summarise, social media marketing is a cost-effective marketing tool that enables businesses to reach their target audience through social media sites such as Facebook, Instagram, Twitter, LinkedIn, and others with sufficient effort. Organizations that need to bring a new product to the market should use social media to sell their products because it has a direct effect on public awareness. The current research examined social media as a marketing tool in the FMCG field, and it was discovered that some FMCG companies included in the study used social media for marketing communications.

This study aims to identify brand awareness in the FMCG sector as a result of social media marketing. In due time, this marketing tool is likely to grow into an excellent independent marketing approach. According to the findings of the study, factors such as confidence, attractive content, and successful communication are essential for brand awareness among social media users, motivating them to purchase the desired product through brand awareness. As a result, social media marketing has a huge influence on brand awareness, communication, and purchasing intent. This means that social media marketing has created a multitude of opportunities for FMCG marketers.

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Human rigHts violations in tHe cyberspace: a critical study

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Abstract:
There's no vacuum in digital technology. It can be an effective mechanism to foster human growth and make a significant contribution to the preservation and conservation of human rights. Yet increasingly data-intensive technology, such as artificial intelligence systems, leads to a new environment in which both states and enterprises are quickly able to track, observe, predict and even monitor their behaviour. Such technological advancements pose substantial challenges if enforced without proper safeguards, to human dignity, citizenship and privacy as well as to the exercise of human rights. This paper focuses on online incidents of human rights violations. It emphasises relevant case studies and issues that curb fundamental rights and freedom in the digital space. The study also wanted to understand if and how The current framework suppresses freedom of speech, assembly, and association, as well as the right to privacy. It also identifies structural factors such as gender norms, information access, network shutdown, and violence against women and children that impact free expression, assembly, association and privacy. A modest attempt is also made to suggest the actions to be done to safeguard the rights and finally summarises with the conclusions.

Key Words: Human Rights, Cyber Space, Privacy, Expression, digital technology, Assembly, Association,

Introduction

The Internet has evolved immensely since its inception as part of the ARPANET framework of the US Department of Defence. It has been an important method for interacting with and depending on global financial networks.Online media also served as an enabler of human freedom like freedom of Speech and expression, association and assembly in the online space. Cyberspace human rights are not a modern collection of rights but are based on the prevailing human rights and principles of implementation. Human rights advocates and campaigners use the Internet and its resources as a forum to advocate for civil, economic and political rights. Access to the Internet will make people realize the basic rights of the digital space. The Internet has had a substantial impact on the aforementioned rights, especially in the fields of information freedom, association and speech, and the right to privacy.

UNHRC passed a resolution condemning country that deliberately disrupt Internet access. Although the Universal Declaration of Human Rights' Articles 12, 19, and 20 and the Indian Constitution's Articles 19(1) (a), 19(1) (b), and 19(1) (c) guarantee the right to privacy, freedom of speech, and peaceful assembly, regulation of these rights through various laws can easily criminalise protests, assembly, and associations. Indian authorities have used various acts to criminalise free speech and censor content online although it is the responsibility of the government to protect these rights online just as they are protected offline.

What are the Human Rights Violations in Cyberspace?

Freedom of speech and expression are necessary components of democracy. Knowledge freedom is a necessary component of the right to freedom of expression and speech. Recently, India's Supreme Court decided that its right to privacy is a human right. Right to privacy does not find any mention in the Constitution, however, it has been culled from Articles 19 and 21. Invasion of privacy also includes hackers damaging personal site, accessing confidential data, and stealing trade secrets with the usage of the Internet. Additionally, it can involve virus attacks that prevent automatic traffic from accessing your site. Violations of the right to privacy include illegal acts committed through the use of computers, i.e., financial crimes, pornography, violation of intellectual property, spoofing, forgery, cyber defamation, cyberstalking.

Violation of Right to Freedom of Expression

The Indian Constitution guarantees the right to freedom of expression but also imposes restrictions to protect the national interest, security, and integrity. The central and state governments do not always follow these laws and oftentimes take severe action to criminalise peaceful expressions. According to various news reports, there were 70 incidents of freedom of expression violations from

February 2015 to January 2017. Some prominent persons who have been charged with sedition laws include CPI (ML) Polit Bureau member Kavita Krishnan, propagandist folk singer Kovan, Assamese singer Bhrigu Kashyup, a freethinker blogger from Bengal, Tarak Biswas, Malayalam writer Kamal Chavara, etc. Great Britain abolished the sedition law considering it a threat to democracy in 2009.

Gender sensitisation and freedom of expression

The UN Special Rapporteur upon its Promotion and the Protection of the Rights to Freedom of Thought and Expression designated by United Nations in 2010 noted"the indisputable link between freedom of expression and the human rights of women, including the right to the means of communication." Numerous violations of gender justice have occurred in the area of freedom of expression. Gujarat was the first state to ban the use of mobile phones by unmarried females on 18 February 2016. The local authorities reportedly imposed a fine of Rs. 2100 for the use or possession of mobile phones. They thought that cell phones were just as big a kind of nuisance as alcohol. There is no ambiguity as to the evidence of unlawful interference with the personal freedom of expression (Article 15 of the Indian Constitution). **Defamation and Freedom of Expression**

Offences have been reported against citizens nationwide for posting highly "inaccurate and defamatory" images. On March 18, the Madhya Pradesh Police arrested two youth for posting Rashtriya Swyak Sangh (RSS) Chief Mohan Bhagwat's photos on Facebook that had been morphed. The goal was to mock the RSS about their decision to change their dress code. The first student, Banthia, posted a picture on Facebook, while another boy, Shaikh, used WhatsApp. In this scenario, The Information Technology Act's section 67 and the Indian Penal Code's section 505(2) are invoked. Section 67of the IT Act governs electronic publication, while section 505(2) forbids comments that incite hate or violence among the groups. They were convicted a year after the Supreme Court accepted free expression on the Internet by striking down Section 66A of the Information Technology Act 2008.

Freedom of Expression and Online Criticism

Writers, activists, and bloggers are intimidated into self-censorship for fear of arrest, harassment, or even threat to life. On November 26, 2015, the Facebook profile of a senior journalist from Kerala was deactivated when she wrote about the sexual abuse that her classmates encountered in their younger days in a madrasa. On May 30, 2016, the Government of Madhya Pradesh sought an explanation from IAS officer Ajay Gangwar for his Facebook comments against the union government and PM Narendra Modi. On November 12, 2016, it was reported that a 19-year-old student who was an RTI activist was arrested byMadhya Pradesh police for his social media posts which attacked PM Modi and the state's Chief Minister Shivraj Singh Chouhan.

2.4 **Provoking Communal Violence and Freedom of Expression**

Two youths from Sultanpur Lodhi area of Kapurthala district in Punjab were booked on October 17, 2015. They were charged with operating a database using forged identities. They were charged with stealing and forgery under sections 420, 465, 467, 468, and 471 of the IPC. On October 5, 2015, social media played a role in spreading messages that Mohammad Akhlaq from Dadri had slaughtered a cow. The UP police had to diffuse nearly five incidents of communal tension in various villages in Dadri. This is an example of a case where social media and the Internet played a role in escalating a situation leading to a crackdown on Internet services.

Violation of Access to Information

Transparency and access to information are essential for a rights-based democratic system. It envisages good governance and development. Accessing information empowers citizens to practice their rights. There were several instances of denial of access to information. Gujarat government blocked mobile Internet services for four hours on February 28, 2016. The decision to block mobile Internet was adopted as a preventive measure to avoid cheating in the exam. Internet service providers were asked to shut down all online social media platforms.

Violation of Right to Freedom of Peaceful Assembly and Association

The right to assemble and association isone of the criticalcomponents of democracy.The United Nations' 2012 resolution emphasized it as a basic human right, the right to peaceful speech and association.Denying access to the Internet in order to restrict the right to free speech is an infringement of human rights. One of the general recommendations provided by the UN Special Rapporteur on the right to peaceful assembly and association, Maina Kiai, is, "to accept that emerging technology, including the Internet, allow the exercise of the rights to free assembly and association. to accept that emerging technology, including the Internet, allow the exercise of the rights to free assembly and association.". He has noted that, "For example, the Internet is not just a place for people to gather and join in the physical world – it is a place of assembly and association in and of itself." He also recognised the role of social media and ICTs, stating that, "the increased use of the Internet as a basic tool, especially social media and other information and communication technologies empower individuals to organize peaceful assembly".

Internet Shutdown

Since February 2015, there have been several network shutdown incidents that have violated the right to freedom of peaceful assembly and association. Haryana state authorities blocked mobile Internet services on February 22, 2016, in the districts of Rohtak, Sonipat, and Jhajjar. Banning Internet services inconveniences people and prevents them from going about their daily lives, and is an assault on their human rights. Social media and digital technologies can be used to prevent

and contain volatile situations if used properly. The Mumbai police worked with telecom operators and instructed them to send messages requesting people to ignore rumours and assured them that the city was safe. The writer says social media can spread fear and panic among the population but that is no justification for a state-wide ban on Internet services. Gujarat government blocks all Internet services including 3G and 4G/ LTE connectivity.

Communal Violence and Freedom of Assembly and Association

Following communal disturbances, internet connections were suspended in a few districts of Bihar. Authorities imposed Section 144 of CrPC. The shutdown was called following clashes that were instigated during the immersion of Durga idols and Tazia processions. The right to peaceful assembly and association have been severely harmed in India as a result of communal violence. Another network shutdown was reported in Haryana on January 3.0, 2017. In Jhajjar, Haryana, the district administration has discontinued all mobile Internet networks, including 2G, 3G, and 4G, as well as phone calls, GPRS, SMS, and bulk texts. The shutdown was ordered right before the Jat community was to commence their agitation for reservations.

Blocking Means of Communication

Restricting freedom expression and association by curbing Internet through blocking SMS, data services, calling facilities has occurred several times in India. ICTs and the Internet have become crucial to organising protests, planning assemblies, and enabling open lines of communications between all stakeholders. Digital tools can be used to do just that within the confines of law and human rights statutes. What is required in these instances is for authorities to steadfastly protect citizens' rights and instead find novel ways to contain potentially volatile situations.

RIGHT TO PRIVACY

The right to privacy goes all the way back to the 1890s, when Chief Justice Louis Brandeis established it. The regulatory provisions for the regulation of privacy and data security have fallen behind with the age of social media and Internet, and now they are not providing adequate protection. The manipulation of data by others undermined the election process. There is never enough time to do anything that can be done and to search all the data to see if it has been misused for illegitimate purposes. The author argues that the legislation should be updated and modernized to catch up with changing times and growing social circumstances. The privacy provisions of the Electronic Communications Act of 1986, which keep the government from obtaining private communications before a court order is in effect, are almost totally out of date.

SUGGESTIONS

There is a pressing need for all international treaties and agreements that speak about human rights to develop and enforce some good policy recommendations.

This means a consistent and robust response by the Government and the authorities of all Nations, with regulations, legislation and policies that implement the responsibility to uphold and improve human rights. There is a need to set up certain agencies and entities that hold data-driven organisations, businesses and states in line and keep up-to-date and adaptable. The UN, states, big business organisations, social media platforms should come together and make a way out of these abuses of freedom based on technology, etc. They should ensure that these digital tools are used for health and growth purposes rather than for unconstitutional purposes.

CONCLUSION

The human rights of a human being are fundamental, sacrosanct and tacit. These privileges must be secured and promoted in both the real and the virtual universe. At its best, the digital revolution will motivate, bind, educate, and save lives, but at its worst, disempower, detach, misinform, and cost lives, says the author. The preservation of human rights in this new era relies on the decisions made in terms of the adaptation and advancement of current laws and their meaning. The regulatory framework must be able to offer safeguards and must promote our human rights. The best and most successful options will only be sought if we all work together as a joint relationship to share best practices to curb some kind of infringement.

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IMPORTANCE OF SECOND LANGUAGE ACQUISITION TO IMPART THE TOOLS OF ICT IN MODERN EDUCATION

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Abstract

Language is considered as one of the valued possessions of humans. It is the key tool to know and understand the people's thoughts and through which one can replicate it. Having a language is ideally a human trait. Since independence, the insight of English as representative of aforeign power base has changed. Now, Indian English (IE) is very often learned as a second language after a native language. Second language acquisition is the method by which people learn a second language. The scope of SLA embraces informal second language learning that occur in real-life contexts, formal second language learning that happens in classrooms and second language learning that includes an accretion of these circumstances and settings. Since, the English language is getting merged as an ecumenical language, it is crucial for all the nations to teach and learn English. Otherwise, it is laborious to keep up with the expansion in the world. The use of ICT in communicative English classrooms spreads beyond its motivational value to address key outcomes of syllabus and allow students to turn into competent users of English. Research proposes that including ICT into the English curriculum can develop the writing, reading, speaking and listening skills of learners also supporting their imagination and liberation in learning through reflection and collaboration. As acollaborative and interactive medium, ICT

provides pupils a chance to explore the language of texts more artistically and grow as writers, speakers and readers for an ever-flaringvariety of purposes in the 21st century of our technological and scientific age. It is apparent that post-independent Indian education system wasunsuccessful in providing meaningful and qualitative education to every child born after the country's 'midnight tryst with destiny'. Nonetheless, within the grove of the academia and the drawing rooms of the intelligentsia, there is increasingexpectancy that the new phenomenon 'information technology' mightprosper where our system has failed. It isessential of the hour to useentirely all the potential advantages of ICT in the field of English language education in India. The new advances in science and technology offer opportunities to make well-designed, learner-centred, affordable, interactive, effective, easily accessibleand flexible and importantly distributed learning environments. So, in this era of IT/ICT revolution, ICT Assisted second Language acquisition has boundless prospects since it improves the learner's cognitive process and allows authentic communication in English. Thus, the objective of this research is to make better acquisition of second language and to understand the SLA practices in India. This paper also focusses on the role played by information and communication technology in enhancing SLA.

Keywords:*Second Language Acquisition, ICT, Techniques, Roles, Challenges, English*

Introduction

"A different language is a different vision of life."

– Federico Fellini

The study of language and language acquisition is as deep-rooted as humankind itself. With language, so close to the core of what it means to be human, it is not shocking that children's acquisition of language has established so much attention. Therefore, manytheories have been planned in the past concerning the language development in human beings. Language acquisition is one of the vital topics in cognitive science. Still, many more theories stemming insights from linguistics and psychology are being proposed.

Today in India, English is the chief medium of education, law, media, and business. It is withal used for social connections and in a pan-Indian literature.

"India now claims to be the world's second-most immensely colossal English-spoken country" (Rushdie, S., 2003).

Teaching and learning language has continuously been a matter of great interest both for the teachers and the learners. First language acquisition occurs in a very ordinary atmosphere. It is a well-knowntruth that the first language can belearned without the help of a tutor or without cognizantintellectual application. To comprehend first and second language acquisition, linguists have promulgatedvarious theories so far. Few are as listed below:

- Learnability theory of language learning by E Mark Gold through mathematics; 1967 and it is based on language exposure,
- Behaviorist theory by B F Skinner; 1957 proposed that human linguistic behaviour is defined by two factors i.e. history of reinforcementand linguistic environment.
- Innateness theory by Noam Chomsky in 1959 studied Skinner's Verbal Behaviour and suggested that human beings are born with inbornability to learn many languages,
- Mentalist theory by Chomsky in 1960 prolonged his argument on innateness and additionallysuggested the learner's innate knowledge of language directs the path of acquisition, universal grammar etc.,

So far, a number of theories have been recommended to describe the process of first and second language acquisition that have helped the researchers, teachers and learners in understanding the nature of first and second language acquisition. Numerous comparisons, examinations and contrasts have also been made to make teaching learning process easy. During 1970s and 1980s, inter-language theory was developed (Selinker 1969, cited in McLaughlin, 1987). This theory defined inter-language as

"The interim grammar constructed by second language learners on their way to the target language." (Hulya, 2009, p. 155).

Inter-language provided some common characteristics of first and second language acquisition like developmentalsequence, acquisition order, input method, markedness, etc. The basis on which these similarities were mentioned later on prepared the solid ground for the existence of Universal Grammar. It is still contentious to say that concepts, theories and principles manage the path of language acquisition as a child acquires his/her mother tongue without use of a set theory and occasionallydoes much better than an adult learner (White, 1985a; Bley Vroman, 1990). But the case of SLA varies and even develops more complex in case of the adult learners. From Chomsky (1965, 1967) to scholars of these decades, the concept of UG has been explored and exploited in different ways to achieve the same target.

As the world is in transition, sois English language itself taking new forms. English has changed considerably in the 1500 years of its use, reflecting contact patterns with other languages and the altering communication needs of its people. Today, English is measured as a global language as it is mostly used for communication in the cyber world.

This brief review of the various works on the subject paves the way for further research in this vital area of language acquisition. The present study tries to incorporate all the recent trends in SLA and suggests solution for at least a part of the problem in teaching English as a second language.

The Importance of English Language and The Second Language Acquisition In India

"English is more subsidiary as a "lingua franca" in India than Hindi, the utilization of which is regionally circumscribed". (Spolsky 1978:42).

Spolsky noted that the language policy of the school system in India, where English is first encountered, is both a consequence of the economic and social pressures that make English a good lingua franca in India. Hindi is termed as first language (L1) and English language is considered as second language (L2) in India.

The authenticity about English Language is that it has end up being one of the authentic languages of the world and one can neither ignore the sensible constancy of English Language nor can neglect the cognizance of it. Previously English language, was blend of different languages of the Germanic tribes Saxons, Angels, Sots, Jutes and Celts that later advanced to a precise language, taking with it the references and phonetic components of different languages, for instance, Greek, Latin, Dutch, French, Spanish et cetera. More than 2500 years of its sustenance English language had grown perpetually and currently it is a decisively engendered language making itself without cynically certain in the field of scholastics as well as in the field of science and innovation, correspondence,ecumenical business, cordial and convivial accomplishments of the world. So today English has turned into the official language of the country and the default language of the world.

Different languages likeLatin and Greek, French and Spanish, Arabic and Turkish have spread past their impeccable countries in the wake of political, social or religious development; though no language in the historical backdrop of the world has spread all the more largely or has been employed more extensively other than English. It is the world's most widely spoken language. It implies of declaration between the people groups of various countries. One out of each four people on earth can be come to through English. Currently around 250 million individuals of the world have English as their primary language or 'first language'. In the event that one incorporates to this, the amount of individuals who have a working associate in English as a moment language or second language, several Indians, Russian, Africans and French et cetera, they beat the quantity of the local speakers of English.

As the English language is getting consolidated as the preferred language, it has turn out to be vital for the business and trade of the countries to keep pace and has developedto be crucial. Precisely, it has turned into very vital for a multicultural and lingual andemerging country like India to master this language. A planarity English proficient student is capable of utilizing English to ask questions, to comprehendteachers ,and reading materials, to test conceptions and

to test what is being is being asked in the classroom.Four language skills contribute to proficiency as follows:

i. **Reading**: the capability to understand and interpret text descriptions
ii. **Listening**: the capability to comprehend the language of the pedagogy and injunctive authorization, understand and extract information
iii. **Writing**: the capability to produce written text with content and format consummating classroom assignments at the age and grade-felicitous level.
iv. **Speaking**: Be able to put together a sentence as compound and with utter efficiencyverbally.

Second language acquisition improves employability skills. It adds value and becomes another feather in their caps. Students learn various courses with varied interests along with their academic activities to stay ahead of competition. Knowing an additional language tips the scales supporting students during interview. Now-days, people with polyglot skills are given preference by firms. There are openings for foreign language professionals and translation industry experts as the economy is buoyant and corporations are looking for foot in the door for setting up services here. Language experts and translators mustknow that language barrier can only be fragmented via this mannersince this presents potential thatcan't be measured. Same goes with any foreign language as there is unexploited potential in foreign languages domain. There is exceedinglyhuge demand for language.

Education and Communication Technology

The change of time has furthermore brought a change in the basic concepts like teaching, the teacher and the learner. The old-style role of ateacher has altered to that of a facilitator. In the past, the changes in a language used to be felt in about a decade; yet the length of the period is abridged in this technological and scientific age. Theinventions and innovations carried on in numerous fields are making this pace of change directly proportional to the variations in the languages. This change can be understooddeeply on English, sincenew andnecessary vocabulary is includedcontinuously by these inventions and innovations. It offers a better quality of life for any citizen for their living environment. The purpose of education is not only to train people for employment and train them to cope their lives for present and future. A scientific revolution began in the 1950s, carrying what have been called third wave changes. Third wave changes carried, firm, existing, economical and consistent tools for communication that changed the way people live, work and learn. The use of technology in education is one of the key challenges for education. Today, there is fast mounting interest in employing modern communication technologies in the fields of education and communication. The report of Gutterman (2009) observes: 'Information communication technology (ICT) can be averyinfluential enabler in

efforts to bring optimistic and maintainable development to nations around the world.

Nowadays, we live amongunparalleled revolution in the development of ICT, yet, surrounded by prevalent poverty,economic and social disparities are the norm. Considered as influential tool to support social and economic development, education has turn into a primary focus of the newly forged information communication technology for development (ICTD) community, particularly in the least advanced countries. ICT provides students and teachers new tools with which they can learn and teach better.

The Potential of ICTs in Language Education

ICTs can increase access to language programmers and increase the eminence of teaching and learning in general. The World Wide Web magnifies the classroom setting and offers access to existing, latest materials from the country or countries of the English language, offering learners and teachers a surfeit of materials in different modes, bringing the foreign culture and language to life and making it more palpable.

In milieus where teaching staff are not able to accomplish all necessities of the curriculum with respect to the skills and knowledge required, handy, extraordinary quality audio-visual and other programspossibly willofferadequate backup for them to provide appropriate courses without having to involve in time-consuming and expensive (re)training. Andreas Lund's article draw attention tothe strong tradition of Computer Assisted Language Learning (CALL) addressing materials, software packages and technologies which help and endorse cognitive growth and linguistic performance, nonethelesshighlights that one must pay more attention to how technologies are rooted in larger social and cultural practices for them to be really effective.

Technological Resources Currently Deployed In Language Learning

- **Audio devices**: The most prevalent and most extensively used devices adopted by modern language teachers remain the CD player and the audiocassette recorder. More lately, the Web has helped as an extra source of reliable listening materials, thanks to the possibility of fast downloads using MP3 software.
- **Video**: The usage of motion pictures related to sound offers learners with experience to all vital elements of spoken communication: proxemics, gestures, intonation, pronunciation, all embedded in regular, cultural contexts. Devices likevideocassettes, DVD players, the laserdisc, web sources and video cameras supply these. Thanks to modern technology, extracts can be positioned, isolated and repeated at random and there is aplenty of literature signifying how to use film/video sequences evocatively. Various forms of visual support can now be presented. (E.g.

optional sub-titles in the mother tongue to helpcomprehending and enable access to the language).

- **Television and radio broadcasts**: Both satellite and terrestrial radio and television programmes provide economic access to modern, reliable and possiblysocially rich programmes for the language learner. The proximity of current affairs programmes confirms that learners' exposure to the language is latest and embedded in the real world of native speakers. Connected to modern recording equipment, broadcast radio and television similarlyprovide the advantages of the audio and video devices stated above. A number of broadcasting firms still create broadcasts that are at their most effective when combined with face-to-face courses in educational institutions. Broadcasts are chieflysuitable for reaching sectors of the population who may not usually think of taking up language learning, nonetheless who might be persuaded by attractive "taster" courses emphasizingremarkable or stirring elements in the target culture.

- **Telephone**: ISDN has gone a long way to overcoming the issue of the comparatively poor excellence of equivalent transmissions that has so far prohibited this medium from being extensively used for language teaching. Audio interactions via the Internet currently provide potentials for real time synchronous oral communication. The main uses of the telephone to date have been restricted to additionalteaching for those involved in distance education. Nevertheless, with the arrival of digital quality and lower connection costs, there is now substantialpotential for its drawn-out usecomprising the opportunityfor conference calls.

- **Computers**: With the overview of the multimedia computer, the learner and teacher have at their disposal an instrument that can combine all the advantages of the above-mentioned media in a solid and easily available form. The computer might be used as a local machine (stand-alone) or within a network. Computer Assisted Language Learning (CALL) software, CD-ROMs, and office software applications have convertedto be commonplace in many teaching and learning environments. An inventory of current CALL software, including teacher evaluations of their effectiveness and proficiency

Electronic Language Laboratories

One moreimportant technological development in the field of language teaching and acquisition is the idea of language laboratories. It is very beneficial in assessing students' spoken capability. It offers students with the technical tool to get the best trial of pronunciation of the language. The electronic devices employed in the laboratories motivate the eyes and ears of the learners thuscaptivating the speedy and easy acquisition of the language. Electronic language laboratory makes use of computers to offer delivery of anextensive

range of material in digital format to the pupils. By means of socialized programs, teachers can make their own exercises that suit the individual classroom needs, enhance multimedia and customize content. Computers similarlypermit students to partake in national and international networks and forums, exchange thoughts and information with other students and improvedobserving of their own improvement.

Electronic language laboratories provide real-time conversation with each student or group of students with a extensive variety of latent feedback mechanism to the students, teachers or other students. At the same time electronic laboratories moreoveraccomplish the same function that language laboratories in the past were able to carry out like letting students to record their voices and teachers to control students' spots. The prospective of Electronic language laboratories to make an influence on the skills of listening and speaking is vast.

Electronic language laboratories provide anextraordinary platform to training and to improve listening skill. The audio assisted laboratory is a simulated mini-media unit with the connection of a special tape recorder to the computer interactive audio offering multiple potentials for teachers to teach. A printed screen comes alive with sound for the acquisition of listening skill. This extremely sophisticated environment persuades the students to emphasis on his ability to listen first and then to understand and then to be able to use this understanding in order to set up a basic communication process. Later on mirroring the speaker, or better still mimicking the grammar of the speaker, the listener can effortlesslyachieve himself to the flow of language. Interactive videodisc programs can offerbrilliant listening comprehension activities. Depending on the language level, students listen in order to identify the main idea or just a part, they can listen repeat and record. Any audio clip can sent across for the whole class or a particular group.

Listening and comprehending the target language is not enough. Speaking the language is the chiefgoal of most language learners. To improve this productive skill, the use of an interactive audio program permits students to generate dialogues and to practice them with other students. The use of video lets learners to see lip movements, facial expression and body language all at once as they hear stress, rhythms and intonation of the English language. This proposes that language cannot be learned by putting learners through a series of linguistic hoops grammar. Technology helps for all those external factors to enable the learners and it brings language awareness in the learners.

The Challenges for Foreign Language Learning And Teaching

In a world divided by clashes of cultures and politics, the potential of the new media for development of intercultural comprehension and exchange is huge. In the past of mankind, access to information and knowledge has never been so up-front at a native, regional, national, or international level. Sensible deployment

of ICTs can boost and sustain cultural and linguistic diversity in individuals and in societyoverall. Easingthe access to other languages and cultures is the main goal of the language teaching profession and making use of ICT resources efficiently in their teaching signifies one of the foremost challenges faced by language teachers today. One significant aspect that has grown in the study of the use of ICTs in foreign language learning and teaching is that, as a subject area, it variessignificantly from most other subject areas in the curriculum: it is both skill-based and knowledge based.

Conclusion

21st century is a revolution in the field of education especially in English language teaching. English language teaching is drawing serious attention on the global scenario owing to its increasing demands and professional exceptional. English language has overwhelmed all kinds of different backgrounds for more than 200 years. English language has profited each branch of science, innovation and writing. Learning English has turned out to be vital for commonplace individuals. Understudies are watchful and conscious that without having English sentience they would not have the capability to sparkle in any field today particularly in the logical field. It is a high time that our conventional strategy for revealing experiences changes and habituates more beginning developments in clarifying English and uniquely in giving spoken aptitudes. It will be more effective and productive if the intellectuals of English show more devotion and duty in their teaching service particularly in granting spoken abilities. Generally understudies will be denied of learning spoken abilities in the second language which is tragically required for the accomplishment of their life. Technology is very effective for language teaching but it must not be taken as a substitute for a teacher but as a supporting aid. Availability of the tool is one thing; effective utilization of the tool is another. The role of all the technologies will only develop with the progress of research and training because it is not the technology but the pedagogical use of technology that determine the efficiency of all equipment.

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Whether employee Welfare and job satisfaction co-exists?
The sTudy wiTh securiTy services company in pune

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Abstract

The job satisfaction is one of the foremost part of Human Resource Management. Employee welfare is a term in which various services, benefits, and facilities are given to an employee by employer. Job satisfaction is the most important in the organization. If an employee of an organization is not satisfied with the welfare provided by the organization so, he or she will not stay in the organization for a long time. The increasing attrition rate is also can increase because of job satisfaction. Every organization's success is depending on its Human Resource. Human Resources are most important to grow the business. Many organizations looking for the potential candidates who will work for a long time. Agency is a bridge between employees and clients. Agency takes all care of his employee. Clients pay for the service and get better service from the agency. Agency has a pool of talented workers or employees. To manage the effective growth of an organization, it is important to pay proper attention to Job Satisfaction of employees.

This research is conducted to unfold the Job Satisfaction in Ansec HR Services LTD. Agency provides manpower in the market and also provides them various types of welfare facilities. Security agency provides security guards in the company. They work in every section in the market like IT, Pharma, Medical, etc. They provide security. Researchers are potentially looking forward to have some real issues & so prepared a questionnaire to know where employees are satisfied with the welfare facilities provided by the organization. This research also contributed towards understanding the types of welfare and how an employee gets satisfied.

Keywords: Employee Welfare & Job Satisfaction

Introduction

The term Welfare suggest many ideas and meaning such as state of well-being, health, happiness, transportation, and the development of Human Resource. Human resource management is an essential source of organization. In today's world, Human resources are the most important to grow business. Hence it is important to manage human resources in care full manner. After employees hired in the organization they have to retained and maintained to serve the organization better. Welfare facilities are designed for the employee and their family. Government, Non-government, agency, and trade unions too contribute to employee welfare. Employee welfare means providing facilities and comfort to the employee of an organization so they will be able to lead a better level of living. Nowadays employees have strong knowledge about welfare than a past employee. However, Job satisfaction means how employees feel about their job. Job satisfaction plays important role in the organization. In an organization, employees work hard if he will receive better welfare for him and his family. The welfare facility varies from organization to organization.

Ansec HR Services is a security agency which provides the security guards and security solution in the market. There are more than 12000 security team is working in this pandemic situation. Employee welfare is very important in the security field because employees who are working in the security field is not that much literate and they don't get high package so to keep their morale and motivation high the welfare plays an important role. The company provides all the statutory welfare to the employee within time like Payment, bonus, Leave with wages, overtime, etc. But the company also provide some extra welfare to the staff like sweet box in Diwali, food distribution during the lockdown, etc. this types of welfare given to the employee. The company also provides the Monitory and Non-Monitory welfares to the employees.

Brief AcademicContextual

Employee Welfare: Welfare means efforts to make life worth living for the employee. It means anything done for the comfort and development, intellectual or social, of the employees over and above the wages paid. Welfare is a positive concept. It relates to taking care of employees by employers, trade unions, governmental and non-governmental institutes, and agencies. Welfare is designed for the employee to improve productivity and keep moral motivation high. An employee is paid for his type of service but payment depends on the industry, his service quality, his efficiency. Welfare is designed for employee and their family. It can be in terms of monetary or non-monetary. More broadly welfare is designed for the well-being of employees through social services such as education, healthcare, public housing. Completing the basic need of every human is also called welfare. The basic welfare is designed by the government. The characteristics of welfare vary for it depends largely on the conscience of the

community, the scientific advancement, and therefore the development of a nation altogether fields.

Job Satisfaction: Job satisfaction means the level of contentment of employees feels with their job. It is also defined as the positive emotional responses employees experience when they doing their job or present their work. Job satisfaction can vary from employee to employee. In the same workplace and under the same conditions the factor that helps an employee to feel good about their job may not apply to another employee. Job satisfaction depends on certain factors such as, The challenging nature of work, A level of convenience, Regular appreciation by the management and the organization as a whole, Competitive pay, and The promise of career progression with employees' personal growth.Every employee has an expectation from the job and organization. If an employee gets whatever he wants from the organization, then he is satisfied with the organization and if his need does not match then he is dissatisfied with the organization. This is not self-satisfaction but for the satisfaction on the job. Job satisfaction is total relation between the employee and employer.

If the employees are satisfied, then it will help to increase the production of the organisation. This paper helps to boost up employee morale and provide security against social risks. The author said that the safety of the organisation is achieved if the employees understand the safety methods. *(Dr. M Surat Kumari &Mr.MallareddyTatareddy).* There is a positive relationship between welfare facility and job satisfaction. If the organisation wants to acquire efficient and knowledgeable employee, then welfare facility should be provided highly. Job satisfaction is how the employee feels about their job and it depends upon the welfare facility which the organisation provides. It is also notable that the progress of any organization and the development depends upon a large extent on the welfare of the workers and their attitude towards work. *(Madusanka, WAGN and Perera, GDN)*

The satisfied employees are the assets of the organization. The labour welfare measures classified into two classes they are constitutional and non-constitutional welfare measures. Welfare facilities should be provided in such a way that it will fulfil the need of employee if the needs are fulfilled then the employee will be satisfied. So it will automatically help to increase the productivity of the organisation. Employee satisfaction also involves encouraging staff to stay within the organization for the most amount of time. *(Hemalatha.K, Benita S. Monica,Dr.Ch.Bala Nageswara Rao).* Labour welfare defined as efforts to make life worth living for workmen. Labour welfare includes all those activities of an employer which are directed towards providing the employees with certain facilities and services in addition to wages or salaries. Welfare activities are related to job satisfaction and job satisfaction leads to top high morale. Finally, it will result in good productivity.

Private Security Agency: Private security agency provides unarmed security services and expertise to private and public clients. They engaged in providing guards such as bodyguards, parking security, property security, and security services. They work for clients. They provide security services including training of security guards. They are third-party vendors. The security agency gets the contract and provides security guards and supervisors in the client's location. They take all care of their staff and clients pay for them. Private security agency needs PASARA (Private Security Agency Regulation Act) act 2005 Licence to run the operations in one state. There is a separate PASARA licence for each state in India. They need to follow the rules and acts of PASARA act 2005.

Objectives

Through this research, researchers aim to address following objectives,

- To understand the various welfare measures at Ansec HR Services LTD.
- To examine the satisfaction level of employees regarding welfare measures provided by the Organization.
- To examine the relationship among Employee welfare facilities and Job Satisfaction.
- This study will be helpful to know about the various levels of welfare facilities and the organization's benefits extended to the employees.

Methodology/Research Design

This is Descriptive type of research & Method adopted was Qualitative. TheSampling Unit is Ansec HR Services Ltd. Pune& Sample size is 816 employees across all designations. Sampling Method used is Non-Probability,Convenience Sampling. Data is collected by primary source& the instrument is questionnaire. Google form is used to collect data.Primary data was collected through survey method by providing Google form link to the employees.This questionnaire distributed to random employees.For this research Sample Size is 816 employees.
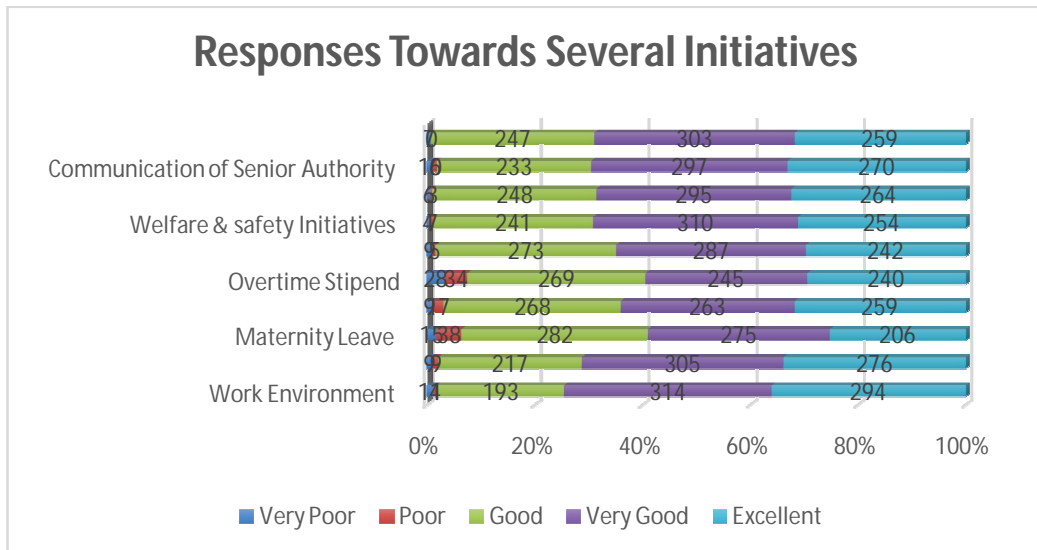
Analysis & Interpretation
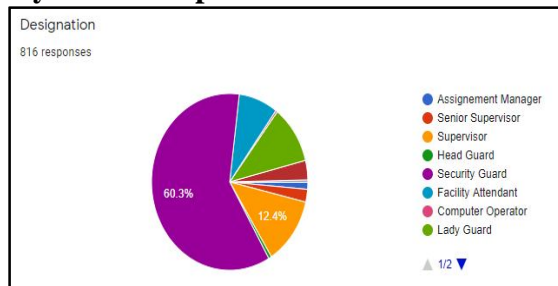
From the data set it is interpreted that the most of the responses received by security guards that is 60.3%. this is because of security guards required more than any other designation in the industry. Where we can see that 12.4% employee

from Security supervisors, 10.7% are lady guards,

8.1% are Facility attendant, 3.6% are bouncers, 0.4% are Driver, 1.3% Are Assignment manger and 0.6% are security Head Guards also filled the feedback form.

Work Experience
816 responses

- 0 - 1 Year
- 1 - 3 Year
- More than 3 Year

39.8%
29.8%
30.4%
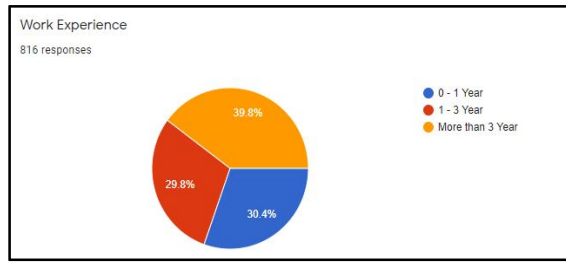
From the data set it is interpreted that 39.8% employee has more than 3 years of experience in Ansec HR Services where 29.8% employee has 1-3 years of experience and 30.4% employees has 0-1-year experience.

Responses Towards Several Initiatives

	Very Poor	Poor	Good	Very Good	Excellent
Communication of Senior Authority	0		247	303	259
	16		233	297	270
	8		248	295	264
Welfare & safety Initiatives	47		241	310	254
	9		273	287	242
Overtime Stipend	28	34	269	245	240
	9	7	268	263	259
Maternity Leave	15	38	282	275	206
	9		217	305	276
Work Environment	14		193	314	294

0%   20%   40%   60%   80%   100%

- Very Poor
- Poor
- Good
- Very Good
- Excellent

Conclusion

This research mainly addressed to what extent the welfare facilities impact on job satisfaction of operational level employees in the Ansec HR Services. This

research study gives evidence that better welfare facilities increase employee Job satisfaction. According to the results gained through the data analysis, it was found that there is a positive relationship between the employee welfare facilities and the job satisfaction. Employee welfare facility has great impact on job satisfaction. Organization taking well care to the employees that result in sincerity and loyalty of the employees towards the organization.More than 85% of employees were satisfied with the organizations welfare facilities. Researchers also find that few employees have problem with Overtime stipend offered by the Organization and taking excellent care of employee.

The welfaremeasures should be made in such how that it accomplishes the requirements of the workers if the requirements of theemployees are satisfied it'll cause the satisfaction of the workers which can automatically results inincrease in productivity of the corporate. Itgives the texture of care to the workers that end in sincerity andloyalty of the workers towards the organization.

It is suggested that there is need of improving facilities in future by using modern techniques.We can improve relationship between welfare facilities and job satisfaction through the introduction of additional employee welfare facilities to employees.Organization should provide 24 hours' medical facility with availability of doctors and ambulance services to the employeesThere should be proper communication between various departments. The company should conduct weekly welfare facilities program

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