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सत्राची

मानविकी एवं सामाजिक विज्ञान की पूर्व समीक्षित त्रैमासिक शोध पत्रिका
Pre-Reviewed Quarterly Research Journal of the Humanities
and Social Sciences

Price :   ₹ 250

Subscription:

Five Year   **:** Rs. 5000/- (Personal)
            : Rs. 10000/- (Institutional)
Life Time   **:** Rs. 12000/- (Personal)
            : Rs. 25000/- (Institutional)

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In this Issue

Hundred Years of Socialism
and the Purpose of Research

The year 2017 marked the centenary year of the Great October Socialist Revolution. On this occasion, all the working-class organizations of the world remembered the October Revolution in their own way. For those who dream of a beautiful world and want to establish a justice-based society and struggle for it, the October Revolution of Russia is no less than a victory day. The Bolshevik Revolution of 1917 gave the world a new direction of change. Moving forward in this direction, it was expected that one class would not be able to exploit another class, and one nation would not be able to exploit another nation, and there would be success in establishing a just social order in the whole world. It is needless to say that the efforts made in this direction impressed the whole world. The working people of Russia ended the dictatorship of the Czar and handed over power to the elite class. In this way, Russia's feudal rule came to an end. However, the manner in which power was transferred, disappointed the public. As a result, under the leadership of Lenin, the people carried out a second revolution. The slogan of socialism was raised in this revolution, which became successful in October after a lots of struggle. During and after this revolution, many posters related to socialist slogans became popular. In this issue of Satraachee, Dr. Richa Sawant has tried to explain the meaning and context of those posters in research paper entitled *"Understanding Political Slogans of the Soviet Period."* Dr. Sawant has enriched this issue by introducing posters on the October Revolution, Progress through Five-year Plans, the new generation, and the ideal Soviet man.

The challenges that the socialist power of Russia was facing after the success of the October Revolution, is known from the slogans printed on these posters. Russia's biggest problem was to retain power from those who had been stripped of it. For this, the new government fought a bloody struggle for four years. The second problem was the creation of a new economic structure. At this stage, the new regime curtailed civil rights and resorted to repression. This was against the expectations of the new power, but it was also necessary to deal with the internal and external enemies of the revolution. In this way, Soviet power survived facing various challenges and proved that society can run better without feudal landlords, capitalists, and usurers. The Soviet power provided Russia with a new economic structure through the socialist revolution, marginalizing market forces and profiteers it began to develop in a planned and systematic manner. It was clear that the goal of development was to meet the needs of the people. Russia emerged as a new economic power in the new economy. The economic growth rate reached upto 35 percent. Problems like illiteracy, disease, drug addiction, and prostitution had almost ended. Thus, along with the establishment

of a strong economic system in Russia, high human values were also established in social, cultural, and moral life.

The Russian Revolution gave light to the whole world. In a country like India, too, the labour-class party emerged to fight with colonial slavery. On October 17, 1920, the Communist Party of India was formed by M.N. Roy in Tashkent, Soviet Union. Later on, along with Hasrat Mohani, Satyabhakt established the Communist Party on Indian soil, in Kanpur, on December 26, 1925. The journey of Indian socialism from 1920 to 2022 has been completed. It can be said that he has travelled for a hundred years in India. If you want, you can wait until 2025 to affirm this more concretely. But this will only be counting of years; there will be no significant difference in achievements. Looking at the hundred-years journey of socialism in India, it can be easily said that Indian socialism is far from its goal. Rather, it can be said with certainty that its position has been deteriorated drastically over the last twenty-five years. In recent times, the dominance of the producing class has increased, the government has given preference to its interests, and neo-capitalism, imperialism, and communism all have increased their power immensely. At present, socialism has succumbed to capitalism. All the powers of democracy have been engaged in the service of capitalism. This can be inferred from the articles included in the present issue. Most of the articles in this issue deal with the problems arising from capitalism. In the articles related to English literature, the attempt, to see the contemporary conditions and the events arising out of them in a capitalist context, is commendable. Similarly, articles related to political science, education, psychology, history, and philosophy also target the capitalist influence. Articles related to management, commerce, etc. have a different approach to problems. In these articles, one can often see an attempt to confirm the capitalist trend. Capitalism has appropriated the purpose of research in technical fields of knowledge. This is not accidental. There is a whole system of educational vision behind this which cannot be ignored. This is the thing that should be considered the most. Technical subjects need to make a comprehensive change in the objective of their research. They should give direction to research to establish a just society free from the influence of markets and capitalism. In a nutshell, I mean to say that at present, when we are celebrating the *Amrit Mahotsav* of independence in India and at the same time assessing the centenary journey of society in India, we have to think that whether will only humanities-related subjects will worry about Socialism? Does its presence in other areas of research make no sense? Is it not the responsibility of commerce, management, technology, science, etc. to save the democratic system from capitalism? If all the branches of knowledge could be devoted to the protection of democracy, what is the purpose of the research being done after all?

At present, we have to review the research objectives being done in our respective fields and ensure that our research is not being used for destruction in the name of development. It is very important to have such discretion for a responsible researcher. The way, capitalism has blessed itself with immense power by replacing socialism, is the result of our directionless research. It is hoped that our contemplation and research will not be devoid of foresight.

Changing Platforms in Education: Teosl Classrooms in Kerala from Chalk and Talk to Multimedia

❍   **Aswathy A[1]**

Abstract:

There had been much concern, debate, and anxiety over the teaching model to be implemented in Kerala during the outbreak of the Covid -19 pandemic. In the general education scenario, the learners, teachers, and parents encountered an unfamiliar situation due to pandemic breakout andsubsequent lockdown. Undoubtedly, online platforms are never an alternative to direct classroom teaching. Nevertheless, we cannot keep away from such new platforms for nostalgic, emotional, or technical reasons. Learners must be creatively engaged, and learning mustbecarried on.The teaching of English, atall levels, doesn't aim alone to transmit knowledge into the learner's brain as per the requirements of the syllabus. Translation of experiences is of utmost priority at this level by providing authentic learning resources through BICS. It is senseless to engage classes virtually as per the earlier (pre-Covid) schedule and teaching models, which relied heavily on chalk and talk.Teachers realized the fact that putting the existing pedagogy into a virtual platform without modifications would serve no purpose. So new methodologies of online delivery had to be utilized. Providing authentic experiences in TESOL classrooms through online platforms was a challenge for educators. The paper discusses how multimedia served to bridge the gap between the learners, teachers and parents in Kerala and emerged as a potent tool in ESL classroomsby embracing the global strategies of the pandemic pedagogy.

Keywords: Multimedia, Pandemic pedagogy, ESL, TEOSL, BICS, Multisensory Learning, Reader- Response Approach.

Introduction

Teachers worldwide have shown outstanding leadership and innovation during the crisis of pandemic, guaranteeing that "learning never stops and that no learner is left behind", as stated jointly by UNESCO and UNICEF. The current emergency is far more damaging than any war in human history. Even during the World Wars,the primary educationinstitutions were not physically closedaround the globe as by COVID 19. As per UNESCO surveys, more than one million primary level learners across the planet are affected by the pandemic.Itchanged the traditional mode of learning and accelerated virtual e-learning traffic.

Virtuality changed the nature of teaching, and'upskilling' has become the new mantra in the primary education scenario in Kerala. The teachers atalllevelsare turning 'post-traditional'

to be competent with the altered e-learning status quo. As a result, there is an increased need for a 'job-ready teaching workforce' across the state. Hence, there is a high demand for short termteaching-skill enhancement courses to remain light-footed and adaptive, as many teachersare at the risk of losing jobs.

To broaden the skillsets, teachersin Keralaare getting enrolled for part-time e- teaching-skill programmes. The 'one-size-fits-all classrooms' have become a run-of-the-mill practice of the bygone days. On the other hand, customized learning with a critical emphasis on learner autonomy and self-pacing strategies rule the roost in the days of the pandemic. The snackable e-bites have metamorphosed the learning patterns of yesteryears.

At the same time, online learning is not a new kid on the block. For more than a decade, it has been an alternate platform for learning English as a second language in Kerala, in leading mainstream institutions. There is certainlya greater thrust, or perhaps it is the primary mode of learning in the country in the current circumstances. It has directly hit the online platform market in India to reach approximately $ 3 billion by the end of 2022. The government of Kerala has been making efforts to alleviate the impact of the unexpected alteration in the learning modes, especially for vulnerable and underprivileged communities and in remote regions thatdoesn't have a digital footprint. The Victors Edu Channel by the government is one such initiative.

The use of multimedia has spread far and wide across Kerala, especially in the primary education scenario. It isbecause the tool is more encouraging and entertaining for the young learners, compared to the other e-platforms, where the thelearner remains a passive recipient. In an article,"Teaching Every Student in the Digital Age: UniversalDesign for Learning", Rose and Meyer state in the years ahead, text-only instruction willgive way to a more deliberate application of multimedia.Instructional designers will use digital tools to tailor mediato the task, to different kinds of learning, and differentkinds of students, reducing the barriers and inefficienciesinherent in one-size-fits-all printed textbooks. (qtd. In"Visual Literacy and Multimedia Quotes" 1). Multimedia is defined in many different ways depending on thepurpose for which it is being used. The diverse and opposing viewpoints ofmultimedia emerge from its use in various life situations. For example, aMultimedia PC is considered a computer with a sound capacity, a CD-ROM, or even multimedia-enabled processor that can process multimediainstruction. On the other hand, multimedia is regarded as an interactive cable television with many digital channels in the entertainment arena. Hence,a precise definition of multimedia depends on the context in which it is used.

The term "multimedia" was coined by Bobb Goldstein to promote his showLight Works at L'Oursin in 1966. In the following years, the term tookdifferent meanings. In the late 1970s, it referred to presentations withmulti-projectorslide shows. In *Multimedia: Making It Work*, the professionalmultimedia designer Vaughan, defines multimedia as "any combination oftext, graphic art, sound, animation, and video that is delivered by computer"(3). When the user or the viewer of the project is allowed to control theseelements, it is Interactive multimedia. When a user is provided with linked elementsto navigate, interactive multimedia becomes Hypermedia(4). Multimedia at present refers to an electronically delivered combination ofmedia including video, still images, audio, and text in such a way that it can beaccessed interactively. Much of the content on the web today come under thisdefinition.

Combining computer and communication technology resulted in Multimedia Technology, which is mainly concerned with the computer-controlled integration of text, graphics, animation, audio, video where information is represented, stored, transmitted, and processed digitally. Multimedia is one of the most captivatingand rapidly growing areas in Information Technology, wherecomputers enable combining the media and making it easy to manipulate, store, and reuse.

> *As any 10-year-old can tell you, it is not just about the book anymore… For educators, this means recognizing all forms of literacy, embracing them as relevant, and, finally, creating meaningful classroom experiences that integrate printed, visual, and technological literacies within disciplines and subjects. (Riddle 1)*

Research proves that multimedia-basedteaching of English at all levels significantly affects achievement. Interactive videos are effectivebecause the language skills and concepts to be learnt have a visual element. It has adecisive effect on learner attitudes and self-concept.Learners experiencesuccess and motivation and show high self-confidence and self-esteem whenlearning occurs in a multimedia-mediated environment.In TEOSL classrooms across Kerala, there is a growing need to establish practical-instructional approaches that enhanceskill-based understanding. It is a complex web of understanding that enhances Basic Interpersonal Communication Skills (BICS)and requires divergent critical thinking.

Conventional images and responses termed as approved interpretations dominate language learning in text-based approaches. It leads to an objective and accurate reading of the text that blankets sanctionedinterpretations. A substitution for objectifying in TEOSL classrooms is the adaptation ofResponse-based approaches. Close readings of texts and precise translationsare integral in traditional methods. On the other hand, in response-basedapproaches, learners are active meaning-makers whose experiences are thrownto light in their interpretations of texts. Moreover, response pedagogiesencourage different viewpoints in the TEOSL classrooms,encouraging problem-solving. Many studies have provedthat multimedia is ideal for response-based pedagogical practicesamong the primary level ESL learners.

Teaching English with multimedia blends Reader-response andMultisensory theories. This approach is impressive compared to theconventional textbookapproach in which verbal meaning and rote learningpredominate. It incorporates interactive activities and accommodates spacefor learners to study using various media(audio, video, and print). This combination involves textual analysis andcollaborative work with the integration of technology. It demands a written andgraphic response to texts and presents an encouraging hands-on experience among young ESL learners. In this, process learners construct knowledge in a new format, usingvisual, spoken and written language. Young learners learn with ease when teachingstrategies match their preferred learning styles and apply a broad range ofskills to comprehend and evaluate English.

The government of Kerala launched a programme in February 2020, titled E3 (E-cube-Enjoy, Enhance & Enrich) in collaboration with KITE (Kerala Infrastructure and Technology for Education) to enhance learners' English language proficiency at all levels.It makes use of hi-tech lab facilities in schools. It provides books in audio and video formats to students at four levels of learning. More than 200 digital multicoloured storybooks were uploaded in thee-Library, Samagra. In addition, learners can enhance language skills through e- Language Labs, set in self-pacing mode.

The programme also introduced e Broadcast, which includes multimedia learning materials and helps learners acquire BICS in interactive academic contexts. These programmes were a blessing in the pandemic times, as much of these were screened in KITE Victor's channel and learners could watch learn sitting at home. In addition, training programmes were conducted for teachers at the primary level to provide hands-on experience using the different aspects of the E3 programme. IT @ School Project of the government of Kerala has contributed significantly to the multimedia-enhanced learning of English from the primary level onwards. KITE is the first Special Purpose Vehicle (SPV) to get funds from KIIFB (Kerala Infrastructure and Investment Fund Board) for projects worth 50000 crores. These government-initiated programmes helped manage the education crisis that shook the fundamental idea of imparting knowledge during the unforeseen pandemic. It again led to the conceptualization of what we now term as pandemic pedagogy.

Consequently, in Kerala, two academic yearscommenced amidst the jumble of hopes and worries of the pandemicworld. Regular classroom learning is still a much-awaited endeavour at the primary level. Undoubtedly, with the limitations in technology and connectivity, young learners have to be academically and creatively engaged in ESL classrooms. Learners are also given assignments and tasks that help develop self-learning strategies in English. The state has taken adequate measures to include those sections of learners outside e-connectivity to ensure that no one is excluded or denied learning experiences.

Change is inevitable, and teachers have alwaysadopted new strategies with changing times.However, when it comes to multimedia-mediatedlearning in pandemic times, theteachersin Kerala embracedpandemic pedagogy without overlooking its cynical side. Wehave overcome this, too. Unrestrained chuckles and giggles in the classrooms have returned in no time.

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The Maritime Culture of Fort Kochi: A Reading of *'Chavittunatakam'*

❍ **Lakshmi B[2]**

Abstract:

Maritime culture involves   the various interactions humans had with the Ocean over the centuries. It takes into account the various cultural identifiers, attendant structures and associations made between people and the sea. Maritime culture is as varied as the human experience of the sea. Many maritime customs and traditions evolve out of a deep association with the Ocean. Some of these traditions are tangible, many are intangible, but all are reflective of our interactions with the sea over time. The varied relation with the sea finds its expression in poetry, music, literature, mythology, and religious ceremonies, all related to the sea. Language and oral tradition, festivals and community worship, superstition and belief all contribute to maritime traditions. Coastal zones due to various factors are historically rich with unique land/seascapes, tangible artefacts, and intangible cultural heritage. It is within this multicultural context that the construction of different cultures occurs. Chavittunatakam is an art form that exemplifies the unique maritime culture of Fort Kochi and is also representative of the colonial history of the island.

Keywords: Intangible Heritage, Maritime Theatre, Coastal Culture, Colonialism, Performing Art

Introduction

The influence of the sea has had a profound effect on the history of Kerala. The Portuguese missionaries who came to Kerala in South India in the sixteenth century were instrumental in introducing Chavittunatakam ,considered to be the only existing maritime theatre tradition of the world. It is a unique and energetic performing art tradition of the Latin Catholics, along the coastline of Kerala who were natives converted to Catholicism by the Portuguese missionaries. It combines both Western and Eastern theatrical concepts and practices. St. Francis Xavier visited Kerala in 1544 and 1549 with the Portuguese navigators. His missionary endeavours had successfully converted a lot of fisher castes, especially, Mukkuvas and Arayans. They were Christians who believed in Roman papacy with Latin rites and were called 'Latin Catholics'. The conversion to Christianity was achieved by the evangelists, but it proved to be difficult to erase the caste system so deeply embedded in them. While the plan to bring together various Christian sects under Rome, which would let the Portuguese control the trade, failed, the caste system also prevented the new converts from attending the church. In fact, new Christians were not allowed to worship with Syrian Catholics' until 1914. This led to the construction of

separate churches for Latin Catholics in Kerala and the subsequent coronation of the same by the Roman papacy. In the 16th century, the Christians attended temple festivals and enjoyed temple arts like Koothu, Kutiyattam, etc. In order to bring them out from the temple and to have a distinct culture of their own, the missionaries amalgamated various art forms and produced an art form which is believed to be Chavittunatakam. Sabeena Rafi, the first art historian to write a comprehensive Chavittunatakam compendium, is of the opinion that it may have been evolved way before the Synod of Diamper (1599). She believes that the drama presented by 'the theatre group' in the Synod as recorded by Gouvea, the secretary of Portuguese Archbishop and Viceroy, Dr Aleixo de Menezes, must have been Chavittunatakam; his journals provide insights to the religious and political situations of Kerala in the 16th century. Believed to include elements from Kalaripayattu, the Greek classical Opera, Yakshagana, and the Tamil dance drama Naattuva, the signature style of the drama involves dancing while stamping hard on the wooden stage.Chavittunatakam, literally 'the stamping drama', is believed to be a novel method created by the Portuguese missionaries to teach Christian doctrines according to the Roman papacy to the 'new' Christian converts. It is quite intriguing that these performances that articulate stories of Christian legends and medieval European kings were performed during the colonial period by men and women from the south-western shores of India who were clueless about the Western operatic traditions or stories of medieval kings and queens of Europe. But the art form remained popular in and around the coastal areas of Fort Kochi.

Chavittunatakam which is a combination of the aesthetic elements of both Europe and India, predominantly features artistes' stamping or pounding (Chavittu) on the dance floor, producing resonant sounds to accentuate the dramatic situations. Foot-stamping, fighting and fencing are the essential parts of Chavittunatakam.It showcases many social, aesthetic, and structural elements. The performance stage was large, measuring 36 feet in width and 135 feet in length. The floor was erected with narrow wooden plank arranged in such a way as to produce loud sound when performers stamped on stage. In old days, the play was performed on open stage. Sometimes the interior of a church was used as a venue. Chavittunatakam was quite popular among the Christian communities living around old ports and coastal centres where Portuguese influence prevailed. Fishermen folk were the main performers and practitioners of this art form. It was performed twice a year at Easter and Christmas. People considered it an honour to be selected as an actor and their families generously offered their financial support. Believed to be performed in the Synod of Diamper in the 16th Century, the origin of Chavittunatakam is unknown though the lore attributes it to a mythological monk named Chinnathampi Annave. Among the many myths around him, one is that he came from Tamil Nadu, stayed in Kochi and Kodungallur for 17 years and went back to Tamil Nadu. Some people believe that he was a Portuguese missionary who knew Tamil. There are no existing records about him apart from the stories that circulate in the villages. There are many myths associated with him. It's believed that when he sang, a cross in the Mattancheri Church bent towards him. The lore attributes him singing this as the first Chuvadi—the recital of the text of Chavittunatakam. This cross, known as the 'Koonan Kurishu' or the slanted cross, has a very significant role in the history of Christianity in India. However, this might be an attempt to replace or remove another history associated with the koonan kurishu which is the denunciation of Roman papacy and the independence of Mar Thoma Christians. The koonan kurishu is supposed to be the cross that was used by the Mar Thoma Christians to denounce the Portuguese

kingdom in 1653. One was supposed to hold the cross and denounce papacy. Since thousands of people were present for the denunciation, a rope was tied to the cross and everybody held that rope and took the oath. It is believed that the cross got bent under this pressure. Whatever the myths are, it is believed that the most famous of the Chavittunatakams of them all—Kaaralsmaan and Brijeena Charithamwere written by Chinnathampi Annave.Written in Praak Malayalam lipi, the ancient Malayalam script, Chuvadi is sung in pidgin Latin and Senthamil with music accompaniment. The highlight of the accompaniment is the resounding of the stamp by the performers on the wooden stage along with other musical instruments. For male roles that require heavy stamping, usually chenda and elathaalam are used; for female roles, the instruments are mrudangam, tabla, fiddle, flute and bulbul with soft rhythmic steps performed by the artiste. The costumes are according to the stories played. The central figure of the natakam is the ashan, the master/director. He is also called annave out of reverence, in remembrance of the creator Chinnathampi Annave. They are the carriers of the Chuvadi book, the book in which natakam is written. Chuvadis are usually handed down from generation to generation by the master to the favourite student or his offspring. Even though females play Chavittunatakam, female ashans are unheard of. There aren't any references of the Chuvadi being handed to the female offspring or a female performer. It must be pointed out that many of the Chavittunatakam texts are fictional stories developed on non-fictional/fictional people intended to inculcate the Christian way of living as the Roman papacy envisioned. The missionaries wanted to wean the converts from the temples and take them to the church. Over the years, the natakam was denounced by the Church and was taken over by people of different religions and classes in these coastal areas. The other sects of the Catholic Church looked at it as an inferior art form where the artistes are smeared with make-up, blonde wigs, and gloves, uttering a language which is unfamiliar to them; though the reason for it may be deeply embedded in the rigid caste hierarchy of the society. With almost no economic support, this art had thrived and survived the test of time keeping the rhythm of the fishermen intact for centuries.

Fort Kochi was the first European township in India and was initially built as a fort city when the Raja of Cochin agreed to hand it over to the Portuguese. A hundred and sixty years later, the Dutch came and left their imprint, after which the British overthrew them and transformed the fort into an open town without walls. The port town was subjected to almost five hundred years of colonial rule under Portuguese, Ductch and the British. Because of its strategic location Fort Kochi served as an important harbour and consequently was exposed to various cultures over the centuries.The colonisers propagated their language, religion, and culture and this left a distinct imprint in the cultural milieu of Fort Kochi. Chavittunatakam, the maritime dance drama is representative of this amalgamation of different cultures which still finds its resonance among the people who occupy the littoral zones of Fort Kochi

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Journeying through Different Words : A Comparative Analysis of the Language of Film and Literature

❍ **Binil Kumar M.R[3]**

Abstract:

The literary medium and the filmic medium are two distinct modes of representation. The former uses the aid of verbal language and the latter uses the more complex aid of iconic language. However, both film and fiction are linguistic phenomena, founding themselves on the basic concept of the sign. Both use signifiers to connote a world of meanings, the signified. This paper attempts to look into the differences in the language systems of film and literature and also their different modes of operation.

Film is a complex art form and cultural institution whose influence spans the twentieth century and transcends it. In its infancy, film depended on the technology of the industrial revolution and the business model associated with the penny arcade. In its maturity, the cinema emerged as a global entertainment industry, instigating and taking advantage of technological developments in photography, sound recording and eventually, electronic and digital imaging. The cinema not only contributed to a mass culture of entertainment and celebrity; it also provided a forum for education and critique through the tradition of social documentary, and served as a medium of personal expression in the form of avant-garde films and home movies.

In the beginning, cinema, 'the bastard art' was not taken seriously. When the Lumiere brothers projected their first motion picture in France on 28th December, 1895, and when they said that "cinema is an invention without a function" (Quoted in Hill and Gibson 74), they did not foresee that this would grow into a cultural medium, a hybrid art form, an advanced communicative device and an ideological weapon all rolled into one, that would sway the world for the next hundred years or more.

Film studies is more exciting and challenging than ever. New technologies that make films have produced a flurry of interest in the medium. Cinema studies for the past two decades have had an increasing importance in various fields of knowledge like sociology, politics, fine arts, psychology, economics and literature. Cinema has grown so much in magnitude that no people, no ideology, culture, experience or history escapes its gaze. It offers a comprehensive view of different societies in the world, and an analysis of the nuances of the human psyche.

One of the basic appeals of popular art from is its ability to take the individual out of himself; to provide him with a release from his own troubles in the contemplation of events removed from personal reality; to create, for a time at least, an 'escape' from personal cares.

Watching a movie takes most viewers out of their everyday lives and transports them to a different world, a realm that Russian writer Maxim Gorky called "the kingdom of shadows" (407). Whether people watch a film in a movie theatre or the digitized version at home through OTT, they immerse themselves in the lives of fictional characters, develop opinions about historical events, and become captivated by artistic combinations of colour, light, and sound.

Because films engage viewers on an emotional level, some people criticize the cinema as an escapist entertainment. The 'escapist' character of popular art need not be a fault. The catharsis demanded of tragedy by Aristotle performs an escapist function even though it is of a different order. Yet others praise it as an imaginative art form that allows people to realize their dreams and fantasies. The reality is that films do both of these things, and more.

There was a time when academies and art theorists were unwilling to concede the title of art to works on celluloid productions. Moreover it has never been approached with the scholarly method which is applied to other arts and humanistic disciplines. As film making was regarded as a lowly form of mechanical reproduction of reality, critics refused to believe that cinema could ever become a genuine art. This was particularly the case during the early years in the history of cinema. But the reality is that, Film acts as a living medium for the growth of other arts and offers a fresh and ever-widening perspective of them. .

As an auditory as well as a dynamic visual art-form, film also belongs to the family of art-forms of which literature, theater, and music are the chief members. The relation between literature and film has over the last few decades, become a topic of interest and increased attention among the practitioners of both the art forms. Summing up his major intentions in 1913, D. W. Griffith is reported to have said: "The task I'm trying to achieve is above all to make you see" (McFarlane 4).Whether by accident or design, the statement coincides almost exactly with an excerpt from Conrad's preface to *Nigger of the Narcissus*, published sixteen years earlier: "My task which I am trying to achieve is, by the power of the written word, to make you hear, to make you feel-it is, before all, to make you see" (7).

Aside from the strong syntactical resemblance, the coincidence is remarkable in suggesting the two ways of seeing. George Bluestone's work *Novel into Film*, draws attention to the similarity of these remarks and claims that, "Between the percept of the visual image and the concept of the mental image lies the root difference between the two media" (1). For, on the one hand, the phrase "to make you see" assumes an affective relationship between creating artist and receptive audience. Director and Novelist meet here in a common intention. One may, on the other hand make us see visually through the eye and, the other imaginatively through the mind.

While novels are absorbed through the mind's eye, film directly engage various senses. Vivian Sobchack calls film as "the expression of experience by experience" (Cohen 23). Although novel reading as well as film spectatorship constitutes a purely mental event, novels are not literally seen through lenses, projected on wide screens, or heard in sounds measurable in decibels, sounds which can break glass or damage eardrums. Films are more directly implicated in bodily responses than novels. Reading a book about dancing of Anne Hathaway does not necessarily make us want to dance, but actually seeing her perform means we feel like we are going to dance.

Both film and fiction are linguistic phenomena, founding themselves on the basic concept

of the sign. Both use signifiers to connote a world of meanings, the signified. A language, by definition, is a semiotic process through which thought may be conveyed, but a language system (or linguistic system) enables a response to that thought using the degrees and kinds of signs and signifiers produced by the language. That is;langue is a system intended for two-way communication. Film uses not only words, but also different kinds of shots, angles and speeds; therefore, while the audience can react to a film's semantic intent, that audience cannot address its concerns regarding the film in the same language the film used to convey its argument. For that reason, Robert Stam, et.al.advance Christian Metz's argument that while the means by which film expresses itself to its audience constitutes a language, it cannot constitute a linguistic system. Metz argues that:

> *one might call 'language'…any unity defined in terms of its matter of expression…Literary language, in this sense, is the set of messages whose matter of expression is writing; cinematic language is the set of messages whose matter of expression consists of five tracks or channels: moving photographic image, recorded phonetic sound, recorded noises, recorded musical sound, and writing…Thus cinema is a language in the sense that it is a 'technico-sensorial unity' graspable in perceptual experience. (37)*

The language of cinema, as a result, cannot be answered by the language of literature because the two systems use different modes of expression. In support of this point, Raymond Bellour argues that film is the "Unattainable Text":

> *The film-text, unlike the literary text, is not 'quotable.' Whereas literature and literary criticism share the same medium - words - film and film analysis do not. While the film medium entails five tracks - image, dialogue, noise, music, written materials - the analysis of the film consists of a single track - words. Critical language is therefore inadequate to its object; the film always escapes the language that attempts to constitute it. (Rothman 56)*

Both words and images are sets of signs that belong to systems and that, at a certain level of abstraction, these systems bear resemblance to one another. Within each such system there are many different codes (perceptual, referential, and symbolic). What makes possible then a study of the relation between two separate sign systems like novel and film, is the fact that the same codes may reappear in more than one system. From the moment visual and verbal elements are seen as component parts of one global system of meaning, the affinities between the two arts come into focus.

Meaning production takes place in the interrelations of different "codes" used in the performance. Like any artistic language, cinema manifests a plurality of codes. In cinema, numerous codes remain constant across all or most films; unlike language, however, film does not constitute a 'master code' shared by all films. For while all speakers of English can produce English, not all can produce the talent, training and access produced by filmic utterances. Language selects and combines phonemes and morphemes to form sentences; film selects and combines images and sounds to form syntagmas, units of narrative autonomy in which elements interact semantically.

The literary medium and the filmic medium are two distinct modes of representation. The former uses the aid of verbal language and the latter uses the more complex aid of iconic language. The process of adaptation includes the transformation of an idea from the verbal to

the visual medium. As the modes of expression are different for these two media, the film maker should appropriate the idea expressed in the verbal medium to the format of the visual medium.

The organization of images into a narrative was one of the most important ways that film was like a language. Films' huge and durable popularity is owed to what it most obviously shares with the novel; its potential and propensity for narrative. Moreover it is the chief transferable element. Christian Metz, discussing film narrativity writes; "Film tells us continuous stories; it "says" things that could be conveyed also in the language of words; yet it says them differently" (33).

He also suggests that, it is as a storyteller that film found its greatest power and its largest audience. The narrator in a novel controls only the verbal track, while in film literary narration is complicated by two parallel and intersecting forms of narration, the verbal narration, whether through voice-over or the speech of characters, and the film's capacity to show the world and its appearances. Films thus both tell stories and stage them.

The narrative segments of film language or the sequences of shots, called syntagmas are to be sutured, or stitched, together in a way that enhances the flow of the film and generates the realism necessary for the audience to maintain credulity. The way in which those shots are sutured together is another form of communication between the film and its audience. By arranging the shots, the director decides how that story is going to speak to the outside world.

Film has the ability to employ slow motion, time-lapse, and, most essentially, montage techniques that have no fictional equivalent. Theorists have pointed out that cinema is an event rather than a document. Cinema takes place in time, and time is the ultimate syntax of film. Readers can slow down and ponder, can flip back and forth, and always have the speeches and adjectives to build up the novels they read, while film must roll forward at a particular rate.

Even if the language of cinema and literature are different, both enjoy an indispensable and harmonious relationship with each other. When cinema was introduced as a major mode of entertainment, it was not allowed the status of an art form. Then, with adaptation of literary works into film and the consequent transference of some of literature's acceptability, film also gained the status and attention usually accorded to art. However, the mysterious alchemy which occurs when a literary work is transformed into film has been frequently debated and, perhaps, too little understood thanks to the difference of the linguistic signification.

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An Interface between Intellectual Property Rights and Human Rights

⬤   **Pratyush Pandey**[4]

Abstract:

The relationship between Intellectual Property Rights and Human Rights has been analysed in the light of the issue as to whether IPR should be construed as Human Rights or both are in conflict with each other. However, the recent trend shows that the States, Intergovernmental Organizations (IGOs) and NGOs have started debating over the issue of IPR and Human Rights at international platforms. This article explores this issue in the light of two approaches i.e. Neglected Rights of the indigenous people and Human Rights and TRIPS agreement.

Keywords: Human Rights, Intellectual Property Rights, Trips Agreement, Indigenous People, World Trade Organization (WTO).

Introduction:

One of the pertinent questions that is posed while analysing the relationship between the Intellectual Property Rights (hereinafter IPR) and Human Rights is, 'whether IPR coexists with the human rights, or it is in conflict with it.' The reason behind the question lies in the fact that for very long period, these two fields developed in the virtual isolation from each other. But in the last few years, it has been witnessed that an intersection between the IP and human rights have begun due to the activities started in establishing the international standard setting. This newly coined relationship between the two has evolved by States, intergovernmental organization (IGO) and non-governmental organisations (NGO). These entities have fought over the issue of IPR and human rights at the international venues like the Conference of the Parties to the Convention on Biological Diversity (CBD), World Trade Organization (WTO),

U.N. Commission on Human Rights, and World Intellectual Property Organization (WIPO).

The recognition of the issue between the IPR and human rights at such platforms has led to two divergent approaches toward the interface between IPR and human rights. These two approaches are structured on the different normative foundations.[1] The first approach views the interface between the IPR and human rights as being in the fundamental conflict.[2] The main argument of this approach is, the strong protection of IPR undermines the spectrum of the human rights, and thus, it is incompatible with the human rights. On the other hand, the second approach sees the intersection between the two bodies and try to define the scope where these two can be easily fit and have a compatibility with each other. This paper analyse the isolating factors and the reason of the blurring of these isolating lines.

Historical Isolation of the Interface between the Human Rights and IP.

One of the main reasons of the isolation of these two fields lie in the history. Although, the Universal Declaration of Human Rights (UDHR) had already laid the foundation of human rights and IPR in 1948, but, the two never had shared the mutual coexistence with each other.[3] In 1966, next document on human rights named International Covenant on Economic, Social and Cultural Rights (ICESCR) had been adopted which also provide the interconnection between these two fields.[4] Yet for years, intellectual property remained a normative backwater in the human rights pantheon, neglected by treaty bodies, experts, and commentators while other rights emerged from the jurisprudential shadows.[5] Now the question arises, what was the reason of this jurisprudential separation?

The answer of this question is, both of these fields were preoccupied with more pertinent issues and neither address each other as a matter of threat or the opportunity. These two fields have never gone to expand each other's mutual trajectories.

For the advocates of human rights, at the time of World War II, the advocates of the human rights were indulged in addressing the more important issues of that time i.e. coding and defining the legal norms and monitoring schemes.[6] This process of evolution resulted into the *de facto* departure of human rights in different categories of peremptory norms ranging from civil and political rights to economic and cultural rights.[7] Among these categories, the economic, social and cultural rights were the least developed.[8] This was the biggest reason of this isolation.

From the IPR perspectives, the proponents in the field of IPR were involved in promoting the IPR at the international level. The core focus on the promotion of IPR at international level was twofold:

(i) Expansion of subject matter.

The first and foremost concern with respect to the IPR was its recognition at the global level. The advocates of IPR were indulged in expanding the rights and the subject matter of IPR through the international treaties and conventions like Berne, Paris and other treaties and conventions.[9]

(ii) Interconnection with Trade

The next concern for the advocates of IPR is to create a link with the trade. The reason for such linkage was to recognise the IP as a matter of trade and provide a recognition at the World Trade organization (WTO).

These two grounds were the important factor from the IP perspectives, which facilitates the isolation between the bodies.

Therefore, from historical point of view, these two factors (Human Rights approach and IP approach) played a very crucial role in the development of these two fields in a mutually exclusive manner.

(III) Two Approaches of Human Rights in the Emergence of IP.

There were two landmark episodes took place which make the advocates of human rights to take the notice of IP. These two events were the stepping stone in the harmonisation between the human rights and IP. It had been felt by the lawmakers to place the IP on the agenda for the human rights law making.[10]

The very first event that happened was the negligent behaviour towards the rights of the indigenous persons. The second event came from the linkage of trade and IP by way of TRIPS agreement.

(i) Neglected Rights of Indigenous People:

The early 1990s had witnessed a significant heed on the rights of the indigenous people.[11] The U.N. machinery had started taking the significant attention on the grievances of the indigenous people. The crux issue in relation to such persons was related to the right of recognition. Indigenous people had demanded from the State to recognise and acknowledge the rights that they have over their culture, the traditional knowledge in relation to biodiversity, agriculture, medicines and environment.

The reason for demanding such protection for the recognition of these rights from the State to ensure that their culture an traditional knowledge would not be exploited by the outsiders. But, from the IP point of view, these cultures and traditional knowledge were un-owned and fallen into the public domain.

There were two reasons for not having the ownership on the culture and traditions of such people:

(a) Subject matter in Public Domain.

Considering the laws on IP, these knowledge were fallen into the public domain. The reason for such was that these knowledge did not meet the specific and established subject matter for the protection of IP.

(b) Not under private ownership rules.

The other reason for having non ownership on such knowledge was that, the indigenous people did not endorse the private ownership rules on such knowledge. Not having private ownership on such knowledge would make them fall under the public domain.

These two reasons were the prominent one to treat these knowledge as the part of the public domain.

By treating these knowledge as effectively unowned, IP has opened the scopes and avenues to exploit these traditional knowledge by the outsiders. Thus, these outsiders used these knowledge as an upstream input for their later downstream innovations that were monopolized by way of copyright, patent and plant breeders' rights.[12]

Adding insult to injury, the financial and technological benefits of those innovations were rarely shared with indigenous communities.[13]

In order to address this hole, the U.N. human rights bodies sought the fabric of IP law by commissioning a work group and create a Draft Declaration on the Rights of Indigenous

"*These documents adopt a skeptical approach to intellectual property protection. On the one hand, the documents urge states to protect traditional knowledge using legal mechanisms that fit comfortably within existing intellectual property paradigms – such as allowing indigenous communities to seek an injunction and damages for unauthorized uses. But the documents also define protectable subject matter more broadly than existing intellectual property law, and they urge states to deny patents, copyrights, and other*

exclusive rights over "any element of indigenous peoples' heritage" that does not provide for "sharing of ownership, control, use and benefits" with those peoples. In short, when indigenous culture is analyzed from a human rights perspective, intellectual property rules are seen as one of the problems facing indigenous communities and – only perhaps – as part of a solution to those problems."

Thus, these documents on the one hand provide the indigenous people to have right in their cultural heritage by way of seeking injunction or damages for the unauthorized use of their traditional knowledge, but on the other hand it also paves a path for IP to make these knowledge as a part of subject matter with a rider to share the benefits and the ownership of such knowledge with the indigenous people.

(ii) Human Rights and the TRIPS agreement.

The second event which made the human rights committee to take the notice of IP law was the adoption of TRIPS agreement. TRIPS have adopted relatively a high minimum standard of protection for all its members including developed, developing and least developed countries.[17] Unlike the previous agreements and conventions on IP, the significant feature of TRIPS was that it has got teeth. If any member will not comply with the provisions of TRIPS, it has to go through the WTOs hard edged dispute settlement system in which ruling by the Appellate Board is backed up by the threat of trade sanctions.[18]

The U.N. took the notice of TRIPS in the year 2000, when the transitional period of treaty were expiring for the developing countries.[19] A resolution (2000/7) had been adopted by the Sub- Commission on the Promotion and Protection of Human Rights on IPR and human rights.[20] The main stress of this resolution was to point out the conflicting points of TRIPS in relation to the human rights. This resolution had been made after the realisation of the fact that the provisions of the TRIPS agreements were in conflict with the economic, cultural and social rights. The main conflicting points were:

    (a)   Technology transfer to developing countries.

    (b)   Bio piracy.

    (c)   Patenting of genetically modifies microorganisms.

    (d)   Control over the natural resources of the indigenous people.

    (e)   Control over the right to health due to the restriction placed on access to patented pharmaceuticals.

In order to address all these conflicting issues, the sub-commission set out an aspiring agenda for the review of the issues related to IP within the UN. The crux of this agenda was to give human rights a primacy over the economic policies and agreements. The U.N. responded enthusiastically to the invitation of sub-commission and devote unprecedented attention to IP issues. Most important actions that have been taken by the U.N. were:

    (a) Three resolutions of the Commission on Human Rights on "Access to Medication in the Context of Pandemics such as HIV/AIDS.[21]

    (b) A report by the Special Rapporteurs on Globalization, which argues that intellectual property protection has undermined human rights objectives.[22]

    (c) An official "statement" by the Committee on Economic, Social and Cultural Rights that

"intellectual property regimes must be consistent with" the rights in the Covenant.[23]

(d) An analysis of TRIPS and public health by the High Commissioner for Human Rights.

These reports have many trenchant critiques of expansive IP rules and TRIPS. But many among them also considered the human rights and IPR having a commonality point between the two. They suggest to reconcile between these two fields by way of treaty obligations.

(IV) Future Orientation of Human Rights and IP.

Laurence R. Helfer in his article has pointed out four major consequences of continuing tension between these two competing fields of IP and human rights. These four consequences define the future trajectories of human rights and IP. These consequences are:[24]

(a) Development of soft law human rights norms.

For those who were advocating that the IP laws undermine the human rights, thus, they must provide primacy of human rights over IP protection, has to identify and define precisely which rights are being undermined. A perusal on the treaty text would not be sufficient to identify the undermining of human rights by the IP laws. The text of treaty however, depicts few clear-cut conflicts, but alone it would not be suff---ced to know the whole story. The nature of human rights is quite elastic and it contains a variety of mechanisms to formulate more precise legal norms and standard over time.[25]

(b) Inferior status of users of IP products.

The second consequence of such tension is the treatment of the consumers of IP products. *Helfer* written that:[26]

"In the world of TRIPS, the producers and owners of intellectual property products are the only "rights" holders. Individuals and groups who consume those products are allocated the (implicitly) inferior status of users. A human rights approach to intellectual property, by contrast, grants these users a status conceptually equal to owners and producers. This linguistic reframing is not simply a matter of semantics. It also shapes state negotiating strategies. By invoking norms that have received the imprimatur of intergovernmental organizations in which numerous states are members, governments can more credibly argue that a rebalancing of intellectual property standards is part of a rational effort to harmonize two competing regimes of internationally recognized "rights," instead of a self-interested attempt to distort trade rules or to free ride on foreign creators or inventors."

The inferior status of users of IP products and the superior status of the IP right holders would be the continuing tension at the interface between IP and human rights. the human rights approach provide an equal status to IP users with that of the IP producers.

(c) Minimum Standards define under TRIPS

The next conflicting point arose was the laying down of minimum standard in the TRIPS agreement. This issue is pertinent for having a conflict between the IPR and human rights. Since, the TRIPS laid down the minimum standards of protection, this lead to the setting of higher standards by the developed countries in the 'TRIPS plus' agreement with the developing and least developed country. These agreement impose higher standards than the TRIPS agreement

and ultimately resulted into the abuse of dominance position by the developed country over the developing and least developed countries. The terms that had been inserted by the developed countries in the TRIPS plus agreement were not in favour of the developing and least developed countries. The fulfilment of the higher standard were not possible for the parties to the agreement. The U.N. posed strong objections against these TRIPS plus bilateral agreement on the human rights grounds.[27] Together with the particularization of soft law norms these objections may, for the first time, begin to impose a ceiling on the upward drift of intellectual property standards that has accelerated over the past few decades.

(d) Human rights norms in established IP law making venues.

All the three consequences had led to the fourth consequence as to how these human rights norms are received at venues like WIPO and WTO. In the fall of 2000, the WIPO General Assembly approved the creation of a new Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore (IGC).[28] The Committee held five sessions between September 2000 and July 2003 at which it examined a wide array of issues that were omitted from TRIPS and that respond to the demands of developing countries and indigenous peoples.[29] Most recently, the WIPO General Assembly extended the Committee's mandate, authorizing it to accelerate its work, which may include the development of new international instruments.[30] The High Commissioner for Human Rights, the WHO, and numerous NGOs have been granted observer status to take part in the Committee's discussions, creating opportunities to raise human rights concerns within that forum.

These four consequences were the major future trajectories of the IP and human rights. These were seen as the conflicting points between the two fields i.e. human rights and IP.

Conclusion:

After going through the conflicting and coexisting approach between the IPR and human rights, it can be said that the IPR and human rights would not be treated in conflict with each other, rather these two are the facilitator to each other. IP tries to balance between the two major conflicting interests, the economic rights of the creator and inventor, and the interests of society at large. The incentive given as a reward to the inventor and creator in the form of copyright, trademark and patent, make them to flow their creations into the market regardless of any fear of copying or infringement. On the other hand, the public at large get the access of the work and by way of this proper dissemination of creation occur in the society.

Apart from this, the IP also protect the interests of indigenous people by way of the legislation like biodiversity and Plant varieties law.

It is required to make a balance between the IPR and the human rights rather that pitting against each other. The possible way to harmonise between the two is to interpret the treaties in a way that superior norms would prevail over the inferior one.

Some intellectual property rights, like those that protect the personality of the creator can be conceptualized as human rights themselves and so the conflict between them and other human rights is to be evaluated under a "relative priority" or "balancing" approach.[31]

IPRs and HRs are allies and sometimes enemies to the extent of conflicts, but certainly not strangers because the two regimes are recognized as part and parcel of each other. Therefore, the balancing act may be conceptualized as follows:

First, *the just remuneration approach* is ideal for situations involving an inevitable conflict between HRs and IPRs, for example, between the right to the protection of interests in intellectual creations and the right to freedom of expression. Under this approach, authors and inventors hold a right to remuneration, rather than exclusive control, while individuals obtain a human rights-based compulsory license, as compared to a free license.[32]

Secondly, the core minimum approach, provides guidance on the minimum essential levels of protection a state has to offer to comply with its human rights obligations. That approach seeks to balance the state's obligations against the inevitable constraints created by a scarcity of natural and economic resources. With regard to protection of IPRs, states are required to incorporate laws to ensure that they are protected and enforced.[33]

Finally, the progressive realization approach offers insight into the noncompeting relationship amongst the different rights protected in international or regional human rights treaties. This approach is important, because human rights are not only universal entitlements, but also empowerment rights-rights that enable individuals to benefit from other equally important rights. Therefore, where there is an apparent conflict between what is perceived as a human right and an intellectual property right, this approach can be employed to enable the realization of the rights on priority basis and progressively.[34]

Furthermore, an interpretive approach that treats the right to health not as an exception to trade and IP but as a higher norm can be employed when reconciling the two legal regimes. Patent rights should not be allowed to trump over the right to health since they have a direct impact on the right to health where pharmaceutical products are priced beyond the reach of poor patients.

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End Notes:

1. Laurence R. Helfer, "Human Rights and Intellectual Property: Conflict or Coexistence?" 5.1 *Minnesota Intel. Property Review* 48 (2003).

2. *Ibid.*3 Article 27 (2) UDHR states that "… everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author."

4. Article 15(1)(c) ICESCR states that "… The States Parties to the present Covenant recognize the right of everyone: to benefit from the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author."

5. *Supra* note 1 at 50. See also, Audrey R. Chapman, "A Human Rights Perspective on Intellectual Property, Scientific Progress, and Access to the Benefits of Science", Panel Discussion on Intellectual Property and Human Rights at 3 1998.

6. Laurence R. Helfer, "Forum Shopping for Human Rights", 148 U. PA. L. REV. 285 (1999).

7. Theodor Meron, "Norm Making and Supervision in International Human Rights: Reflections on Institutional Order" 76 *AM. J. INT'L L.* 754 (1982).8 *Supra* note 1 at 51.

9. *Laurence R. Helfer* has stated, "No references to human rights appear in the major intellectual property treaties such as the Paris and Berne Conventions, or in the more recently adopted TRIPS Agreement. These treaties do refer to the protections granted to authors and inventors as "rights." But the principal justification for these agreements lies not in deontological claims about inalienable liberties, but rather in economic and instrumental benefits that flow from protecting intellectual property products across national borders." *Supra* note 1 at 50.10 *Supra* note 1 at 52.

11. Erica-Irene Daes, "Intellectual Property and Indigenous Peoples", 95 *AM. SOC'Y INT'L L. PROC.* 143 (2001).12 Graham Dutfield, "TRIPS-Related Aspects of Traditional Knowledge" 33 *CASE W. RES. J. INT'L L.* 247 (2001).

13. *Supra* note1 at 53.14 Discrimination Against Indigenous Peoples: Technical Review of United Nations Draft Declaration on the Rights of Indigenous Peoples, U.N. ESCOR Comm'n. on Human Rights, Sub-Comm'n. on Prevention of Discrimination and Protection of Minorities, 46th Sess., Agenda Item 15, U.N. Doc. E/CN.4/Sub.2/1994/2/Add.1 (1994).

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18. *Supra* note 1 at 54.

19. *Supra* note 17 at 447.

20. See also, David Weissbrodt & Kell Schoff, A Human Rights Approach to Intellectual Property Protection: The Genesis and Application of SubCommission Resolution 2000/7, *5 MINN. INTELL. PROP. REV*. 1 (2003).21 Res. 2001/33, U.N. Comm'n. on Human Rights, U.N. Doc. E/CN.4/RES/2001/33 (2001). This resolution, sponsored by Brazil, mandates that states, in implementing the right to the highest attainable standard of health, "adopt legislation or other measures, in accordance with applicable international law" to "safeguard access" to such medications "from any limitations by third parties.", see also Access to Medication in the

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22. Economic, Social and Cultural Rights: Globalization and Its Impact on the Full Enjoyment of Human Rights, U.N. ESCOR, 53rd Sess., 19-34, U.N. Doc. E/CN.4/Sub.2/2001/10 (2001).

23. Substantive Issues Arising in the Implementation of the International Covenant on Economic, Social and Cultural Rights, U.N. ESCOR, 27th Sess., 4, 11, U.N. Doc. E/C.12/2001/15 (2001).24 *Supra* note 1 at 57.

25. *Ibid.*

26. *Id.* at 58.27 See, Genetic Resources Action International, "TRIPs-plus" Through the Back Door: How Bilateral Treaties Impose Much Stronger rules for IPRs on Life than the WTO (July 2001) *available at* http://www.grain.org (describing bilateral agreements negotiated by the United States and the EU that require developing countries to adopt more stringent intellectual property rules than those found in TRIPS).28 *Available at*: http://www.wipo.org/globalissues/index.html.

29. These issues include: (1) creating searchable databases of contractual clauses in material transfer agreements that specify the conditions of access to genetic resources and the obligation to share benefits from their use; (2) studying the disclosure of biodiversity-related information in patent applications; (3) creating databases of traditional knowledge; (4) identifying different ways to document traditional knowledge in the public domain; and (5) debating the appropriate legal rules to protect traditional knowledge, including sui generis systems of protection. See WIPO Press Release PR/2002/317, IGC Moves Ahead on Traditional Knowledge Protection, (June 25, 2002) *available at* wipo.org.

30. See Press Release PR/2003/362, WIPO, WIPO Member States Agree to Fast-Track Work on Traditional Knowledge (Sept. 29, 2003) *available at*: http://www.wipo.int/pressroom/en/releases/2003/p362.htm.31 *Available at*: https://theplatform.co.ke/human-rights-and-intellectual-property-conflict-or-coexistence/32 *Supra* note 31.

33. *Ibid.*

34. *Ibid.*

Invigoration of Self: A Study on the Select Novels of Arun Joshi

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Abstract:

Despite its complex semantic multi-facetedness, the term 'self' has become a remarkable terminology among all the human societies since it establishes the identity of a sect or individual. Arun Joshi's literary world is an exposure of a world in which man is destined to stand against himself questioning his very own existence and hence invigoration of self is a tremendous uprising against one's own purpose and prudence. This paper endeavours to investigate numerous issues of self through the examination of certain novels penned by Arun Joshi. Joshi's works delve deeply into the mysterious and deepest aspects of the mind that human possesses, illuminating the characters' underlying physical and emotional engagements. His novels inquire into the self, focusing on how the self- strives for inspecting its accountabilities of isolation from one's own family and society. Joshi tries his hardest in his fictional world to depict the problem of the man belongs to the modern world who is antagonized by the ego on one end and the world on the other.

Key words: Self, Existentialism, and Modern Men.

Introduction

The proponents of invigorating the self utilises strong language to describe man's sovereignt, self-gradation, logical reasons, denunciation of conventional wisdom, sense of freedom, and sense of ridiculousness and nothingness of life. Arun Joshi's works delve deeply into the mysterious and deepest aspects of the mind that human possesses, illuminating the characters' underlying physical and emotional engravements. Joshi tries his hardest in his fictional world to depict the problem of the man belongs to the modern world who is antagonized by the ego on one end and the world on the other. His novels inquire into the self, focusing on how the self-strives for inspecting its accountabilities of isolation from one's own family and society because they see themselves as outsiders in the physical world. Joshi's characters are emotionally unstable and full of despair, self-hatred, and self-pity. Joshi's protagonists are lonesome, isolated from oneself, society, and family, and rip apart from the warmth encirclement of their society and were to be lived as outsiders.

The study aims at investigating the numerous issues of self through the examination of certain novel spenned by ArunJoshi (1939-.1993). He is a veteran Indian writer in English who received the prestigious Sahitya Academy prize in1982 for his novel *The Last Labyrinth*. He is also the author of *The Survivor* and *Ananthology of Short Stories*. *The Foreigner*, the

author's maiden novel, was published in 1968, and it launched his great and grand literary career followed by his other magnificent works such as *The Strange Case of Billy Biswas* in 1971,*The Apprentice* in1974, *The Last Labyrinth* in 1981, and *The City and The River*in1981.Asa product of his time, he has successfully interwoven all of the country's political, social, cultural, educational, and economic events from 1950 to1990 in his novels with the objective metamorphosing the cult of the large Indian sect through the portrayal of characters especially with his protagonists by invigorating the quest for self. Critics and academics have debated his works based on evidences traced out from his narrations, correspondence as well as interviews and other sources for approaching his work at different perspectives. Efforts have been made to set his works within the realm of empirical, radical, and ideologies of modernism.

In Joshi's novels, the protagonists 'struggle against social concords and internal disagreements between who they are and what the society expects them to be in the world are key themes. The society belongs to the latter half of the twentieth century lost its direction and meaning for most of Joshi's protagonists. They do not feel like they belong in the world in which they live in. They remained at their own globe, asserting and negating to themselves, disillusioned and depressed. The protagonist Sindi Oberoi in *The Foreigner* gradually realizes that true detachment is found in involvement and explores his tormented consciousness of being separated from his society's traditions and rituals. In *The Apprentice*, Rathan Rathor learns humanism through his sense of alienation and Billy in *The Strange Case of Billy Biswas* is ripped apart from the galaxy of upper middle class group where he was born, raised, and was obligated to livethrough, discovers in himself an overwhelming desire to be the beat of a different genre of rhythm the world plays on. Singh comments, "The case of Billy Biswas is strange because Billy has strange mind and appearance. His mind is motivated by a great force which unravels his mystical urge and his strange behaviour." (24) This reveals how Joshi is worried about modern man's position. In *The Apprentice*, his narration of, "not the atom or the sun or God or sex that lies at the heart of the universe, it Deals, Deal" (*Apprentice*48). The above statement bring south is a cute awareness of the numerous aspects of constraint simposed by the society in which he is doomed to dwell and deal with. His protagonists are complete outcasts and strangers.

The Strange Case of Billy Biswas is a tale of an American-educated wealthy young Indian who finds living up as a semi-naked "tribal" in the central Indian jungle, seeking purpose beyond what ordinary society can provide. Through the character of the Swedish lady Lindgren, Joshi picturises his protagonist as a bizarre person possessing a peculiar vigor in his self. He possesses, ". . . a great force, urkraft, a. . . primitive force. He is afraid of it and tries to suppress it. But it is very strong in him, much stronger than in you or me. It can explode anytime"(*Biswas* 19). In *The Foreigner* Joshi allows the protagonist to convey that their, "aloneness must be resolved from within." (*Foreigner*126). It reveals the need for invigorating the self in all the magnitudes for the betterment of self and the society in which they are of. The narrator's realisation that man's most hopeless scream is his unattainable longing to be understood is emphasised by letting the protagonist to proclaim, "You had roots in your soil you lived upon. Look at me. I have no roots. I have no system of morality" (*Foreigner*143). Joshi'snovel, *The Foreigner* is characterised by a sense of man's rootlessness and weirdness, as well as the resulting yearning for a meaningful self.

Joshi's works, which are based on gloomy and dismal soul experiences, are primarily

concerned with the inner crises of the modern man. He expresses the distress of elusive people constantly be leaguered by their rootlessness, struggle, and disordered idiosyncrasy catalysed by the sherry materialistic, arrogant, and debauched society. Som Bhaskar, the protagonist in the novel *The Last Labyrinth* is yet another remarkable character of Joshi which a dorns the crown of a modern man composed of inner crisis. Das opines, "He is discontented, worn-out, weary and incapable of spontaneous feeling. He had no idea what he wanted." (67). Som Bhaskar is a typical upper-class Indian and is not able to understand his own self. He is a successful, wealthy industrialist and finds that money is nothing but futile. Even though, he has every material possession but there is a terrible sense of emptiness in his soul. He observes himself infront of a mirror and finds himself in a deserted state,"lean crow footed, graying. . . . I could not, then see the hunger but there was the boredom and fed-up-ness, endless depths of it."(*Labyrinth*21). Joshi asserts that with nagging sensation of emptiness and meaninglessness the modern man is isolated not only from his fellow man, but also from himself, with no one to turn to in times of crisis creates by quest for self. The issue of being an alien is perturbed with two types of alienation. Firstly, one's estrangement from the space one lives in is the most familiar kind of alienation. Secondly, being an alien from himself which is found to be much more complex. The characters in *The City and the River* are plagued by feelings of self in their belief with the depiction of the difference of convictions carried all along by a Grand Master and a group of men in the boat. The Grand Master ruling a City by the River, is indomitable to be its unrivalled ruler, finally ends with the destruction of the city due to his repressive measures. Under his regime, Dharma's suggestions such as, "Three Truths Syndrome, Stasis of the soul, Atrophy of the brain and loco motor functions"(*City* 135) are the reasons for the hole in his chest. Joshi undoubtedly ascertains what man will become when he denies his self and surrender his liberation to the seditious impact of insincerity, exploitation, brutality and acquisitiveness. The novel's narrative frame work is in the way of a story telling of a Guru ,who is an old man of immense knowledge and wisdom, to his disciple as he prepares himself to set his foot in a yet another world following the complete destruction of an old city. The depiction of Guru as a Great Yogeshwara and the Nameless one, the disciple, is a vivid portrayal of intrinsic strengthening of the self within and outside.

Joshi picturises his protagonists as self-centered individuals who exhibit self-pity similarly in spite of their flaws. They are true seekers who strive for meaning and fulfillment in life. The novelist seeks to address the different aspects in the issues of alienation imposed by self, society in which the characters are in, and the whole human race in general throughout his novels. Joshi's novels are full of characters who are estranged from themselves, God, and society. His novels are his honest attempts to impart an insight on the realization of self for the existence of society which move at a great pace of progressiveness.

The study looks at how Joshi approaches strengthening the ideology, that is, the need of the realization of self within in modern days. Joshi, through the portrayal of the elements of identity crisis, manifested in the form of spiritual deterioration ,social disintegration, depression, and highly psychological depravities remarkably forecasts the need for a secure sense of identifying the self-derives directly from natural existence of life. The search for identity reflects every modern man who lacks any form of roots, whether social, spiritual, emotional or ancestral. In general, identity crisis refers to psychological stress or worry related to one's sense of self. When a person believes that his or her personal identity is being squandered or jeopardised, he

or she experiences psychological pain. In a nutshell, identity crisis refers to the loss of one's sense of self-identification, also known as depersonalization. When a person's sense of self is lost, he will be persuaded by the feeling of being alienated, and will make a desperate exertion to reclaim, organise, and confirm his sense of self. Existentialism which is a byproduct of 'Self Invigoration' has a significant influence on the writings of Joshi. This philosophy can be traced out in all his writings. Joshi, like Sartre, is primarily concerned with concrete action directed at those who are determined freely to choose their own style of self-existence from the nothingness and vacuity around them and it is vibrantly expressed in his novels.

While analyzing Joshi's works further, *The Foreigner, The Apprentice,* and *The Last Labyrinth*, Joshi employs first-person story telling approach and this approach symbolizes the significance of ' Invigorating Self' for the steady transition of a common man to a better man in the sphere he lives in. Like Conrad's *Lord Jim*, the novel *The Strange Case of Billy Biswas* is depicted as the perception of a witness-narrator. Dramatic monologue is yet another innovative narrative method employed by Joshi. The use of imageries and the concept off lash back or remembrance are some of Joshi's most striking fictional methods. In his works, Joshi likes to use arc he types as well. Joshi examines existential suffering using the language of dreams, in addition to utilising the images of labyrinth and vacuum. The characters' dreams metaphorise a mirror, reflecting the convoluted mechanisms of their minds within. These narrative tactics and creative techniques merge seamlessly with Joshi's distinctive approach to the issue of personal concerns and portrayal of resolving the crisis entitled with self and there by invigoration the sense of self.

Joshi's view does not appear to be limited to the world's meaninglessness and indeterminacy. His narrations are extremely enforced by his certainty to pursue his obsessive desire to pierce the sickly human soul and invigorate the self at the greater spectrum of chaotic despair and challenges of every human existence. In the midst of their universe's pervasive gloom and monotony, most of Joshi's characters feel compelled to engage in various acts of generosity and altruism that elevate quality of human beings and their life. Joshi, just like T. S. Eliot, resorts on a provisional escapism from the degenerative affairs by inclusively presenting a few instances of freeing human deeds to invigorate the self seamlessly. Joshi's characters are accurate representations of modern men on a quest for self-discovery and a sense of purpose in life to strengthen the inner consciousness to consciously leave the trace of every self who seek it.

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Transience/Transcendence: A Paradigmatic Exploration of the Spiritual Dimension of Man

❍ **Bijesh V Jose[7]**

Abstract:

Many of the problems of philosophy are of such broad relevance to human concerns and so complex in their ramifications, that they are in one form or another, perennially present in our lives. Though in the course of time they yield in part to philosophical inquiries, they may need to be rethought by each age in the light of its broader anthropological understanding and deepened ethical and religious experience. The question of 'Immortality of Man' is a human concern that has been the object of thought for many over the ages. At first sight, immortality may seem to be a vague, farfetched, non-existing idea. But we understand that it is a relevant, existential, widely discussed subject and is an integral part of our daily life, when connected to the religious and moral realms of man's functioning. This Paper attempts to philosophically analyse the Transience and Transcendence of man. It makes a Paradigmatic Exploration of the Spiritual Dimension of Man dwelling on the Western and Eastern concepts of the divine element regarding every human being.

Key Words: Transcendence, Immortality, Divinity, Soul, Religion

Introduction

Every human being has some kind of orientation towards God in this life. There is a close affinity between God and man in every sense. That is the reason why from time immemorial, people had religious beliefs and hold them in high regard and sacredness. Man is really a spark of the Divine, who always looks ahead with the hope of merging with the Divine Being. The Divine element is deeply immanent in every human being.

"Traditionally, a person is defined as an individual possessing a spiritual nature" (Donceel, p. 446). Spiritual nature means immaterial, whether completely or incompletely. A spirit exists only with due dependence on God in finite spirits by itself.

The human intellect is capable of knowing all reality. It strives continuously towards the knowledge of the Infinite Reality. Limitations of any sort offend the spirit and keep it on the move. Only the Infinite Being can really satisfy it. The human will too strives strenuously towards the unlimited, the Boundless, the perfect Good. Because of this striving, which leads it beyond any infinite reality, it can never be so fascinated by a finite good that it cannot resist its allurements. The human will is free, because, it strives towards the All.

One of the most significant characteristics of the human spirit is that it is made to know and love finite objects, but the dynamism which animates this knowledge and this love carries both

of them irresistibly, albeit unconsciously, beyond any finite object, thus exhibiting the spirit's infinite capacity and yearning for truth and goodness. As a creature, man's craving towards self-realization, which gives him happiness, will ultimately be a craving for God.

St. Thomas Aquinas, while speaking about the ultimate end that man seeks, affirms that, "There is one ultimate end and purpose to be attained by human beings, and to this end all human acts tend" (Glenn, p. 99). Further he adds, "The ultimate end towards which man tends in all his human acts is crowning good, his ultimate and perfect fulfilment. This is a single end; man cannot possibly tend towards several last ends" (P. 99). What could be the single last end that Aquinas refers to? In essence, human nature is the same for all. So he concludes that "all men have the same last end, the same ultimate goal. This last end is complete and enduring satisfaction or fulfilment; such fulfilment is called beatitude or happiness" (P. 100).

St. Augustine was totally correct when he stated in his *Confessions* centuries earlier that 'our hearts are restless until they find rest in God!'

There is no doubt in saying that man's longing for the infinite makes him simultaneously a transcendental being. The word 'transcendence' comes from the Greek word *transcendere*, which means, to ascend on, elevate oneself above etc. Transcendence indicates the property of man by which he constantly goes beyond himself in all that he thinks, will and in all that he realizes. It is perhaps, the most extra ordinary and inexplicable fact of human life.

Christianity, with its monotheistic concept of God, believes that man was created in the image and likeness of God. It calls for a participation in Divine Holiness and Goodness. Man must resemble God by surrendering his will to God unconditionally. Through this, man can reach his final destiny of eternal union with God and the Beatific vision which comes as a result of the transcendence of the human soul. This transcendence, as a sign of spirituality, possesses an exquisitely vertical and metaphysical sense. It means, transcendence always takes one to the divine realm from the point of view of the being's essence. "All specifically human action is thick with spirituality: there is always something that evades this sphere of matter in knowledge, will, speech, culture, technique, etc." (Mondin, p. 198) and this element is called transcendence. This is a clear index of the spiritual element in man, the soul, and is independent of the matter.

In every human action, there is a constant tension to go beyond all the finite satisfaction attained by man. Tending to the realization of a determined man- project, he always finds himself unfulfilled. For this reason, man can never be satisfied on the throne of conquered successes in this mundane world of existence. He feels constrained to retake the work of his own perfection almost from the beginning. Man is an incarnate spirit, because only an incarnate spirit can perform the actions which are at the same time somatic and spiritual. He is an open and unfulfilled project, tending towards the infinite, because only an open and unfulfilled project can incessantly transcend itself. This transcendence gives rise to the most important and dynamic constituent of man, viz. the soul.

Man has an inseparable Divine position in his being. Since man was created by God in His image and likeness, this image is imprinted in the faculty of the soul. Therefore, "it is the state of the soul as spiritual, not subject to decay or dissolution" (Glenn, p. 79).

By the fact that man is an image of God, he is made superior to any other earthly creatures. As St. Augustine says, "Man's excellence consists in the fact that God made him to His own image by giving him an intellectual soul which raises him above the beasts of the fields" (P. 78).

Hence, human existence can find its meaning and fulfilment only in God who dwells in every man. God made the body for the sake of the soul.

We shall examine in detail the faculty of the soul and its being as spiritual. Human beings are created when the spiritual soul is substantially joined with matter and thus we can conclude that "Each human being has his own soul" (P. 61). Hence the basic presupposition of a spiritual life is the existence of a soul.

St. Augustine had a lot to say with regard to the origin and nature of the soul. He says that the soul is like to God. God in His immortality made soul and therefore, the soul is ought to be immortal in the likeness of Himself. He adds that the soul's proper abode and its homeland is God Himself. He defines soul as "a special substance endowed with reason, adapted to rule the body" (Flew, p. 97). Thus, the soul maintains the being of the body. It is the very life of the living body, as Aristotle has spoken.

The soul, though an element of the human compound, has no matter in it but is a substantial spiritual form. Hence, we are certain that the soul, which is the spiritual dimension in man, is the cause of transcendence to the Divine Being for which it constantly strives.

While discussing on the subject of man's spirituality, the Western approach is more of a scientific, objective and rational. This approach makes one to go out in search of an ultimate ground and takes him to the transcendent God. In the East, the approach of Indian philosophy makes one enter in to his own being and understand his true self.

All Indian philosophical and religious sects believe in the existence of an inner being in man. This is called *Atman*, which is a simple and undivided unity. The *Atman* having the attributes of *Sat, Chit* and *Ananda*(Being, Consciousness and Bliss), is the Absolute Self or *Paramathaman*. The individual self or *Jivatman* has six attributes: besides the attributes of *Paramathman* it has *Anna, Manas* and *Prana*(Body, Mind and Life). Gaudapada, following the *Mandukya Upanishad*, speaks of the four states of *Jivathman,* viz. walking, dreaming, sleeping and transcendental. In the walking state, the *Atman* is *Viswa* (All), in the dreaming state *Thejasa*(Luminous) and in the sleeping state *Prajana*(Intellect). The fourth state (*Turiya*) alone is all inclusive and ultimately real. In that state the *Atman* is sleepless, changeless and secondless. Here the individual self attains perfect transcendence (Kattackal, p. 66).

In the Hindu thought, the soul is eternal and identical with the *Brahman.* But as *Jiva*, it is asserted to have existed eternally in the past to continue eternally in to the future. The Monistic philosophy of *Advaita Vedanta* says that innumerable souls as "sparks of Divinity", are perched of their illusions through a succession of rebirths in a process which is eventually to culminate in the attainment of *Moksha*. Sri Aurobindo, one of the greatest modernisers of Hindu thought, speaking about rebirth and soul says, "what we are is a soul of the transcendent spirit and self unfolding itself in the cosmos in a constant evolutionary embodiment of which the physical side is only a pedestal of form corresponding to its evolution to the ascending degrees of the spirit, but the spiritual growth is the real sense and motive" (Hick, p. 320).

Dr. S Radhakrishnan, a contemporary Indian philosopher, says that the humblest individual has the spark of Spirit in him which no earthly power can destroy. He says, "Rooted in one life, we are all fragments of the Divine, sons of immortality, *Amrtasya Putrah*" (Sinha, p. 75). Rabindranath Tagore, the great mystic of the contemporary Indian philosophy, says that man is infinite in its principles. He says that man is "earth's child and heaven's heir" (P. 69).

Hinduism firmly holds that man is essentially a soul or spirit and in Sankara's own words, "a *Jiva* is essentially Brahman" (Masih, p. 168). The Yoga school of philosophy smuggled in God as *Ishvarapranidhana* i.e., one has to surrender oneself to God for one's yogic attainment. Buddhism holds the theory of momentariness (*Kshanabhangavada*) and so argues that there is no substantial man or his soul. Buddha believed that man does transmigrate from one birth to another (P. 222). In Jainism man is understood as an embodied spirit, an amalgamation of *Karmic* matter and soul. It holds that the soul is eternal with regard to its substance, but non-eternal with regard to its modes. Thus, the soul has the capacity to irresistibly elevate itself to God. The Indian philosophic schools also regard the soul a spark of the divine. Hence we can conclude that man has a spiritual soul.

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Between Ethnography and Fiction: Reading North East Indian Orature in Mamang Dai's *The Legends of Pensam*

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Abstract:

Among the tribes of Arunachal Pradesh, the 'Adi' is one of the progressive communities. Adis reside in the central belt of Arunachal. Earlier they were a nomadic tribe but they adopted a settled way of life through a long process of history. *The Legends of Pensam* is one of the best articulations in understanding the Adi social history. The present paper intends to explore the 'ethnic life-world' of the Adis as presented in Mamang Dai's *The Legends of Pensam.* This novel corresponds to four different periods and traces the history and mystery of the Adis. It uncovers the various influences both internal and external on the ideologies and worldviews of people belonging to this region. It is not just a collection of isolated stories spanning across generations but a social history of Arunachal Pradesh. The stories in this collection significantly give the literary representation of the Adi life-world in view of various tropes, metaphors, imagery, and symbols. The paper aims at exploring: (i) how *The Legends of Pensam* conceptualizes the ethnic life-world of the Adis (ii) how the myths, legends, stories, and rituals have passed through the generations, and (iii) how the colonial intervention along with modernity has altered their ethnic way of life.

Keywords: Adi, Arunachal Pradesh, Pensam, Siang Valley, Legends

Introduction

In modern times, the first systematic and recorded study on North East India begins only in the post-Independence period. Among the early ethnographers in North East India, Verrier Elwin is a significant name and the Nehruvian vision of state formation was greatly influenced by his perceptions while dealing with ethnic and tribal issues. Out of his many writings, *A Philosophy for NEFA* (1959) and *Myths from the North East Frontiers of India* (1964) are considered the key texts to understand the innumerable ethnic tribes of North East India. History furnishes a very imperfect insight into the origin and descent of tribes across the North East. In almost all the writings of Mamang Dai history has been retold in the form of legends, beliefs, myths, and practices. Born in Pasighat, East Siang district of Arunachal Pradesh, Mamang Dai became an IAS and was also the first woman to be an IAS from Arunachal Pradesh. The Government of India conferred her 'Padma Shree' in 2011 for her immense contribution to the field of Journalism and Literature. Her *Legends of Pensum* is one of the finest narratives on the creation myths of the Adis. Among the tribes of Arunachal Pradesh, the 'Adi' is one of the

progressive communities that first came in touch with the outside world. They reside in the central belt of Arunachal Pradesh, i.e. in the districts of East Siang, West Siang, Siang, Upper Siang, Lower Siang, and Lower Dibang Valley. Adis neither have much cultural affinity with the plains in Assam nor do they have similarity with the Naga tribes dwelling further south. Culturally, they are more akin to the Tibetans than to their neighbours. Unlike the majority of the smaller ethnic communities in North-East India, the Adis do not inherit a script. There are contrasting views regarding the migration of the Adis to the present habitat in Arunachal Pradesh. Some opined that they migrated from Burma following the course of the river Irrawady while others hold that they made a southward migration from Tibet following the course of the river Tsangpo and subsequently settled in the Siang valley. The ethno-archaeological evidences, however, support the later understanding.

Adis are nature worshippers and keep faith in 'Donyi-Poloism.' Behind each occurrence, the existence of numerous supernatural entities is a prevalent phenomenon among them. Celebrating tradition through festivals and rituals is the most important part of the Adi life-world and sacrificing animals is an age-old custom. Rituals and religious functions are primarily ensured by men while the participation of women through dance is a must, particularly in the festival; Solung. The society is largely patriarchal and patrilineal. 'Moshup' and 'Reshang' respectively for young boys and girls are the key institutions to learning community practices. Kebangs or the institutions of local self-government consisting of village elders play a crucial role to maintain law and order. "All affairs right from the fixation of festival dates, date of taboos, the opening of agricultural plots, site selection of new houses, construction of new houses, settling of disputes, accommodating the new-comers are discussed and decided by the Kebangs" (Koley, 2009: 2).

Ethno-culturally, the Adis belong to the Sino-Tibetan race who migrated from southern Tibet. Earlier, they were known as 'Abors'. In the opinion of P T Nair: "The Assamese in the plains of the Brahmaputra valley gave the name 'Abor' to those barbarous, rude and independent hill men inhabiting north of the river, on the southern slopes of the great Himalayan range between the Dihing and Subansiri rivers in the Siang districts of Arunachal Pradesh." (Nair, 1985: 29). Sir J H Hutton, while writing on the tribes of North-East India in 1946, commented that: "the use of the name *Abor* has been traced back to first century AD" (Rizvi and Roy, 2006: 1). From various sources, it has been assumed that the name Abor was popular during the Ahom rule in medieval Assam. "Adi society, for instance, remained almost static so far as its social structure, morality, ethics, and ethos are concerned for about eleven centuries, from their migration to their present habitat" (Nath, 2014: 199).

In the oeuvre of the tribal literary world, orality plays an important role. Adis are no less exceptional. "This oral system of preserving history is known as 'Abe" (Nath, 2014). The rich storehouse of the indigenous knowledge system, customary laws, creation myths, routes of migration, religious and spiritual beliefs, folklore, and the vast story-world have been preserved through the means of orality and passed over generations. *The Legends of Pensam* is a fine articulation of understanding the Adi social history. The assertion of ethnic identity does not begin or end with this novel but it is oriented to the directions in which cultural phenomena, racial legacy, and the history of thought and belief systems affect individuals. Having endured historical and political trauma of untold misery and marginalization, Adi society in the North East region registers numerous voices that need to be heard and understood within the framework

of India's multicultural mosaic. It further tries to widen the socio-political and philosophical imaginations of the ethnic communities by way of locating a subaltern position of imagination i.e. the 'nation from below' (Biswas and Suklabaidya, 2006 : 231). Also, ethnography sets an agenda to explore the cultural position of ethnic groups lost in the universalist mapping of humanity.

The novel opens with a prologue which sets the very tone of the narrative. The reminiscences of her childhood days, memories with her clan sisters and brothers, elderly people of her village, rivers, and hills appeared in her mind. The stories in this novel relate to metaphorical Pensam. In her own words:

> In our language, the language of the Adis, the word 'pensam' means 'in-between'. It suggests the middle, or middle ground, but it may also be interpreted as the hidden spaces of the heart where a secret garden grows. It is the small world where anything can happen and everything can be lived; where the narrow boat that we call life sails along somehow in calm or stormy weather; where the life of a man can be measured in the span of a song (Dai, 2006 : iii).

The metaphorical term 'in-between' refers to the mythical land of the Siang Valley where the Adis dwell in the lap of nature. The mighty mountains of the great Himalayas, the awe-inspiring forests of the eastern periphery, and the lavish grandeur of the Brahmaputra River known as Siang in Arunachal Pradesh appear in every page of *The Legends of Pensam* that shapes the landscape of the novel. All the characters are drained from real-life experiences. Each character reappears in almost all the successive tales breathing, dreaming, and experiencing life through the mystic world of Arunachal Pradesh and gradually unfolding into the annals of a tribe. The stories record a group of Adi people's metamorphosis from a primordial culture to one that evolves into a modern world, dreaming, fancying, and envisioning life at a certain point in time. In this novel, traditional tribal beliefs form the core of the characters' lives; spirits, shamans, and unnatural events impact their lives in more than one way. The book starts with tales based on the first generation of villagers. Although each tale is complete in itself, there is a fundamental relation between them all.

Consisting of nineteen isolated tales *The Legends of Pensam* is divided into four parts. The first segment of the novel is entitled 'a diary of the world' and it depicts the author's return to Gurdum town along with her childhood friend Mona who is "the proprietor of a glossy magazine, 'Diary of the World' that carries "unusual true-life stories" (Dai, 2006 : 18). From there they travel "to the village of widows"(12) i.e. Duyang, the ancestral village of her mother. Here they delved deep into the fascinating story world of Adi villages which gradually unfolds into five beautiful stories. 'the boy who fell from the sky' is the opening tale of the novel and it speaks of Hoxo, a boy who according to Adi legends fell from the sky and "was being carried on the back of a man whom he was later to call his father"(7). It also recounts the myth of Biribik, the water serpent, embedded deep into the psyche of Adis. For generations, they believe that the appearance of Biribik is an ominous sign and it results in death. Hence, when a fisherman dies "of a wasting illness"(9), everyone in the village takes it for granted. They attribute his death to his seeing 'a head with horns' while fishing in the river. Similarly, when Hoxo's father Lutor, the chief of the Ida clan is accidentally killed in a hunting mission, nobody wonders because he also dreamt of a dream of this serpent. As Dai writes: "In these small clearings in the middle of the forest, people have premonitions. Women dream dreams. Babies are born

who grow up unnaturally fast, like deer or lion cubs. Infant mortality is high. Old women still braid threads of vine and pray for safe passage"(10).

The next tale 'the strange case of kalen, the hunter' unravels the household of Hoxo which is continually stuffed with the members of his family. There the author and her friend are greeted by Hoxa's wife Losi, whom the narrator addresses as "the girl born to the river woman"(13). Here they get to know from Hoxo's mother the tragic story of Kalen who got fired mistakenly in a hunting expedition under the spell of some evil spirit, leaving behind his wife Omum in her mid-twenties to live with his parents. Speaking of the village of widows, Dai has commented: "In the midst of injury and death, newly-weds fought, stormed out of their homes, deserted the children and hurled abuse at one another, as if the business of living and loving was a temporary arrangement"(15).

The third story in this novel, 'the silence of adela and kepi' deals with the traditional methods of treatment, associated beliefs with the spirit-world, and performing rituals to cure the disease. If a child falls into sickness unexpectedly, they consider it as mischief in this realm of malevolent spirits. Adela, a three-year-old girl falls sick and the widespread belief is that for such occurrences, evil spirits are responsible. Consequently, Hoxo performs a snake ritual to appease the spirit. In another incident in a neighbouring village i.e. in Yabgo, Togum's two-year-old son Kepi also seem to show equal symptoms. His mother witnessed unspeakable suffering at night as he cries out "in a high pitched wail that filled her with an icy fear"(20). Many such rituals are performed in this tale in the line of traditional healing methods. Togum travels far and wide in search of famous shamans (priest) and Hoxo is called to perform the rituals. In his words: "These things happen all the time. We only being to know about them when they happen to us"(24).

The fourth story of the novel 'pinyar, the widow' chronicles the predicament of Pinyar, who gets widowed in the third month of her marriage. Before that, she was with Orka for some five years but he had to abandon Pinyar as "her family had opposed the liaison, saying quite openly that the clan of Orka was no good"(26). A child Kamur was born to them and was taken by Orka with the promise that whenever the child grows up, he would return to Pinyar. But he never did so. Commenting on this context, Dai has written: "Pinyar bowed her head in shame. But by all the laws of her clan she alone was to blame for her misfortune and there was nothing anyone could do about it"(27). It reveals the cruel and inhumane subjugation of women under a strong patriarchal set-up. Then, she got married to Lekon but he was "struck down one evening in a hunting accident"(27). These were the incidents that happened some twenty years ago, now Pinyar lives alone and works in the field. Accidentally her house catches fire and due to rigid customs and taboos, she is banished to the extreme edge of the forest. In another incident, Kamur murders her daughter in a fit and considers himself under the spell of an evil spirit. In Pinyar's words: "My boy is being haunted by an evil spirit because we failed to observe certain rites in the past. It was a mistake on the parts of our parents, and our parents' parents. It was my mistake too. But now I know what we have to do. All the great priests will come to exorcise the bad spirit. I have called them"(33). So faith is everything and ironically Dai has written: "What was the meaning of this kind of thing? They understood that it was a nebulous zone that divided the world of spirits and men – in fact, at one time men and spirits had been brothers. They knew that what was real could well be an illusion, and that reality might only be the context that people gave to a moment"(31).

The last tale in this part of the novel is 'small histories recalled in the season of rain' and it uncovers the pristine beauty of the hills in Arunachal Pradesh. It describes the arrival of 'migluns' i.e the foreigners, particularly British and American troops in the wake of the Second World War and their effort to build the Stillwell Road. It also exposes the colonial encounter and transactions between the tribesmen and colonizers. Tradition, colonial influences, and modernity blend to give a complex picture of contemporary life that links the past and present. Though the chapter primarily concerns the tell-tale of the Adi villages, it also speaks of the changes and erosion of tribal values which finds expression in the following words of Hoxo:

> *The spirits of our ancestors who dwelt in these high and secret places fell with the trees. They were homeless and so they went away. And everything had changed since then. The canopy of shelter and tradition had fallen. The wind and the sun burned our faces. We saw a strange new glimmer in the distance. Our footsteps led us down unknown paths. We wanted more. Suddenly we knew more. There was more beyond our poor huts and cracked hearths where we once eased our dreams with murmured words and a good draft of home brew (42-43).*

The second part of the novel i.e. 'songs of the rhapsodist' describes a great upheaval when the remote hills were opened up to the world. The first tale 'travel the road' begins with the story of the murder of Noel Williamson in the village of Komsing which results in a punitive expedition to the territory of the Adis, i.e., the Abor Expedition Field Force in 1912. In honour of Jules and Mona, a French couple, villagers arrange 'a long night of stories' on the occasion of ponung, a traditional and ritualistic dance form. This part of the story delves deep into the fascinating story world of Arunachal Pradesh and may be compared to the famous dramatic technique of *Nagamandala* by Girish Karnad. At the very beginning of that long night of vigil, Dai has written: "They had lit a big fire in anticipation of our stay and for the long night of stories, when myth and memory would be reborn in the song of the *ponung* dancers"(50).

The next story in this line 'the heart of the insect' is all about their indigenous belief system and practices. 'the case of travelling vessel' is also about "the histories recorded by our shamans and rhapsodists"(65). It chronicles an older story of the Migu clan, the story of a metal vessel, and its association with the prosperity and decline of this particular clan. The last tale in this section of the novel is 'farewell to jules and mona' expresses the concern of the villagers for their guests. All the isolated stories in this section portray Adi's life and lore in a lyrical manner. In the words of Mamang Dai:

> *In this circle of hills, as in every corner of the world, all history is a history of connections…. There are many stories that link clans. Sometimes we forget how these connections were made, but everything is interconnected. Sometimes a connection is born in the middle of war. Sometimes it is through a woman, sometimes land, and sometimes it is through an object out of the past (60).*

The third section of the novel 'daughters of the village' brings an understanding of the women in Siang Valley. In brief, all these stories largely speak of the reminiscences of bygone days. Through the character of Arsi, the narrator has narrated the hardships and disadvantages of women in Duyang village. It is an intense understanding of women as friends, daughters, wives, mothers, and children. "Why do we have to kill ourselves like this? Is this a life?"(74) This is the question of every woman in Duyang group of villages. "To be happy, a woman has to be born lucky"(82) is the general premise among the masses. "Education is of no value. You

gain so much knowledge and your mind goes off. What great insight are you looking for? It serves no purpose at all. Go out. Live!"(82). The first two stories, i.e. 'the words of women' and 'a homecoming' are filled with every detail of women's lives across the Siang Valley. They pine for their life and love, they speak of their plight and are concerned about the infidelity of their lovers and husbands. The general tendency of menfolk is described here very ironically. It also records the existence of the spirit world and shows how men, women, and children are haunted by them. "In our parts, it is considered a grave error for a woman to linger by streams and rivers after sunset, for the night is restless with strange dreams and lost spirits" (84).

The next story 'river women' is all about a beautiful girl, Nenem and perhaps it's the best story in this novel for its simplicity and lyrical softness. The story of Nenem is retold by Hoxo to the narrator and everyone considers Nenem "apparently, was a gift from the mythical land among the stars that was a dwelling place of a beautiful bride, also known as the celestial aunt, who came down to earth to bless the civilization of men with wisdom and grace" (125). The story sets in Pigo, a small town in the valley where the Britishers had set up a permanent camp during the Second World War. The migluns or white soldiers are no longer strangers to the region and in the wake of the Japanese invasion "…the whole of the Siang Valley had been open up for exploration and the numerous villages of the frontier hills had been brought under British administrative control" (90). David, a British soldier falls in love with Nenen but she had to withdraw herself to uphold the norms of her clan. The tribesmen are suspicious of the foreigners to their land and strongly disapprove of relationships with their women and daughters as it's a matter of disgrace. To them, land and women are matters of patriarchal prestige. It's unimaginable for Nenem's father Sogong to give her daughter in marriage to a white soldier, rather he threatens to burn down the camp of the migluns. Five years have passed since the departure of David from the town Pigo and following the law of the land, Nenem gets married to Kao. But in her heart of hearts, she reserves a place for David, and secretly pines for their unrequited love. She has taken everything for granted as 'no one dies for love.' Nenem's life epitomizes the pangs of transition from one way of life to another. The rigidity of Adi society and their direness to preserve the purity of their race and culture is a matter of speculation here.

The last part of the novel is a transition from the cocoon of cultural isolation to a modern and globalized world. Colonial intervention and outsiders' influences bring an alteration into their ethnic way of life. The values, principles, beliefs, and ideals of older generations can no longer move the younger generation. 'a matter of time' is not just a matter of time, rather it's a documentation of the gradual changes in the Siang valley. "The land was changing, and with these changes, lives were changing" (126). Road, under the name of development and progress, becomes a symbol of transgression into this land, a scar into the heart of this pristine landscape. The land has been taken away from the sons of the soil. The old territory was marked by new fences and a curtain seemed to have fallen over the Adi villages. The old and sacred sense of joy is being lost. People want to be happy but happiness eludes them. Men, women, and the destiny of a race or villages are under an amuck. The people of this region are in a dilemma between the life they left behind and the new life they are forced to adopt. We can't but forget the touching words of Rakut: "We are peripheral people. We are not politicians, scientists or builders of empires. Not even the well-known citizen of the outrageous one. Just peripheral people, thinking out our thoughts!)" (190). "We are not seekers of fortune. We are not seekers

of words. We are not seekers of a new identity. Leave us alone" (158).

Thus the four parts of *The Legends of Pensam* correspond to four different periods and trace the history and mystery of the Adis. While the first section speaks for the first generation of villagers in pre-colonial times, the second segment chronicles the colonial intervention and establishment of an administrative unit at Sadia under British control. The third portion covers the lived experiences of the second generation of women in Adi villages, now adults and the fourth part talks about the advanced years of the second generation and how they perceive the changes br ought to them. It also speaks for the third generation of people entering into their maturity and the emergence of the fourth generation. Thus Mamang Dai experiments with archaic myths, traditional beliefs, and oral legends to construct a nuanced document that celebrates both the ordinary and the mystic in nature and life.

Oral narratives are generally perceived as a simple recounting of tales, but their significance lies in the symbols embedded in the stories about the sanctity of life, about what makes us human. Here Dai has returned to these repeatedly to learn from the repository of culture and to find a contemporary idiom and relevance for the age-old myths, beliefs, rituals, and practices that retain significance in the contemporary cultural mindscape. Dai has brought the fascinating and vibrant Adi culture to the rest of the world through her passionate writings that evoke a new appeal of the age-old traditions and folklore from the deepest corner of the mystic state of Arunachal Pradesh. While exploring the untouched shades of ethnic contours of myriad tribes in Arunachal Pradesh, an endeavour has been made to focus on North-East India in the cultural imagination by reconceptualizing an 'ethnic life-world' (Biswas and Suklabaidya, 2006: 17). It traces the various influences both internal and external on the ideologies and worldviews of people belonging to this region. The successive tales of the novel have presented an exhaustive overview of ethnicity studies in local, national, and international panorama with special reference to South Asian culture and society. *The Legends of Pensam* is not just a collection of isolated stories of the Adis, spanning across generations but right from an insider's perspective, it's a social history of Arunachal Pradesh, voyaging from a primordial society towards modern civilization. This novel is often considered the finest example of Borderland Writings for portraying the experiences of peripheral and marginal voices of North-East Indian borderlands.

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Place and Ecology of the Self: A Critical Analysis of *A Small Place*

⭕ **Guntaj Kour**[10]

Abstract:

Reaffirming our interconnectedness with the natural world requires an appreciation that is more embodied, encompassing, and comprehensive for the profound experiences of place, and the influence those experiences have on our sense of self. The paper will delve into how Kincaid's writing represents both the environmental past and present of Antigua- a place in its own right and reclaiming the place, identity and self. A greater appreciation of the worth of ethics of care toward places, both ourselves and each other could foster a courteous interdependence in our coexistence. A sense of place provides a cohesive narrative that knits together our connection to nature, art, and culture. The purpose of this research article is to analyse how one's sense of self is formed and informed as a result of significant interactions with place.

Keywords: attachment**,** identity, place, self

Introduction

"To be is to be in place"(Casey, 16). The human-place interaction continues to be a natural condition of existence (dwelling = being), despite the fact that the environment around us is always shifting. The first examples of people's efforts to make sense of place occurred in the form of cave paintings, which some people consider to be an indication or mark of a place that has been given significance. The techniques of vastu shastra and Sthapatya Vedas in India, geomancy in Celtic Europe, and wabi-sabi in Japan are all notable instances of attempts to align the relationship between humans and the natural world. Each of these systems is a philosophy, a belief, and a strategy for aligning natural forces with the intention of leveraging the power of place toward the shaping of an ideal human experience. The stated goal of each of these systems is to create the best possible human experience. The word 'place' can have a variety of connotations depending on context. Philosophers, geographers, environmental psychologists, sociologists, and architects and builders, amongst other interdisciplinary scholars, have each propositioned the concept of place through a different set of lenses within the body of published literature. Certain researchers work with colleagues from other fields. Others contribute to the diversity of their subject by producing new theoretical ideas that are sometimes challenged. As a response, a rising body of work has been dedicated to the investigation of the interaction between people and places, notably during the course of the last two decades (Lewicka, 2011). This discovery is encouraging for academics investigating place across fields since it demonstrates

that the issue is sufficiently diverse, diversified, and laden with meanings that fresh subjects for future studies will likely be produced.

Placial Identity:

The term 'identity' can be seen as a way of assigning meaning to a particular facet or component of one's self. It is possible to perceive one's identity to be a subset of, or a nested element within one's sense of self. There are some parallels between identity models, which are grounded in sociological theory and psychological theory, in terms of how they conceive identity; however, there are also some differences. Both of them agree that it is the socially constructed self that "mediates the relationship between social structure or society and individual social behavior" (Hogg, Terry, & White, 262). The term 'place identity' refers to an interdisciplinary collection of ideas surrounding the significance and purpose of places for the people who live in them and who use them, as well as the ways in which these meanings add to individuals' conceptualizations of who they are; "the relationship that people have with their physical environment and the ways in which they understand that relationship through different conceptualizations of place are important aspects of identity construction (on both an individual and a group level)" (Easthope, 74-75). The act of making sense with respect to place can involve one's sense of self being tested as they progress through the process of adapting and being acclimated to a new culture. Acceptance or refusal of conceptions can elicit a range of responses, from shock, fear, or loss all the way up to acceptance, thanks, and grace. Confrontations with otherness can be seen as experiences of different places. Therefore, place offer significant chances for personal introspection, the clarification of values, and transformation. For many people, there is a multi-generational commitment to an ancestral piece of land, a community, or a region, and for such folks, profound experiences of place have the potential to be as transformative. "These kinds of experiences of place are more about a strong and formative sense of self through place attachment, providing stability and security" (Brown & Perkins, 1992). "Identity is understood to be intrinsically tied to place" (Easthope, 21) for those who have deep roots, strong ties and a strong sense of belonging with that place.

The question of the experience of place in regard to an individual's sense of self, the development of identity, and the evolution of identity is one that is of continuing relevance, and even rising relevance. This holds true not only for those individuals for whom a shift in domicile is an unavoidable reality, but also for those individuals who recognise place as a reliable base and anchor in their lives. The interconnectedness of modern life, coupled with the realities of a turbulent, uncertain, intricate, and opaque future, will continue to test everyone to make sense of their place on the planet. This is true regardless of whether one experiences a place as mobile, fixed, or hybrid. As Ellard states "we stand on the precipice of enormous change. Urbanisation, crowding, climate change, and shifting energy balances are challenging us to rethink how we can shape our own environments not only to ensure our survival, but also to guard our mental health" (Ellard, 13).The majority of identity theorists have made a critical error in that they have omitted to clearly address the function that one's environment and physical context play in the construction of one's identity. Some theorists argue that social identity theory can be used to explain people's relationships with their surroundings and that the theory does not preclude the importance of environments. Although a few more recent research in the field of social identity theory have made hints at the role that place plays in identity, in

most cases, place identity is seen as a more specialised subdivision of social identity theory. The subjective sense of self is described and represented not simply by one's association to other people, but also by one's connections to the different physical environments that define and structure day-to-day life, which is one of the main arguments in favour of the need for an independent theory of place identity, which is comparable to the theory of social identity.

Within the context of the home, scholars have investigated the functions and connotations of a variety of commonplace objects. The writers addressed many ways in which individuals assigned and fostered 'psychic energy' in the interaction between an object and the self. Although the authors of this research did not specifically fixate on the proposition that place (home or dwelling in this case) and identity are associated, they did indicate that "Things[...]shape the identity of their users" (ibid, 1), and one could decipher the 'home' as a thing or object, albeit on a different scale. Despite the reality that place is frequently seen as nothing more than a backdrop, place and identity are intrinsically linked. Because an individual's sense of who they are and their identity shift through time in reaction to evolving social and environmental situations, so too does their connection to a specific place. Therefore, place and identity can be understood as an evolving and dynamic relationship, one that comprises both robust enduring continuities and resilient or changeable traits. Proshansky's (1983) views about place identity appears to fall in the same line: broadly conceived, cognitions about the physical world in which the individual lives.

These cognitions represent memories, ideas, feelings, attitudes, values, preferences, meanings, and conceptions of behavior and experience, which relate to the variety and complexity of physical settings that define the day-to-day existence of every human being. At the core of such physical environment-related cognitions is the "environmental past" of the person; a past consisting of places, spaces and their properties which have served instrumentally in the satisfaction of the person's biological, psychological, social, and cultural needs (Proshanky, 59)

Placial Attachment:

An individual's experience of bonding with specific places is known as "place attachment." Beliefs regarding the cultural and frequently symbolic experiences that are shared by individuals, families, friends, communities, and societies are included in this sort of description. Despite the fact that the ideas of place affiliation and sense of place overlap one another, the terms cannot be substituted for one another. Place attachment refers to not just a deep emotional link and a sense of familiarity with dwelling, especially after some amount of time has passed, but also a sense of values and meanings that are shared with that place. The concept of place attachment also encompasses a number of parallel concepts related to having a profound affection for a place such as topoanalysis, topophilia , and fields of care, biophilia, chorophilia and topistic, and a number of other related concepts. "The places to which we are most attached are literally fields of care, settings in which we have had a multitude of experiences and which call forth a complex array of affections and responses.…There is, in fact, a complete commitment to that place, a commitment that is as profound as any that a person can make (Relph, 38)". Even though it is more common to associate positive feelings with the bonding that occurs between people and places, it is important to note that negative feelings (such as fear or loss) can also be connected to a specific place, and just like positive feelings, they can also generate powerful experiences. It's common for transformative experiences to include a component that's confusing,

and it could even feel like you're going through some type of death process. Because of this, a wide variety of feelings can be connected to a place, a sense of place, or an affinity to a place. The significant scholarship on place attachment, especially over the last two decades, has been focused on comprehending what makes a place adequately meaningful that an attachment forms as an outcome. A further explanation differentiates between the concepts of meaning and preference, with interpretation (as applicable to a selected landscape) being described as ideas, sentiments and memories and preference defined as the type and intensity of liking of one landscape against another. Despite the fact that there is widespread consensus that place identification and place attachment are closely related concepts, both of which are tied to the emotional attachments that people have with certain places. Hernandez et al. (2007) advocated that:

> Place attachment precedes the formation of place identity, and thus,
> Place attachment is an affective bond that people establish with specific areas where
> they prefer to remain and where they feel comfortable and safe. Place identity,
> however, has been defined as a component of personal identity, a process by which,
> through interaction with places, people describe themselves in terms of Belonging to a specific

place. *(Hernandez, 310).*

Proshansky et al. (1983) also described place identity with respect to positive and negative valence. "Place-identity is theoretically conceived of […] as clusters of positively and negatively valenced cognitions of physical settings…the places and spaces a child grows up in, those that he or she comes to know, prefer, and seek out or avoid also contribute significantly to self-identity" (ibid 74). It is not quite obvious how modern conception of place attachment is different from previous notions of place belongingness. According to Proshansky, one theory proposes that a sense of belonging to a specific place can develop as a result of "being immersed in a given setting for long periods of time, developing new or improved environmental skills in them, and above all learning new social roles (e.g., parent, spouse)...in the adult stages of the life cycle."(Proshanky et al, 76). The early formative years of infancy and childhood have been linked to place attachment; place belongingness may offer an alternate name for the formation of positively valenced place identification over the course of one's lifetime.

A Small Place: Analysis

The text of *A Small Place* is an illustration of placial attachment as Kincaid reclaims the place by recalling the vistas of the past. She shares tales about her region, its heritage, and cultural identity. She recounts the ages of colonial oppression that the Caribbean region and the Atlantic ocean have endured:

> In Antigua, people speak of slavery as if it had been a pageant
> full of large ships sailing on blue water, the large ships filled up
> with human cargo—their ancestors; they got off, they were
> forced to work under conditions that were cruel and inhuman,
> they were beaten, they were murdered, they were sold. (Kincaid, 35)

Kincaid (2012) ridicules the imperialist attitude and act of constructing brand new roads. She questions, "can a sea be made to look brand-new?" (Kincaid, 20). Just as colonial authority cannot turn a sea look brand new, it cannot erase the oppression and abuse of the native place and people in the past centuries. As a result of placial attachment, Kincad attempts to heal and

decolonize ravaged native places. Antigua is "a place that suffers constantly from drought" (Kincaid 6). It is an irony that the natives of this place that is encircled by water from four sides have to "watch carefully every drop of fresh water" (ibid). The native place suffered grave deforestation as a result of its desired calculative construction as "the European-type landscapes in the island colonies" (Grove, 65). There was also a geo-political reason for eliminating the forest cover, for that, turning native places into settlement with slaves on it "provided the soundest claim to ownership"(ibid). Large tracts of land were stripped of trees in the middle of the 17th century for ideological reasons rather than for economic gain. It was believed that the dangerous fumes coming from the forests were to blame for the various ailments that Europeans were contracting. They believed that after the forests were gone, the sunlight would dry out the area and the number of diseases among White people would decline. This extensive deforestation had immediate negative impacts. The fertility of the soil rapidly declined, and over 30 years later, the property produced only about one-third of what it formerly did. The soil tended to flow away, and landslides of huge regions of deforested hilltop took place in the case of heavy rains. The island "lost its ability to retain water and, to this day, is forced to import it," which was the long-term and most detrimental result of this deforestation (Nixon, 241). Therefore, Kincaid documents the history of brutality against nature and place by mentioning the ongoing drought in Antigua.

The act of reclaiming place is profoundly intellectual as well as emotional. At the base of such physical environment-related thoughts and behaviours is the ecological past of the individual; a history consisting of places, spaces and their attributes which have contributed instrumentally in the formation of the self. A Small Place is an autobiographical composition that vividly reflects Kincaid's nostalgia for her home place at both emotional and intellectual level. The text can be labelled a recollection that involves a remapping of terrains by expressing a nostalgic longing for old Antigua. Kincaid had written this work after coming to her ancestral place after sixteen years. She has a nostalgic urge to reconnect to the self by reclaiming old Antigua. She recounts the Antiguan history "in a trance-like retrospect" (Kincaid, 29). The influencing pronoun in Kincaid's text is the first person "I." She possesses certain positive and negative cognitions of the physical setting of her home place she grows up in, contributing significantly to her self-identity. Kincaid's yearning for Ancestral Antigua is nothing but a component of her personal identity, a process by which, through interaction with places and people she believes herself in terms of belongingness to a certain place. "The Antigua that I knew, the Antigua in which I grew up" (Kincaid, 15), she recollects the names of various roads and buildings. She narrates in a nostalgic tone that "there were flamboyant trees and mahogany trees lining East Street" (ibid). The reclaiming of the place and reconnecting to the self involves the senses recollecting all the details of place within the psyche. Therefore, Kincaid remembers her childhood days, her mother as a confident lady, the headmistress of her school, and so on. These cognitions reflect memories, feelings, sentiments, values, ideals, and conceptions of behavior and experience, which relate to the complexity of physical vistas that outline the day-to-day existence of every person. At the heart of these physical- setting related cognitions is the 'environmental past' of the person; history consisting of places, ecology and their properties which have helped in the formation of the self of an individual.

The 1974 earthquake-damaged library is a topic that Kincaid brings up constantly. Kincaid had read every book in the children's section of the library when she was younger. *A Small*

Place frequently uses the idea of a library both at literal and metaphorical level. The library is a representation of the lovely island of Antigua with its large, lovely, ancient wooden structure, broad veranda, and large, open windows. The recollections of that structure are nostalgically reconstructed by Kincaid, who recalls the "smell of the sea, the heat of the sun, and the beauty of us sitting there like communicants at an altar" (Kincaid, 23). Kincaid's desire for the library to be rebuilt is actually a desire for the restoration of both her lost personal and national identity. By using the image of a run-down library, Kincaid illustrates how not only the colonists but also the native authorities who disobey their obligations are to blame for the miserable situation of the Antiguans because of their greed and corruption. Kincaid's autobiographical work not only reflects a deep emotional connection and a sense of familiarity with Antigua, but also a sense of values and meanings that are shared with that place. This holds true not only for those individuals for whom a shift in domicile is an unavoidable reality, but also for those individuals who recognise place as a reliable base and anchor in their lives.

This psychological act of reclaiming lost identity through connection to place is reflected by the way Kincaid praises the Antiguan place and seascape. Antigua is depicted by the writer as a dreamland, where the sea and sky have multiple shades of blue, clouds are pure white, the day is so bright, and the night so black. "No real sand on any real shore is that fine or that white (in some places) or that pink (in other places). Antigua is too beautiful. Sometimes the beauty of it seems unreal" (Kincaid, 41). This beautiful place has confronted the issues of subjugation, oppression and environmental degradation. Kincaid as a postcolonial ecocritical writer strives to reclaim her identity by reterritorialization. Environmental reterritorialization entails authors taking refuge in the natural world to again occupy a setting that is fundamental to their philosophical outlooks on life. Kincaid, after an extended stay in America, relocates her position to her ancestral home. Her voyage back to Antigua can be compared to resettling in a place that is fundamental to her self and identity.

Conclusion:

Place and identity are inextricably intertwined, despite the fact that place is typically perceived as little more than a backdrop. A person's perception of who they are and their identity change through time in response to changing social and environmental circumstances, and the same is true of their connection to a particular area. Place and identity can therefore be seen as an evolving and dynamic relationship that includes both strong, long-lasting continuities and adaptable aspects. Kincaid's presentation of Antigua, A Small Place is ecocritical. She focuses on the connection betwixt place and the self—both the individual and the collective self—throughout the entire text. Her writing represents both the environmental past and present of Antigua—a reterritorialization that incorporates reclaiming the place, identity and self. Antigua, is depicted by the writer as 'being' in its own right, as a source for allowing intense experiences of attachment and self. Kincaid's sense of place provides a cohesive narrative that knits together her connection to her native place and culture.

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Adultery, Woman's Fight for Survival and Regeneration in *The Scarlet Letter* by Nathaniel Hawthorne

⭘ **Suhail Mohammed**[11]

Abstract:

The Scarlet Letter: A Romance is by far the best-known work of the 19th century American novelist and dark romantic Nathaniel Hawthorne. The novel, set in puritan Massachusetts, depicts an intriguing love triangle that violates the Puritanical codes. This historical fiction tells the story of Hester Prynne, who conceives a child out of wedlock and her struggle to live a life of dignity. She is forced to wear an artistically done scarlet letter "A" for lifetime and this results in her social oppression and psychological repression. In the novel, Nathaniel Hawthorne is not overtly concerned with the precise nature of her sin, but its after-effects – isolation, struggle, wrapping of the sinner's personality and human frailty. The paper attempts to analyse the aspects of guilt, struggle for survival and regeneration in the novel. The paper makes an attempt to highlight Hester's alienation in the Puritanical society and her struggle to lead a "dignified" life with her daughter Pearl. This study primarily uses descriptive qualitative method by analysing the novel as a primary data source. The paper looks into Hawthorne's other major works to have a better understanding of the matrix of domination in the Puritan era. The paper also attempts to show Hawthorne's artistic skill by projecting adultery, sin and guilt as predominant themes.

Keywords: Puritanical codes, dignity, guilt, struggle, regeneration etc.

Introduction

The Scarlet Letter is set in puritan Massachusetts, a city that is strictly governed by Puritan laws. This historical fiction begins with a prelude in which an unknown narrator describes the origin of the novel. The novel is a masterpiece of the famous American novelist Nathaniel Hawthorne, who was also the chief spokesman of the Puritan community. Hawthorne's taking a stark side with the Puritans in the novel is clearly explicit by the fact that he did not allow the novel's protagonists Hester Prynne and Arthur Dimmesdale to elope to some exotic land and attain happiness and pleasure; rather he, in the text believed in sin, guilt and pre-destination. The novelist associates Puritanism with "superstition, excessive moralism, intolerance, and patriarchal oppression" (Person 17). The protagonist, Hester Prynne, is shammed, ridiculed and also mocked as a "living allegory of sin" after being charged with adultery with a young priest. She is punished and forced to wear the letter "A" for all her life for her adulterous relationship with Dimmesdale. The letter, no doubt, symbolises adultery. Hester wins our hearts by virtue of her courage, strength, dignity and her power of endurance. Her love towards her

daughter Pearl and her candour makes her as real as the heroines of Shakespeare. She is voluptuous, yet an epitome of daringness and bravery as she does not repent for the act of adultery that she commits and feels no reason to bow before the crowd in the Scaffold scene, though it was a serious crime in the Puritan era and a violation of the moral code of conduct.

Review of Literature:

Nathaniel Hawthorne's magnum opus *The Scarlet Letter* deals with the taboo subject of adultery during the Puritan era. The act of adultery is forbidden and considered objectionable in many religions and cultures. In criminal law, adultery is still considered a crime in some countries today. It is a ground for divorce in family law. Hawthorne's novel presents Hester's sin of adultery, her fight for survival and regeneration towards the end of the novel. The novel has been analysed from different critical lens by scholars. Rini Listyowati (2020) in her essay "An Analysis on Adultery in Hawthorne's *The Scarlet Letter*" discusses Hester's adultery and it's impacts on the doers. She in her research paper makes a detailed analysis of the factors that resulted in adultery. Nan Lei (2015) in her research paper "A Brief Study on the Symbolic Meaning of the Main Characters' Name in *The Scarlet Letter*" highlights the various symbolic meanings in the novel. The symbolism of the main characters of the novel and their psychological insights are discussed thoroughly by her. In a research paper, "A Thematic Analysis of Hawthorne's *The Scarlet Letter*", Parvin Ghasemi and Pyeaam Abbasi (2009) describe the themes of the novel and their significance. The major binary oppositions and how they create a discourse in the novel are also discussed in their paper. The analysis of the previous research studies reveals that there's no significant work done on this novel from the perspectives that have been discussed in this paper. The present research aims to fill this gap by bringing out Hester's adultery, fight for survival and regeneration in the selected text.

Objective:

The study primarily tries to bring out Hester Prynne's sin, guilt and regeneration for committing adultery during the Puritan era. The paper highlights her social oppression and psychological repression. The paper also recounts the efforts that she makes to gain respect after her act of adultery.

Methodology:

To write this paper, prime concentration was given on textual approach. The author uses descriptive analytical method to analyse the novel *The Scarlet Letter: A Romance,* published in 1950. The data are taken from the novel *The Scarlet Letter* written by Nathaniel Hawthorne, whose utterances, events, dialogues and paragraphs show factors that led to adultery in the novel and the impacts on the doers. The data were analysed thoroughly to gain a clear understanding of the events and prime concentration was given to avoid any loss of data during the study. Other important works of Hawthorne were also studied to get a wholesome view on his opinions on puritanism. Data triangulation and detailed description have been used for data validity in the study.

Discussion:

The Scarlet letter has been often called a lovely novel of "human frailty and sorrow". It not only projects the inner sense of gloom and guilt but also equally highlights and accepts life as a tragic saga. The novelist displays a deep psychological insight into the accumulation of details

about the protagonists in the novel. Hester, in the novel, is married to Chillingworth and has an affair outside her wedlock with Dimmesdale. Hester's affair with Dimmesdale produces an illegitimate daughter named Pearl. She is the symbol of Hester's sin and shame. Like the letter "A", her daughter Pearl is the public consequence of her mother's infidelity. It is through the course of the novel that Pearl becomes Hester's source of motivation and her companion. Hester in the novel plays many roles: devoted mother, abandoned lover, estranged wife, Puritan dissenter, and surely an outcast, to name a few. She also plays the most important role of Hawthorne, playing the role of an iconoclast and rebels against all established norms of society. It is through her character that Hawthorne criticizes the strict Puritan society of Massachusetts. She is not just a rebel; she is a glorified rebel who stands up against the wrongs and constraints of her society. Despite repeated attempts to demean and humiliate her, Hawthorne clearly emphasizes that Hester has never been more attractive and elegant as when she first appeared from prison wearing the scarlet letter in the initial part of the novel. It can be clearly understood by this quotation:

"The young woman was tall, with a figure of perfect elegance, on a large scale. She had dark and abundant hair, so glossy that it threw off the sunshine with a gleam, and a face which, besides being beautiful from regularity of feature and richness of complexion, had the impressiveness belonging to a marked brow and deep black eyes. She was lady-like, too, after the manner of the feminine gentility of those days; characterized by a certain state and dignity, rather than by the delicate, evanescent, and indescribable grace, which is now recognized as its indication" (Hawthorne 47).

She shows strong sense of determination and this gets reflected throughout the novel. She cleverly spurns several attempts to disclose the name of her fellow- sinner. She does not even care for the mercy of Heaven and lets her daughter Pearl to be without a father. Another instance of her strong determination gets reflected when she makes a promise to keep to herself the identity of her husband and stubbornly clings to her moral character. She tenaciously adheres to the wearing of the scarlet letter "A" on her bosom; her courageous encounter with the public in the market place in the beginning of the novel; she making up her mind and persuading Mr. Dimmesdale to leave the town and "flee" to some exotic lands are some other examples of her fortitude and resolution. Mr. Dimmesdale also acknowledges her "wondrous strength and generosity in not speaking out the name of her fellow-sinner" in the text. She is immensely self-reliant and is never afraid of her deficiencies and artfully meets the needs to grow her baby and also for herself.

"She possessed an art that sufficed, even in a land that afforded comparatively little scope for its exercise, to supply food for her thriving infant and herself. It was the art—then, as now, almost the only one within a woman's grasp—of needle-work" (Hawthorne 77).

The novel has been interpreted as a story of sins and sinners for a long time with Hawthorne calling it "a tale of human frailty and sorrow". The novel is also a profound study of sin and its effects on human personality and individuality. Apart from Hester, a lot many characters in the novel commit sin in some form or the other and play an important role in the discourse of the novel. Dimmesdale's sin in the text lies primarily in the concealment of his adulterous relationship with Hester. He always feels that he has broken the Puritan code of conduct and repeats for several times in the course of the novel and is disgusted of it. His sin sits so heavy on his heart

that his peace is disturbed immensely and becomes a victim of his own morbid fantasies. It is for his adultery that Hester suffers a lot and leads a life of isolation. Roger Chillingworth in the novel also commits a sin and his sin is of a much different nature. He has a forbidding presence in The Scarlet Letter. He is the wronged husband in the novel and the victim of conjugal perfidy. He strongly violates the sanctity of a human heart in cold blood. Hester married with Chillingworth for reasons other than true love whereas her extra marital love with Dimmesdale is out of irrepressible love and strong passion. Chillingworth notices this difference in love and covertly punishes both Hester and Dimmesdale by his devilish revenge against the adulterer. It is, in a way, doubling the crime and he torments Dimmesdale almost to the point of killing him, thus committing even more crimes. His revengeful attitude towards Dimmesdale is justified to some extent for that fact that no man would ever like to see his life partner in the arms of someone else. The adultery of Hester drives him almost to madness and decides to wreck vengeance upon Dimmesdale who committed the sin with his wife. Hester getting publicly shammed in the marketplace by being forced to stand on the scaffold for three hours with her baby led him to spare her but he has no mercy for the man who seduced his wife and wronged him irrevocably with Pearl being the product of the illegal union. Chillingworth says, "It irks me, nevertheless, that the partner of her iniquity should not, at least, stand on the scaffold by her side" when he watches his wife being publicly shammed and punished for adultery.

Despite the fact that Hawthorne's characters are sinners, some of them are shown as people who gain salvation and regeneration through the course of the novel. Hester all through the novel undergoes punishment but she does not apologetically beg for forgiveness from the Puritan society; instead, she tactfully turns her symbol of sin into a symbol of resolution and does not pay heed to the numerous evaluations of her moral character in the novel. The scarlet letter's main purpose of humiliating Hester does not serve any purpose and in fact "the scarlet letter has not done its office". Even when Hester is asked to remove the scarlet letter, she strongly refuses, because to her, the removal of the letter from her bosom is as meaningless as its original punishment of being asked to wear it for lifetime. When her husband tells her that she can remove her badge of sin, she says, "It lies not in the pleasure of the magistrates to take off the badge, were I worthy to be quit of it, it would fall away of its own nature, or be transformed into something that should speak a different purport" (Hawthorne 127). Her imprisonment has toughened her and she is no longer bothered by the innumerable questions about her character and morality. Her salvation and regeneration in the novel lie in Truth. It is truth that propels her to her indomitable courage. In her tittle-tattle with Arthur Dimmesdale when she regrets for not revealing her husband's identity, she says, "In all things else, I have striven to be true! Truth was the one virtue which I might have held fast, and did not hold through all extremity.… A lie is never good, even though death threaten on the other side!" (Chapter 24). Hester also believes that she has committed a crime to Arthur Dimmesdale by not letting him know the identity of Chillingworth, who is her husband. She also strongly blames herself for all the tortures that Chillingworth does to her lover Dimmesdale and all she wants is redemption. She stays faithful and loyal to her lover whom she loves but not her husband Chillingworth.

Nathaniel Hawthorne describes Pearl in details in the novel. She is the only source of Hester's motivation to lead a life with dignity after her public humiliation in the scaffold scene. It is interesting to note that her daughter too seems to be a product of the clinic rather than of

the world of human beings in which her mother and Dimmesdale move so naturally, for she alone of the four characters is born of the novelist's own experience in the Puritan society. Pearl appears first in the novel in Chapter II, she is then a baby in her mother's arms. Her birth breaks the established model code of conduct in society but Hester never regrets for this. Her strong physical and mental traits help the child to grow in her lonely cottage. So much so that she does not think herself to be a sinner. She tries to instil strict but gentle discipline in her child and this gets reflected in the following lines from the text:

"The discipline of the family, in those days, was of a far more rigid kind than now. The frown, the harsh rebuke, the frequent application of the rod, enjoined by Scriptural authority, were used, not merely in the way of punishment for actual offenses, but as a wholesome regimen for the growth and promotion of all childish virtues. Hester Prynne, nevertheless, the lonely mother of this one child, ran little risk of erring on the side of undue severity. Mindful, how - ever, of her own errors and misfortunes, she early sought to impose a tender, but strict, control over the infant immortality that was committed to her charge" (Hawthorne 85).

Pearl serves a kind of commentary on both Hester and Dimmesdale. She repeatedly throws questions about the significance of the letter on her mother's chest. She notices that sunshine does not lover her mother for it is afraid of the scarlet letter. Hawthorne has shown great artistic skills in portraying the evolving character of Pearl.

Conclusion:

Hawthorne's *The Scarlet Letter* is a fine exposure of the Puritan society. It highlights the era's customs and tyranny. Hester in the novel does not conform to the Puritanical codes of conduct and is always guided by her own instincts and acumen. With firm conviction, she renounces the attempts of bringing out the name of her partner in adultery. She does not disclose her lover's name for the sole fear of his public disgrace. Dimmesdale acknowledges her generosity and says, "She will not speak. Wondrous strength and generosity of a woman's heart! She will not speak!". She is deeply attached to Pearl and never disowns her despite her turbulent moods. She shows level of endurance as even after repeated ill-treatment by her neighbours she does not turn hysterical. We have deep sense of pity for her as she suffers the most in public as well as in private. Also, Hester's regeneration in the novel comes towards the end through her self-imposed penance and not from her indulgence in adultery with Arthur Dimmesdale. She suffers the agony of social ostracism and public condemnation for seven long years. The ennobling effect of her character becomes clear as towards the end of the above, and after Pearl is married, she dedicates herself to the service of mankind as a "Sister of Mercy". She never separates herself from the Puritan society but creates a new "society". Her strong belief in herself, unquestioning love for her partner Dimmesdale, and her devotion towards her illicit daughter, propels her to defy and resist the innumerable attempts by the Puritan society to break her spirit.

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A Brief Study of Mahatma Gandhi's Economic and Political Thought

⭕ **Shyamal Chandra Sarkar**[12]

Abstract:

Mahatma Gandhi was a man who always emphasized his role as a citizen of the world. He worked in India for the sake of the country's freedom. His moral and political philosophy was influenced by the teachings of Lao-Tse and Confucius. According to Gandhi, truth and non-violence are not his own inventions but are 'as old as the hills'. Gandhi wants to apply ethical principles in the political life of man and also believes that the highest ideal of human life can be achieved only by practicing truth and avoiding violence. Gandhi wants to apply the principle of non-violence to man's economic life. He accepts economic equality and gives importance to implement Charkha and the allied industries which would go a long way to bring about social and economic equality. In the field of economic, he gives importance in decentralization method in village industries and cottage industries and opposes large-scale industrialism and mechanization, and condemned western commercialism, imperialism and secularism, but not even opposed to rural electrification. Gandhian political philosophy makes a new era in the history of political thought that the greatest political problems could be solved only by making personal sacrifices and making the opponent realize the excesses and mistakes committed by him. Gandhi seeks to establish an ideal society in which Panchayati Raj based on real democratic principles was to flourish. He does not separate religion from politics. According to him, satyagraha is a method of action, cultivated as a result of continuous experiments with truth through a long life of suffering, sacrifice and service to the nation. He says that all communities should live together like brethren forgetting all their differences and tries to establish a casteless society where all get equal wages for equal work. Gandhi says that "Politics without morality is a thing to be avoided".

Key words: Mahatma Gandhi, Economic Thought, Political Thought.

Introduction

Mahatma Gandhi (1869-1948) was not a systematic academic thinker in the field of metaphysics and political philosophy. He was an inspired teacher and prophet. He was neither a Samkara nor a Kant. Instead he is akin to Socrates and Buddha pouring forth the results of his deepest feelings and his most sincere realizations of truth. In all the writings of Gandhi from 1908 onwards, one finds a unity of theme with the minimum amount of contradiction. Gandhi always emphasized his role as a citizen of the world. The South African and Indian politics had been the laboratory in which he experimented with his formulas of truth and non-violence. It is

essential to stress the significance of Gandhi's message which makes an appeal to the values of the human being in an age when the humanistic structure has been rudely and savagely attacked by the extraneous might of weapons of mass destruction. From 1915 to 1948 Gandhi worked in India for the sake of the country's freedom. He was much more than the liberator of a country. By his insistence on the application of purity to politics he has given shape to the aspirations of the noble humanity of all ages.[1]

Mahatma Gandhi was essentially a religious-minded man, a humanist, and a man of action and intuition. He was a curious amalgam of a mystic and a pragmatist. He rightly placed Swaraj in the forefront of his programme, and in attaining it he worked out certain principles which could be woven into political philosophy by others.

Mahatma Gandhi drew much inspiration for his firm faith in non-possession. The ancient teaching of Lao-Tse and Confucius also had some influence on Mahatma Gandhi's moral and political philosophy. From Confucius, Mahatma Gandhi learned the principle of reciprocity; according to which men should not do to others what they would not have done to them. Humayun Kabir rightly says that Mahatma Gandhi was an objective student of reality and that his method was essentially experimental and scientific. Intuition and action rather than logic and system-building characterized Mahatma Gandhi's life.[2]

Gandhism does not lay down any rigid rules for the guidance of individual or group conduct. What is known today as Gandhism is nothing but his experiments with truth and non-violence which, according to him, are not his own inventions but are 'as old as the hills'. He simply tried to apply these twin principles to the daily life and problems of mankind.

Politics was long divorced from religion and ethics and Gandhism seeks to purify the political life of man by application of ethical principles which are inherent in man. He believed that the highest ideal of human life could be achieved only by practicing truth and avoiding violence.[3]

Origin of the research problem:

Mahatma Gandhi emphasizes about the economic and political system for the development of the people of India. His thought about the economic and political is based on equality and development among the people of our country. But yet it has not been revealed adequately, thought it is one of the best thought to develop our country and also the people of Indian. Thus, it is necessary to reveal it to the people of present society. Sufficient emphasis has been laid on the economic and political thought of Mahatma Gandhi which has a high impact on social life. No sufficient and exhaustive treatment of the subject has been made by any scholar so far.

Objectives of the Study:

The objectives of the study are:

      (i)   To attempt to reveal the introduction of Mahatma Gandhi.

     (ii) To trace the conception Gandhiji's Economic Thought.

   (iii) To attempt to reveal Gandhiji's Political Thought.

Methodology:

The method of the present study is analytical in nature which is based on the primary and secondary sources. Secondary sources contain books, journals, leaflet, data collection from website documents published from research institutes. Books, particularly reveal the works of

Mahatma Gandhi are supplied a greater source of information.

Primary data collected by the meeting of some social workers and also in interview with renowned persons helped fruitful analysis and authenticity of the topic. Secondary datas are mainly applied in this topic.

Significance of the Study:

The present study "*A BRIEF STUDY OF MAHATMA GANDHI'S ECONOMIC AND POLITICAL THOUGHT*" has a specific purpose. This topic has been done for the greater interest of the people of our present society. The subject matter of this topic has selected on consideration of originality, newness and importance. Anarchism, individualism, socialism, and idealism are included in his economic thought and also try to apply the principle of non-violence to man's economic life. Importance of Khadi and Charka occupies prominent place in his economic thought. Gandhi tries to give impotence of personal sacrifice in right direction to solve the political problem and also tries to establish an ideal society in which Panchayati Raj based on real democratic principles. All these aspects are explained through this topic which is not revealed adequately. Hence, it is necessary to focus his economic and political thought among the society.

Review of literature:

A good number of literary works are available in Mahatma Gandhi's economic and political thought. But only little works have been done specially on Mahatma Gandhi's economic and political thought. No serious academic exercise has been done particularly on Mahatma Gandhi's economic and political thought in India.

Studies on some important works on Mahatma Gandhi's economic and political thought by Eddy Asirvatham, K.K. Misra (Ed.), Sibnath Chakravarty & Anup Chakrabarty (revised), Norman Cousins (Ed.), H.R.Mukhi, Sachdeva and Gupta, L.N.Srivastava, H.R.Mukhi, S.P.Varma and Vishwanath Prasad.

Hypothesis:

Hypothesis is the assumptions and presumptions which may be proved or disapproved. The present study mainly deals with the following problems.

     i.   The economic outlook of Mahatma Gandhi and its implementation among the society in India.

    ii.   Mahatma Gandhi's conception of political problem and its solution to remove this problem by implementing Panchayati Raj and also personal sacrifice in right direction in India.

Gandhiji's Economic Thought:

The Gandhian economy includes aspects of anarchism, individualism, socialism, and idealism. It seeks to apply the principle of non-violence to man's economic life. It sees clearly that large-scale mechanized production leads to materialism of the worst type, to the conquest of the backward countries of the world from which raw materials may be imported and to which finished goods may be exported, to war, militarism and imperialism.[4] Gandhi accepted the concept of economic equality. All persons should be supplied with the necessaries to satisfy their natural needs. He subscribed to the Marxian formula: "To each according to his needs."[5]

The constituent elements of economic equality were a balance diet, a decent house to live in, medical relief and facilities for the education of children for every family. For the concrete realization of economic equality it was essential to take recourse to the Charkha and the allied industries. This would go a long way to bring about social and economic equality.[6]

In the economic field Mahatma Gandhi believed that he was a socialist but his socialism was different from the one which was followed by the so called present socialists. According to him, his socialism primarily stood to end the exploitation of the poor by the rich. This was essential to have a society based on non-violence. He, however, did not like that force should be used to deprive the rich of their superfluous wealth because any violence action will disturb social harmony and create hatred and disharmony. He appealed to the capitalists to use their spare wealth as trust of the nation. He believed that by reasonable methods human nature could be reformed. According to him, that type of machinery which resulted in labour saving devices was useful and should be put to use but those of the machines which resulted in unemployment should be discarded. In economic field he believed that decentralization was the best method and hence he put forth the ideas of village industries and cottage industries. He wanted that Khadi should be put to common use because it could provide employment to many villagers And Indian masses.[7] Gandhi believed that Khaddar or khadi was not merely an aspect of Swadeshi. In his opinion, Swadeshi without khaddar, was a body without life and only to receive a dazing burial or cremation.

Swadeshi, according to Gandhiji, implied essentially the use of indigenous manufactured goods rather than use of articles manufactured outside the country. In his opinion, it should be accepted as a creed. He said, "My definition of Swadeshi is well-known. I must not serve my distance neighbour at the expense of nearest. It is never vindictive or punitive. It is in no sense narrow. I refuse to buy from anybody anything however nice or beautiful if it interferes with my growth or injures those whom nature has made my first care. I buy useful healthy literature from every part of the world—but I will not buy an inch of the finest cotton fabric from England or Japan or in other part of the world because it has injured and increasingly injures the millions of the inhabitants of India."[8]

Gandhi had a strong fear and suspicion that India might become a highly militarized and industrialized country and that might result in the submergence or even elimination of village industries and Khadi which, to Gandhi, were symbol of non-violence. Gandhi advocated a return to simplicity and plainness of nature. In the *Hind Swaraj* he opposed large-scale industrialism and mechanization, and condemned western commercialism, imperialism and secularism as "disease". He was not even opposed to rural electrification.[9]

Gandhism like anarchism has no faith in state regulation. Society, according to Gandhiji, should be a voluntary association of free men on the basis of perfect equality among its members. Only a society thus organized on a voluntary basis by its members can ensure full liberty and equality to its members.

The economic organization of such a society should be commensurate with its political organization. Gandhism lays stress on small-scale and cottage industries based wholly on the principle of decentralization of production. Gandhiji was definitely against the factory system of production which involves the use of machinery in production. Gandhism is not opposed to the use of small tools and machines which the workers can handle freely and which relieve the

strain on their muscles. Under the capitalistic system of production, the capitalists and the machine experts utilize the workers solely for the purpose of increasing their profit. They produce only those goods and in such amounts as are calculated to promote their class interest without any reference to social good. True it is that the workers are paid in money, but they are deprived of the pride and pleasure of creation which they cannot claim as their own. The aim and end of all production is consumption, and its main purpose is to secure maximum satisfaction for all. But a system of production which is directed mainly for augmenting the profit of the producer, a system of production which destroys the personality of man by reducing him to the position of a wage-slave can never enlist the sympathy and support of Gandhiji whose life was dedicated to the realization of truth and non-violence in practical life.

Gandhism opposes the use of machinery in production on another ground. The use of machinery in production has led to the growth of production on a large-scale. The inevitable result of this system of production has been the concentration of economic power in the hands of the few who dominate the rest. Economic power tends to corrupt political power and the two together corrupt social life. Thus, Gandhism advocates decentralization of power in the economic as well as in the political system of a society. So, Gandhiji advocated small-scale production in the economics system just as he advocated Panchyet form of administration in the political system.[10]

Gandhiji said that long before that he got the idea of bread labour from Ruskin's 'Unto the Last'. He was of the opinion that the same idea has been preached by Bible and in the third chapter of Bhagwat Gita where it has been said that those who eat without putting any labour eat a stolen food. The main idea behind this philosophy is that each and every one should produce what one consumes. Without producing one had no right to eat. A person who labours for his own living also serves the society in the best way. According to Gandhiji, if all labour for their bread and no more, then there will be enough food and leisure for all. In his own word, "Then there would be no cry of over-population, no disease and no such misery as we see around. Such labour will be the highest form of sacrifice—there will be then no rich and no poor. None high and none low, no untouchable."[11]

The boycott of British goods was the "Big Bertha" of the passive resistance campaign; it all but stunned the British into defeat. Gandhi's defence of his use of this economic weapon was typically reasonable. He claimed that since the British government refused India the right to an autonomous government, either within or without the Empire, India had the right to set up an internal national policy of its own. "The boycott," said Gandhi, "is merely India's tariff to protect her own native industries …as America foe example, protect her manufactures." The boycott then, was a tariff such as any country—France or America—might raise against another country in self protection. The boycott method was made necessary because the Indians were given no legislative function.[12]

The keywords of Gandhian economy are self-sufficiency, decentralized production, and equitable distribution. Under this system large-scale production by impersonal agencies will disappear except as regards goods and services which cannot very well be left in the hands of private individuals. The postal and telegraph system, roads and other means of communication will continue to be owned and controlled by the State. Railways, mines, forest, irrigation, and the management of heavy industries will be the monopoly of the State. But primary commodities

such as food, clothing and shelter will be produced on a decentralized basis, the government providing the necessary means by which goods produced will be properly co-ordinated and marketed. The middleman's profit of the industrial magnate and of impersonal companies will disappear. The primary producer will receive a reward which will be much more equitable than is possible at present. Goods locally produced will, for the most part, be locally consumed. In certain situation, barter economy may replace money economy. Taxes, for example, may in some cases be paid in kind.

The gulf between the rich and the poor will become less and less marked, there being no opportunity for the exploitation of one individual or class by another individual or class.[13]

Gandhism has not been accepted anywhere either as a creed or tried as a creed or tried as a practical guide to the solution of social problems. Even in India, his own and of birth, Gandhism has not been accepted in *toto*. The adoption of the Gandhian system of production cannot possibly hold out any bright prospect in the matter of the economic progress of the country in the near future. The world might go a wrong way but India must keep pace with the progress of the world if she seriously means to improve the lost of her people. She cannot possible make the Ganges flow back to the Himalayas.[14]

Gandhiji's Political Thought:

Gandhian political philosophy or Gandhism ushered in a new era in the history of political thought. It made the world believe that even the greatest political problems could be solved only by making personal sacrifices and making the opponent realize the excesses and mistakes committed by him. Personal sacrifices in the right direction were considered far more effective weapon than any other method for fighting against the opponent. For Gandhiji, non-violence or ahimsa was the most suitable reply for violence and force. For him, non-violence was a creed as well as a faith. Gandhiji wanted to establish an ideal society in which Panchayati Raj based on real democratic principles was to flourish. He felt that democracy could not come from above but must start from down below and go upward. In Gandhism, religion had a definite place and Gandhiji did not wish to separate religion from politics. In his own words, "It is the permanent element and human nature which counts no cost too great in order to find full expression and which leaves the soul beyond restless until it has found itself, known its maker and appreciated the true correspondence between maker and himself."[15]

Gandhi was certainly not a political philosopher, and he never claimed to be one. It would be more correct to describe him as a man of action rather than a political philosopher—which is clear from the fact that he is more concerned with means than with ends. Satyagraha, for Gandhi, was less a philosophy than a method of action, cultivated as a result of continuous experiments with truth through a long life of suffering, sacrifice and service to the nation. Even though not a political philosopher in the traditional sense of the term, Gandhi made a great contribution to political theory by evolving and suggesting the most effective means for bringing about the most effective change in the state and the society. Political theory, as Joan Bondurant has pointed out, is concerned both with the ends of political action and the means of achieving them. Traditional political thought, assuming a separation of ends and means, has emphasized its major concern with the ends at the cost of means. The challenge of Gandhi's political thought centres upon the necessity of reconciling ends and means through a philosophy of action.[16]

Gandhiji's writings reveal his personality. His greatness lay more in his pre-eminently lofty character and his political and the moral leadership than in his political ideas. The problem of the regeneration of humanity has been a subject of enquiry and attention at the hands of several thinkers Gandhiji also wanted the moral emancipation and ennoblement of man. Gandhiji did not differ much from the Western Social idealists, Pacifists and humanists. He achieved great magnificence by making the traditional moral techniques the effective instruments of political action. He combined in himself moral virtue and political grandeur. Gandhiji was great like Asoka and Lincoln and a prophet like Buddha and Sant Paul.[17]

If Mahatma Gandhi was not a systematic political thinker, much less was he a politician. Though not a politician in the ordinary sense of the term, he exhibited unusual shrewdness in choosing the time as well as the methods and techniques to be used in launching his non-violent programme. Mahatma Gandhi was a saint among politicians and a politician among saints. Every time he launched his attack against the British he chose new symbols and new techniques. In 1919-20, it was non-violent non-co-operation calling upon students, lawyers and government servants to give up their respective vocations; in 1030, salt become the symbol of opposition to government; in 1939, it was individual civil disobedience by selected individuals; in 1940, it was defiance of law against the assembly of people; in 1942, it was the drastic "quit India" programme with its battle cry of "Do or die". All through the struggle for freedom the boycott of British goods and the patronizing of hand-spun and hand-woven goods with the charkha (spinning wheel) as symbol played a vital part.[18]

Gandhiji's contribution to Indian political thought was, of course, immense. It was through him and through his efforts that the national movement in India changed its very character. He struggled hard in India to see that the two great communities, namely, the Hindus and the Muslims, lived together like brethren forgetting all their differences. He also struggled to see that all minorities got their due and the majority community did not ride rough shod over the minorities. We also find that he took up the cause of down-trodden and hard-pressed and saw that India became a casteless society in which there was no question of high and low. He tried to see that there was dignity of labour for all, and all got equal wages for equal work. He also found that as long as the poor used intoxicating drugs and ranks they could not get their due status in the society. This made him plead for total prohibition all over India. Not only had this but he preached the use of swadeshi goods to relieve India of economic dependence. He introduced Wardha Scheme of education which was more utilitarian than the system of education preached by the British government. His ideas about democracy were therefore realistic when he said, "Democracy must in essence, therefore, mean the art and science of mobilizing the entire physical, economic and spiritual resources of all the various sections of the people in the service of the common good of all."[19] Gandhi says, "People are the roots, the State is the fruit. If the roots are sweet, the fruits are bound to be sweet".[20] Gandhi laid emphasis on the performance of one's own duties without meddling with the duties of others. This is what the concept of "SVADHARMA AND SWADESHI" teaches. Thus, he constantly laid stress on the necessity for the moral and spiritual uplift of man. He was opposed to all those thinkers who believed that human being can be reformed by objective forces. According to him, social betterment depends upon individual efforts for self-purification.[21]

A lasting contribution of Mahatma Gandhi to politics and political theory was his spiritualization of politics. It was his firm conviction that if politics was to be a blessing and not a curse to

mankind, it should be undergirded by the highest ethical and spiritual principles. He held that means were just as important as ends. Only right means, he believed, could lead to right ends. In other words, ends and means are the same thing looked at from different points of view. If one takes scrupulous care of means, ends will take care of themselves. Complete honesty of means was one of the essential in Mahatma Gandhi's thought and practice.[22]

To quote from Mahatma Gandhi himself: "Politics bereft of religion are a death-trap because they kill the soul". "I have sacrificed no principle to gain a political end". "Politics without morality is a thing to be avoided".[23] "I could not be leading a religious life unless I identified myself with the whole of mankind, and that I could not do unless I took part in politics. The whole gamut of man's activities today constitutes an indivisible whole. You cannot divide social, economic, political and purely religious work into watertight compartments. I do not know any religion apart from human activity". If one wants to find a parallel to Mahatma Gandhi's thought in Western political philosophy, one finds it in philosophical anarchism. This was partly due to the influence of Thoreau. In his introduction to an unauthorized Indian edition Philosophical of Thoreau's Essay on Civil Disobedience, Mahatma Anarchism Gandhi (quoted by Pyarelal) writes: I heartily accept the motto, 'That government is best which governs least'…..Carried out, it finally amounts to this, which also I believe, " That Government is best which governs not at all."[24]

Conclusion:

Mahatma Gandhi was a man who always emphasized his role as a citizen of the world. According to Gandhi, truth and non-violence are not his own inventions but are 'as old as the hills'. Gandhi wants to apply ethical principles in the political life of man and also believes that the highest ideal of human life can be achieved only by practicing truth and avoiding violence. In economic life, Gandhiji seeks to apply the principle of non-violence. He thinks about economic equality and gives importance to implement Charkha and the allied industries which would go a long way to bring about social and economic equality. Decentralization method should be implemented in village industries and cottage industries. He opposes large-scale industrialism and mechanization, and condemned western commercialism, imperialism and secularism, but not even opposed to rural electrification. Gandhi says that the greatest political problems can be solved only by making personal sacrifices and making the opponent realize the excesses and mistakes committed by him. He seeks to establish an ideal society in which Panchayati Raj based on real democratic principles. According to him, satyagraha is a method of action, cultivated as a result of continuous experiments with truth through a long life of suffering, sacrifice and service to the nation. Gandhi does not separate religion from politics and says that all communities should live together like brethren forgetting all their differences and makes casteless society. Gandhi says that "Politics without morality is a thing to be avoided".

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The Impact of Indo-Israel Strategic Partnership on The Changing Security Scenario in The Indo-Pacific Region

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Abstract:

The current globalized world is mainly defined by the equations of strategic ambitions and national interests. The Indo-Pacific region has been the centre of gravity in terms of security and every nation is very much interested to acquire and possess the power status in the region. India and Israel are significant strategic partners. Immediately after independence, Indo-Israel relations started in an atmosphere of antagonism but the relations gradually and steadily improved and became a strategic partnership with the assumption of power by the Narendra Modi Government in May 2014. Both the states face more or less similar threats. The existing geopolitical uncertain realities in the Middle East and Indo-Pacific call for a higher level of cooperation among these two powers. This paper examines the impact and prospects of the Indo-Israel Strategic Partnership on the evolving security paradigms in the Indo-Pacific region.

Key Words: Indo-Pacific, National Interest, Geopolitics, Power, Security.

Introduction

Indo-Pacific as a single strategic construct has emerged into prominence and gaining momentum with its growing geoeconomic and geopolitical significance. It is home to major rising economies like China, Japan, India, and Australia and 60% of maritime trade passes through the region. Therefore, the region has been turning into the geoeconomic and geopolitical centre of gravity of the world (P N, 2022).The origin of the process can be traced in the coordinated Tsunami Response of 2004 by Australia, India, Japan and the US. The idea assumed political dimension with Shinzo Abe's Address of "Confluence of the Two Seas" to the Indian Parliament in 2007 (Abe, 2007).

The region is the crucial route for supply chain, transportation of energy, trade and market and thus it has assumed profound salience in the strategic thinking of the regional and global powers for maritime connectivity and security and strategic cooperation for seamless and unhindered movement of trade (P N, 2022). The rise of China and its territorial claims with increasing and aggressive assertiveness with its so-called ambitious maritime silk route is a strategic challenge to the established maritime rules and practices has attracted strategic attention of all (The South China Sea Arbitration (The Republic of the Philippines Vs The Republic of

China)", 2016).

The Indo-Pacific region has become the theatre of global politics in the 21st century.The region has gained enormous political, strategic, and economic importance for the emerging Asian order, especially amidst two crucial developments. One is the meteoric rise of China in the Asia-Pacific and beyond, which has compelled other powers to temper the balance of power in the region (kumar, Sarkar, & Anasua Basu, 2022). The other is the relative decline of US influence in the region, which has made it imperative and opportune for other notable powers such as Japan, Australia and India, to play their own roles in maintaining political stability and promoting economic sustainability in the Indo-Pacific (Ghosh, 2019). Global powers are cordially recognizing the significance of the Indo-Pacific region in the current world order and consistent efforts arose from various states in the region for multiple engagements and partnerships to balance the strategic and security dominations in the region.

India's Vision in Indo-Pacific

The Indo-Pacific has become an important part of 'India's Foreign Policy. It is a way to describe India's focus on maritime areas. Maritime threats and Globalization have decreased the physical borders and increased the importance of ensuring secure seas for the unhindered mobility of energy and trade. India has been regarded as an important pioneer in this regard by the countries such as Australia, US and Japan (Bureau, 2021).

India regards the Indo-Pacific as a geographic and strategic expanse, with the 10 ASEAN countries connecting the two great oceans. "Inclusiveness, openness, and ASEAN centrality and unity" lie at the heart of India's conception of the Indo-Pacific.India has been an active participant in mechanisms such as the Indian Ocean Rim Association (IORA), the East Asia Summit, ASEAN Defence Ministers Meeting Plus, the ASEAN Regional Forum, the Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC), and Mekong Ganga Economic Corridor, in addition to convening the Indian Ocean Naval Symposium. Through the Forum for India-Pacific Islands Cooperation (FIPIC), India is moving towards engaging with the Pacific Island countries (Saha, 2022).

As a leading global power and also considering its economic interests, diplomatic ties and long-term strategy, India should carefully craft an Indo-Pacific policy in the 21st century. Through its enhancing role, India should work with like-minded countries of the Indo-Pacific and also with other Middle powers at various bilateral and multilateral platforms to uphold an amicable global order (Amaresh, 2021). India's imperatives lie in sustaining its economic development and growth while cultivating strong commercial and technological partnerships with Southeast Asia, Japan, South Korea, and Australia. Enduring partnerships with these powers encompass a crucial system-shaping diplomatic synergy for India and are extremely vital for India to be taken seriously in the region (Lawrence & Prabhakar, 2014).

India's crucial balancing role in a prospective US-China duopoly of the Asia-Pacific regional order would serve to enhance its presence and would augur a meaningful role for its power. With assertive China and the unpredicted American power in the Indo-Pacific region, India's stabilizing role would build a strong wall of security which could counter the American and Chinese strategic interests in the region. In the global power transition, India could exert its leadership through its pragmatic approach which could enable the country with essential strength and capabilities in its policy in the Indo-Pacific region.

Israel's Interests In Indo-Pacific

Israel has around 8 km coastline in the Gulf of Aqaba which is part of the Red Sea arm of the Indian Ocean. But notably, the two most critical adversaries of Israel- Iran and Pakistan are located in the India ocean. In recent years, owing to Iran's nuclear programme, anti-Israel proxies across the region increasing shadowy attacks and counters at the sea. Israel has developed a natural strategic interest in the Indian Ocean (P N, 2022).

Israel appreciates the importance of India, the world's second most populous nation, its seventh-largest economy and an increasingly important player in the Indo-Pacific balance of power. The Indian Ocean, where India is a pivotal actor, is an area of growing interest for Israel because of its apprehensions about Iran and Pakistan (Bergin, 2017).The growing economic strength and geopolitical influence of the countries of the region have led to the increasing intensification of Israel's engagements in the region (Israeli Missions Around the World, 2022).

India-Israel Relations: A Historical Analysis

Indo-Israel relations have been in existence since time immemorial. Trade connections between India and Palestine and Mediterranean Jewish communities continued, and later, the languages of these cultures started to share linguistic similarities. Since the early 1950s, both India and Israel maintained only limited contact with each other despite not having any direct conflict. The two former British territories shared some common features. Both are newly sovereign nation-states, both dealt with a difficult partition based on religion and both emerged as relatively stable democracies in very volatile neighbourhoods. India's foreign policy towards Israel had undergone a drastic change in the course of historical development.

On 17 September 1950, India officially recognized the state of Israel. Both India and Israel emerged as sovereign states respectively on 15 August 1947 and 14 May 1948 in the background of the Cold war between the USA and the USSR. Due to its dependence on the US for survival, Israel logically joined the western bloc under the US. India took a different direction by deciding to side with neither superpower during the initial years of the cold war and by devising an independent foreign policy (McMahon, 1994).

The pro-Arab policy ideology of Nehru and His successors, to a large extent, was due to the large Muslim Minority at home (who constituted over 11 per cent of the country's population). The sentiments of India's domestic Muslim population were always an integral part of the country's West Asia policy calculations. Nehru's close relationship and ideological affinity with leaders like Nassar of Egypt also influenced India's relationship with Israel.

The Kashmir problem was also an important structural factor that influenced India's policy towards Israel. Nehru expected Arab support for the Kashmir issue. From the beginning of the Kashmir dispute, Pakistan tried to internationalize the issue, especially by trying to obtain religious solidarity from the Muslim world through the intermediatory of the Organization of the Islamic Conference(OIC). Although Israel had always supported the Indian position on Kashmir, New Delhi decided to support the Palestine cause and the Arab demands, hoping in exchange to gain their backing or to the least their neutrality on the Kashmir Issue. This pro-Arab policy was illustrated by India's support of Egypt in the Suez crisis against Great Britain, France, and Israel (Blarel, 2010). There were other motives behind India's anti-Israel stance. India has a large Muslim population and their antagonism towards Israel played a major role in delaying diplomatic relations, as politicians feared that they may lose Muslim votes in key regions if they were to

formalise ties. Also, was the fact that thousands of Indian citizens worked in the Gulf, helping keep its foreign exchange reserves afloat (Reports, 2019).

On 29th January 1992, India became the last major non-Arab and non-Islamic state to establish full and normal diplomatic relations with Israel, almost 43 years after recognizing it as a sovereign state. This drastic change in foreign policy is due to the impact of change in international structure and the change in domestic politics. Regional developments in the early 1990s also permitted India to transform its relations with Israel. Another structural change in the system was the emergence of the US as the sole superpower in the international arena. In this new context, the rapprochement with Israel was also a way for India to indirectly engage the new preponderant power.

The liberalization of the Indian economy and the increase of US investment further encouraged the reorientation of Indian policy towards Washington. Good relations with the Jewish state seemed to be a pre-requisite to theeasing of prevailing Indo-US tensions. Also, US approval of Indo-Israeli relations was equally necessary for the development of strong bilateral security cooperation, particularly in sensitive areas such as anti-missile and radar technologies (Kumaraswamy, 1996).For political, economic, and security reasons, India has always wantedto develop an important and diversified domestic military industry. Thisencouraged negotiations with Israel, which had developed a domestic high-technology military industry capable of rivalling the Western powers.

Narendra Modi-led BJP Government came to power in 2014. It was a time when Arab Uprising wobbled the entrenched authoritarian system in the Arab world and intensified the regional rivalry between Israel, Iran, Saudi Arabia, and Turkey. Modi's administration exploited this environment to settle various issues in India's Israel policy. The Modi government attempted to overcome the ideological straightjacket and demonstrated a resolve that they did not want India to be seen as hostage to Islamists' agendas. Notably, he showed resolve to carry forward the strategy of de-hyphenating the two bilateral relationships of Israel and Palestine, to demonstrate that India's ties with Israel are independent, special, and strong (Kaur, 2019).

Israel has emerged as India's key defence partner and has shown a willingness to sell its advanced weapons with a provision of transfer of technology. Those weapons act as ears and eyes to Indian heavy weapons, which were imported mostly from Russia and the US. In this way, the Indo-Israel relationship does have an impact on the military balance of power complex of South Asia.

Today, India and Israel engage in significant trade and have numerous mutual projects and investments. India is Israel's largest client for arms, and in return, Israel gets vocal support from the world's largest democracy, which significantly boosts its political and diplomatic leverage, especially considering over 30 countries of the UN still do not officially recognize it (Bhatt, 2020). India and Israel possess the potential to take their relationship to new heights and both countries are eventually moving in their way to accomplish their strategic interests in the world order without compromising their fruitful bilateral ties. ForIndia, the changing political landscape in the East provides fertile ground for further strengthening its ties with Israel without fear of jeopardizing its relations with its other allies in the region (Sen, 2021).

India-Israel Strategic Partnership In The Indo-Pacific Context

At the moment, India and Israel relations epitomise an unreserved friendship with the

increasing multiple multi-sectoral cooperation of strategic importance cemented by frequent highest-level political visits. There is a perceptible convergence of their interests in the strategically crucial Indo-Pacific region (Bagchi , 2021). Both countries view the region through the prism of security and intend to attain their national interests. Encountering issues like maritime security, cyber security, and counter-terrorism need mutual support and engagements in the Indo-pacific region.

Geopolitically, the India-Israel Strategic Partnership imparts to India the presence of a strong and valuable friend on the farthest edge of the Middle East and it could also be said that the strongest power in Middle East. Pakistan with its nuclear capabilities and strategic bellicosity against India andIsrael is the shared security concern. A nuclear Iran is a sure security threat to Israel and India is also opposed to nuclear Iran. Thus, both India and Israel share strategic interests in the case of Iran as well as Iranian nuclear pursuits (Noah, 2013).

Conclusion

The Indo-Pacific region has become one of the significant areas of strategic Interest in the world order. There has been a considerable shift in the power equations in the Indo-pacific region and multiple nations have evolved and established their power status. India's view of the Indo-pacific region could be understood through the medium of security and strategic interests. Israel, backed by the US, could use its technological advancement, especially in defence for balancing the security perspective in the region in coordination and collaboration with India. Both India and Israel are having the capability to counter the hostile Pakistan and China in the region and also deter nuclear-powered Iran.

The whole gamut of issues India and Israel faces in the region ranges from pandemic challenge to geopolitical change. India and Israel are enhancing their bilateral ties in different dimensions like science and technology, agriculture, telecommunications, space technologies etc. and being evolved as the most significant and strategic partners in the Indo -Pacific region. India and Israel need to overcome the vulnerability of their religiously extremist neighbours and hyper-productively work on issues like climate change, water security, population explosion and food scarcity (Gautam, 2020). Both countries extensively need a sustainable framework to attain security and stability in the region.

In conclusion, it needs to be stressed that the existing geopolitical uncertain realities in the Middle East and Indo-Pacific place a higher call on politically and strategically robust countries like India and Israel to reinforce and raise the India-Israel strategic partnership to newer heights in terms of substance and nuances. This would ensure a strong existential counterweight emerges in these two contiguous regions contributing to regional and global security (Kapila, 2018). Thus, Indo-Israel strategic partnership emerged in response to security threats of both the states and is necessary to ensure security in the Indo-Pacific region and global security.

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A Reading on Post Modernism and Post Colonialism in International Relations

○ **Riju Saimon**[15]

Abstract:

The Post colonialism and modernism have far-reaching impact in the analytical space of international relations. Post colonialism paves way for more structural changes in the subject matter of international politics and the discourse related to it. Post-modernism in International Relations has questioned the traditional ideas, practices and sources including ontological, epistemological and methodological conventions of the discipline. After its association with architecture, art, literature and music in the beginning, it reached into International Relations theories in 1980s and other humanities subjects and has become the core of theoretical discourses of many of them. While Post-modernism was a critic against modernity, it did not reject it in its entirety and the theoretical differences among Post-modernist are on the question of modernity itself. The very term Post-colonialism indicate that the term is linked to the people who are living under post-colonial areas and shows light into the livings concerned to these areas.

Key words: Post modernism, Post colonialism, Modernity, Reterritorialisation, Deterritorialisaion

Introduction

Post-modernism in International Relations has questioned the traditional array of ideas, practices and sources including ontological, epistemological and methodological conventions of the discipline. After its association with architecture, art, literature and music in the beginning, it reached into International Relations theories in 1980s and other humanity subjects and has become the core of theoretical discourses of many of them (Diez, Bode and Da Costa 2011, 166). While Post-modernism[1] was a critic [2] against modernity, it did not reject it in its entirety and the theoretical differences among Post-modernist are on the question of modernity itself (K. S. Dara, Postmodernism and Constructivism in International Relations 2012, 248). Rejecting all the theories that are claimed to be scientific, Post-modernism is a post-positivist theory which is also known as de-constructivism and post-structuralism (Johari 2014, 188). Writing on the theme of Post-modernism Diez, Bode and Da Costa wrote that it is a 'radical critique of all claims to truth and the existence of an objective reality'. They adds that Post-modernism is a 'rejection of totalizing claims of modernity' that a coherent theory can explain the life and knowledge in their entirety (Diez, Bode and Da Costa 2011, 166). Post-modernist conceived that, 'identities' are 'constructed or get constructed by social processes and, therefore, are not static in nature' (K. S. Dara, Postmodernism and Constructivism in International Relations 2012, 274).

Post-modernism views as 'subject of knowledge' is 'situated and conditioned by historical

and political context' (Devetak 2005, 184) and constrained within such situations and conditions, and hence like Constructivism Post-modernism can only be considered as a 'sensibility' (Daddow 2013, 219) rather than a theory. Therefore, like what Johari writes, "We are all prisoners of our conditions, our characteristics, our community, and that only local narratives, no longer presented as meta-narratives, tell us our own partial truths" (Johari 2014, 189). So the concentration of postmodernists on search of truth is at the 'local beliefs' (Johari 2014, 189). Post-modernism examines the subjectivity of the existing theories through highlighting the image of normalcy, naturalness, or necessity so how neutralize or conceal their arbitrariness (Devetak 2005, 196). Postmodernists questions the universality of institutions for human welfare (Satapathy 2010, 37). Nietzsche argue that there is nothing like superior truth over other truth or in simple words there are many realities rather than any single reality (K.S. Dara, Postmodernism and Constructivism

[1]Dara writes, "The very term 'postmodernism' connotes various things in various contexts. It refers to a wide and rather hetrogenous variety of phenomena. It is a historical term, where the prefix 'post' in Latin refers to 'Off' or 'away' from the modern. The term 'modern', among other things, refers to the period that begins with the 'Enlightenment', and regarding its end scholars are in disagreement (K. S. Dara, Postmodernism and Constructivism in International Relations 2012, 249)".

[2]Burke argues that, Post-modernism "Critiqued the semiology of Charles Pierce and Ferdinand de Saussure, the language games of Ludwig Wittgenstein, and the structuralism of Claude Levi-Strauss, Jacques Lacan, Louis Althusser, and the early Michel Foucault" (Burke 2010, 362). in International Relations 2012, 251). Devetak further explains the Nitzschean idea of reality and says, over a single perspective there are different other perspectives containing different values. He argues that, 'perspectives are integral to the constitution of the 'real world', not just because they are only access to it, but because they are basic and essential elements of it' and hence 'perspectives are thus component Objects and events that go towards making up the 'real world'. No event or object is visible beyond perspectives or narrative and 'narrative is central, not just to understanding an event, but in constituting that event' which can also we called as 'narrativizing of reality' as Campbell called it. An object or event is felt as a reality, 'not because they occurred but because they are remembered and because they assume a place in a narrative'. Narratives are not really events, but the status of reality has been conferred upon events by means of narratives. Historical narratives are so important because it served as a resource for present day political struggles. Devetak declares, "The very *idea* of the 'real world' has been 'abolished' in Nietzsche's thought, leaving *only* perspectives, *only* interpretations of interpretations, or in Derrida's terms, *only* 'textuality'" (Devetak 2005, 184).

Jackson and Sorenson discuss how Post-modernism affected the theoretical discourses in International Relations. As Postmodernists reject the idea that there is 'objective truth', they reject the findings of the Neorealism and its attempt to put the world under a single theoretical framework. They rejected the idea that, the world of knowledge is ever expanding and developing and debunk the 'notion of universal human progress'. Calling Neorealism and Neoliberalism as 'metanarratives' postmodernists deconstructed them as 'far-fetched and lacking credibility'. They argue that 'neorealist claims about the unchanging anarchical structure of international politics cannot be sustained because there is no independent and impartial grounds for judging

them'. To postmodernists, 'empirical theories' are 'myths' and 'everything' involving human beings as 'subjective'. Being de-constructivists, postmodernists argue that, 'narratives or meta-narratives are always constructed by his or her standpoint and prejudices'. Hence, their sharp criticism leveled against Neorealism that what they called as based on 'to disclose their arbitrary elements and biased intentions'. Post-modernism criticizes 'the anarchical structure and ahistorical bias of the theory'. Here, neorealists have considered structures as historically given and individuals do not play any role of their own and emphasized on 'continuity and repetition'. Jackson and Sorenson declared that, 'Individual actors are 'reduced in the last analysis to mere objects who must participate in reproducing the whole or fall by the wayside of history'' (Jackson and Sorensen 2008, 294 & 295).

J. F. Lyotard defines post-modernism as 'incredulity towards meta-narratives'. Agreeing with Jackson and Sorenson, Johari observes that Post-modernism 'empirical theory is a myth' and 'metanarratives' in international theories such as Neorealism and Neoliberalism are to be 'discarded' in a deconstructive form (Johari 2014, 189). To Postmodernists, 'epitome of intellectual error and arrogance' says Jackson and Sorenson (Johari 2014, 188). To postmodernists, knowledge is both a normative and political matter, and for Foucault 'power and knowledge are mutually supportive and directly imply one another' (K. S. Dara, Postmodernism and Constructivism in International Relations 2012, 252). Reus-Smit and Snidal asserts that, 'postmodernists do not reject the ontological assumption that states are the most important actors, or the normative assumption that human rights are universal' (Reus-Smit and Snidal, Between Utopia and Reality: The practical Discourses of International Relations 2010, 12) and as Devetak says "state thus should not be understood as if it were a prior presence, but instead should be seen as the simulated presence produced by the processes of statecraft" (Devetak 2005, 197). In the like manner, postmodernists have created new concepts on state sovereignty originating from the role of non-state actors from the flows and moments of political institutions of state sovereignty. Here, the central concepts are 'reterritorialisation and deterritorialisaion' (Devetak 2005, 198). Walker opines that, it is 'increasingly difficult to organize modern political life in terms of sovereign states and sovereign boundaries' and there are 'spatiotemporal processes that are radically at odds with the resolution expressed by the principle of state sovereignty' (Devetak 2005, 201). Ashley also admit this view and says, state sovereignty is 'not confined by any spatial or territorial limits' (Devetak 2005, 202). Thus Post-modernism wanted to 'navigate a world without borders and charts; to conceive worlds outside the current boundaries of the possible' (Burke 2010, 373).

Johari summarize the key points of Post-modernism in International Relations. They are,

(1) There is no objective truth, (2) there can be no stable platforms or certitudes upon which affirmations and actions can be based and there are multiple realities, (3) All power requires knowledge, and all knowledge relies on and reinforces existing power relations, (4) Key concepts as state, nation, sovereignty, identity, etc., should be 'deconstructed' to discover their hidden meanings and then to replace old assumptions with multiple positions, (5) states do not act in regularized ways, (6) state means power and power involves violence and power and violence coexist, (7) globalized world require de-territorialisation and re-territorialisation of state (Johari 2014, 190).

Post Colonialism

The very term Post-colonialism[3] indicate that the term is linked to the people who are living under post-colonial areas and shows light into the livings concerned to these areas. Darby and Paolini views Post-colonialism has an attempt 'to "colonize" and refashion aspects of scholarship previously the domain of Western academe, such as literature, history, and social theory' (Darby and Paolini 1994, 379). John McClure and Aamir Mufti wanted to look at Post-colonialism as 'the emergence of a "new discourse of global cultural relations"'. To Grovogui, Post-colonialism is 'a multiplicity of perspectives, traditions, and approaches to questions of identity, culture, and power' (Grovogui 2015, 248). Daddow observes that, post colonialist have got inspiration from discipline such as literacy theory, philosophy, history, anthropology and ethnography (Daddow 2013, 233). Darby and Paolini add that, 'the core of the discourse, is a focus on the relations of domination and resistance and the effect they have had on identity, in through, and beyond the colonial encounter' (Darby and Paolini 1994, 375). R.S. Sugirtharajah summarize Post-colonialism as, "interdisciplinary in nature and pluralistic in outlook" (Daddow 2013, 233). Edward Said, Gayatri Spivak, and Homi Bhabha are the three intellectuals behind the school (Darby and Paolini 1994, 375) and Bourdieu is considered to be a poscolonial sociologist (Go 2013, 67). Darby and Paolini explain that firstly, Post-colonialism is a 'new political sensibility and as such it is not readily translated into a program for North-South action' and secondly as 'Post-colonialism is able to hold high the torch of radicalism precisely because it distances itself from mainstream economic and political material' (Darby and Paolini 1994, 393). They add that, the concept of modern state has been imposed upon Asia and Africa by alien and therefore it is to be 'resisted in the interest of making alternative futures possible' (Darby and Paolini 1994, 391). On content of Post- colonialism Daddow says, "Feminists ask, 'where are the women?' Marxists ask, 'Where are the classes?' Postcolonialists inquire, 'Where is the ethnic diversity?'" (Daddow 2013, 233).

[3]Colonization is not only political and economic colonization, but also cultural colonization, which has more functions, better effects, and deeper influences than political and economic colonization (Yang, Zhang and Wang 2006, 284).

Yang, Zhang and Wang are of the opinion that, 'Post-colonialism is a response to coloniality in the process of modernity' (Yang, Zhang and Wang 2006, 281). Post-colonialism indicates several aspects including theoretical and practical and is considered to be an 'umbrella name' aiming at 'for various cultural, political theories and methods of criticism'. It indicates cultural communication strategy between East and West and the re-identity of the East itself and an attempt of eastern scholars to deconstruct the 'artery discourse of the West'. According to Yang, Zhang and Wang the following are the foundations of Post-colonialism. "First, the flourish of the national liberation movement after World War II; second, the self-identity of national culture; third, total reflection of modernity". The Post-colonial people had to rebuild their nation and to rewrite the history and cultural patterns after their independence. They had to fight against 'western cultural hegemony and cultural colonialism' and to 'synchronize' the fine elements of western culture with their own. While enhancing their nationalism, they had to fight against 'cultural parochialism' as well. These facts have contributed to the formation of colonialism (Yang, Zhang and Wang 2006, 280). Yang, Zhang and Wang add that, 'in the West, post-colonialism can be compared with postmodernism, post-Marxism, and neo-historicism' and Post-modernism

is 'an inevitable outcome of the twentieth century' (Yang, Zhang and Wang 2006, 282). 'Relation between culture and power' is another theoretical subject of Post-colonialism and study the 'function of power' and analyze the 'collusive relation between culture and power' in a colonial environment (Yang, Zhang and Wang 2006, 283).

Darby and Paolini are also agree to the above mentioned idea on Post-colonialism and emphatically write on the third world and western world regarding their cultural and poltical relations. The major part of Post-colonialism is in the belief of the west that, the 'third world is dependent and subordinate' and of 'marginal importance' and even the successors of colonial states play only a 'minimal role in International Relations'. Ali Mazrui considers that 'culture is at the heart of the nature of power in International Relations' and more than any other consideration 'North-South divide as an increasingly cultural one'. Mazrui adds that in the present day world there is 'revival of identities based on culture'. In Post-colonialism the third world looks at relations with West on the basis of the reorientation of eastern culture in a balanced relations with western culture (Darby and Paolini 1994, 372). Julian Go clarifies the view further in his following words, "While northern theory operates from the standpoint of the metropole - abstracting local social relations and experiences into generalizable concepts that are only relevant for and to metropolitan interests - southern theory speaks to the concerns and experiences of the dominated" (Go 2013, 67). Julian Go further adds, "The field of postcolonial studies across the disciplines has theorized colonialism's cultural logics and effects" (Go 2013, 50). Bill Ashcroft, Gareth Griffiths and Helen Tiffin remark that imperial oppression came in part via the 'control over the language' as 'the medium through which a hierarchical structure of power is perpetuated' (Daddow 2013, 237).

Post-colonialism argues that since European states colonized the east and considered the eastern world as their own property the 'imperial relations were not international relations and they fell outside the proper concerns of the discipline' (Darby and Paolini 1994, 380). Post-colonialism estimates that, 'Northern Orientalist theories that portray non-Western societies as static and homogenous and that overlook colonialism and history of global Western domination' (Go 2013, 50). Hence, post colonialists are 'searching for alternatives abroad but that it might also search within , that is, within its own putatively "traditional" theorists while questioning the criteria by which we might hastily classify "Western" versus "indigenous" or "northern" versus "southern" theory in the first place' (Go 2013, 68). In acceptance with this view Oliver Daddow declares that, International Relations as a theory has been 'developed, taught and put into practice by privileged white Western males' (Daddow 2013, 232). Yang, Zhang and Wang opine that, 'from the cultural perspective, post-colonialism argues for the political and ideological features of culture, collusive relations between culture and power, and consistency between culture and imperialism' (Yang, Zhang and Wang 2006, 284).

Yang, Zhang and Wang have identified the following as the important contents and features of Post-colonialism. They include, firstly, orientalism: a western re-explanation and deconstruction of eastern theoretical discourse, secondly, critic against cultural hegemony, thirdly, imperialism cannot be separated from culture, fourthly, focus on colonization, fifthly, the re- explanation on the relationship between the East and the West, sixthly, anti-essentialist trend in explaining the relationship between the East and the West and finally, special attention to periphery, others, subordinate, and minority (Yang, Zhang and Wang 2006, 285-289). Post- colonialism stands for

'pluralism' and questions metropolitan views on colonies (Grovogui 2015, 248 & 250). Post-colonialism suggests, 'ethical and political possibilities after colonialism' and looks for 'egalitarianism, social justice, and solidarity'. It has its own trust own 'reasonableness and decency' and takes care of 'international community'. It stands for 'universalism', based on 'deliberations' among divergent political entities to arrive at decisions on 'global concerns' (Grovogui 2015, 262).

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Understanding Political Slogans of the Soviet Period

⭕   **Richa Sawant**[16]

It is axiomatic that communication is effective when the participants of a conversation understand not only the words and expressions fully, but also the context in which they are used.

In this regard the study of political slogans of a particular period in the history of a country becomes meaningful. The focus of this paper are the political slogans used in the Soviet era of Russian history. They mirror the society of their times in all its aspects – political, economic, social etc.

The word slogan came originally from the Gaelic "sluagh-ghairm" (1) meaning a clan's battle-cry (signifying allegiance or identity in a military rather than strictly political context) and is still used in this way as a token of identity, or group solidarity, and self-assertion…"[1]

In his paper 'The use of Slogans in Political Rhetoric', Cail Newsome writes: "Barry defines a political slogan as "a catchword or rallying motto distinctly associated with a political party or other group." He goes on to explain that "(a)lthough a slogan generally originates with the president or a member of the administration, its effectiveness depends on acceptance and use by the public."[2]

In function, political slogans are typically a "brief statement of a single idea" Brevity makes them "easy to remember and repeat". Slogans can come to characterize the ideas of those who use it. They become concise expressions of consent for a political action. By adopting a slogan, the user is offering his or her approval of the action that it defines."[3]

Political slogans are often displayed in posters, taking the help of art to reinforce the message visually. Mass political art is considered an effective instrument of propaganda, a fact that is common to all systems of government.

However, M.F. Nikolaeva brings to our notice F. Kaempher's belief that, though in general "a poster plays an episodic role in the political arena", in Germany and the Soviet Union "it was a means of governing the masses"[4].

The American historian V. Bonnell feels that Poster Art of this period is an attempt to create a new soviet ideals. There is a "redefinition of social values" as can be seen in the iconography, the depiction of the worker, primarily the blacksmith, the Soviet woman and the Soviet leader.[5]

In this paper some examples of Soviet political slogans used in posters are analysed. The

examples can be grouped according to the messages that they convey: the importance of the October Revolution, Industrialization and economic goals, Raising a new generation and the ideal Soviet man.

1. *The October Revolution*

In Russian the word 'mir' has multiple meanings – it denotes 'world' and 'peace'. The slogan conveys the hope for this tremendous change in society to continue to spread throughout the world in a peaceful manner. The word for colour 'red' - 'krasniy' has another meaning too – 'beautiful'. Thus, the use of this colour symbolises not just the Revolution but also beauty.

The poster depicts workers standing in a semicircle with huge red flags in their hands. In the background is the picture of the globe, conveying the idea that the ideals would find their way to many countries around the world.

The slogan translates as 'Long Live the peaceful October Revolution!'[6]

2. *The Economic Goals – Progress through Five-year Plans*

From the linguistic point of view, the verb that is used is of the perfective aspect, emphasising the limit of an activity, i.e. the result will be achieved. The use of the adjective 'noble' adds a nuance of solemnity to the task – the assignment is not an ever-day task, but something out of the ordinary for all the people.

The poster depicts multiple hands that form a pyramid and rise upwards against a red background. Multiplicity denotes strength of numbers, the fact that the majority of the people believe in this goal, and are working together to achieve it. The upward direction also signifies signifies a positive connotation.

The slogan on the poster reads "We will Fulfil the Plan of (our) Noble Assignment"[7].

Both parts of the slogan in Russian are synonymous to each other. They are in the Instrumental case, answering the question about the manner in which an activity takes place. Identical case

'Go Full steam ahead – complete the five-year plan in four years!"[8]

usage, with identical word endings brings a rhythm to the slogan. Both the phrases of the slogan urge the workers to work wholeheartedly, and emphasise the necessity to attain economic progress at an accelerated speed.

The message is conveyed visually with pictures of factory workers engaged in their task and working as one with matching movements. Some carry huge hammers in their hands, while others shovel coal into a furnace. The goal of all the workers is to attain the target of the Five-year plan in advance, i.e. within four years.

3. Raising a new generation and the ideal Soviet man

The slogan reads: We will raise a generation selflessly devoted to the cause of communism![9]

From the slogan the reader can infer that a new generation believing in the ideals of communism is growing up. The phrase 'selflessly devoted' is central in the message. It denotes working towards a cause without any expectation of rewards. The verb 'to raise' is in the first person plural form 'we', which denotes an activity that is performed together, as a group, and in this case, a nation.

The poster depicts an image that is traditional – a father protectively standing with his hands on the shoulders of his two children – a girl and a boy. It is an ideal image, with all three gazing into the future. The boy wears a scarf of the 'Pioneers' – an association of schoolchildren.

It is an exhortation to the new generation not to slacken the pace while building a new nation. They should work tirelessly not only in the industry, but also in the field of education.

The poster depicts a young woman and man dressed as scholars and holding books. In the backdrop the busts of the founders of the Soviet Union, Lenin and Stalin, are shown. The book that one of the scholars holds also has these names written on it.

In conclusion one feels that political slogans of the Soviet period are a reflection of contemporary society. They can be grouped according to themes such as, the importance of the October Revolution, the economic goals of a new nation – industrialization, upbringing of a new generation and the ideal soviet man etc.

The forms of the words and phrases of the slogans highlight the idea of fulfilling a task together and working collectively towards a common goal. Selflessness and devotion to ideals is understood as the solemn duty of all.
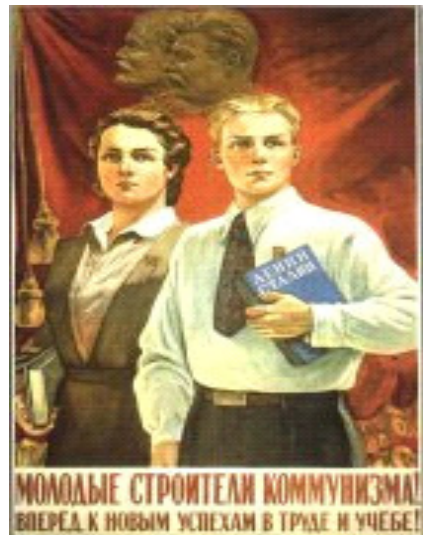
The slogan reads "Young builders of Communism! March on to new achievements in work and study![10]

The messages in the slogans were spread far and wide and reinforced by a mass art form – the poster art. Visual and textual information complement each other and combine to produce a unified whole.

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India's Soft Power in Afghanistan: Myth or Reality

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Abstract:

India and Afghanistan relations are civilisational old, i.e., the link between the two nations can be traced back to the period of Indus valley civilisation and even in later periods, i.e., in ancient India, some parts of Afghanistan had been part of the Indian empires. Due to its geo-strategic location, Afghanistan has been part of the "Great Games" in the past. In colonial India, Afghanistan acted as a buffer state between the British and Russian empires; during the cold war period, the two superpower states fought for their influence over Afghanistan, and in the post-9/11 world order again, Afghanistan became the centre of world politics in the name of "Global War on Terror". India, after 2001, started investing heavily to reconstruct war-torn Afghanistan and the approach adopted to fulfil its objective was based on soft power. Joseph Nye talked of three significant areas where soft power can be visualised culture, political values and foreign policies. This article will focus on India's engagement with Afghanistan through soft power and will analyse whether India's reliance totally on soft power has been a success or a failure in the new Taliban led Afghanistan.

Keywords: India, Afghanistan, USA, Taliban, Great Games, Soft power, Humanitarian assistance.

Introduction

The historical and cultural ties between India and Afghanistan are profound and can be dated back to the Indus Valley civilisation period. Later on, mention of Afghanistan can be traced back to the empires of the Mauryas, the Ashokas, the Kushans, and the Indo-Scythians. Grant Trunk road also acted as a link between the two countries during the medieval period. Another dimension of India and Afghanistan's close cultural and historical relationship dates back to the time of the Great Silk Road. The historical Silk Road was a network of interlinked trade routes linking Asia and Europe. Not only did the Silk Route improve commerce ties between countries and regions, but it also progressively sparked cultural exchanges in the past. For example, in the spread of Buddhism, the silk road played a crucial role from India to China via Central Asia. There are many cultural and religious heritage that can still be seen today. A 12-metre long statue of a sleeping Buddha in Tajikistan and the famous Bamiyan Buddha's statue in Afghanistan, even though the Taliban destroyed it, show how the two countries were linked in the past. Afghanistan's strategic importance grew throughout the colonial era due to the Anglo-Russian struggle in the 19th century. Afghanistan emerged as a buffer state between British India and the Russian Empire. This struggle between the British and Russian empires was

called the "Great Game". Indo - Afghan relations can be better explained in the following words -"The camaraderie that characterises Indo-Afghan relations both at the political and popular level is a product not merely of modern geopolitics but is also a testimony to the existent historico-cultural linkages that have existed between Afghanistan and the Indian subcontinent since ancient times(Chandra Lokesh, 2002)". After three Anglo-Afghan wars, Afghanistan was recognised as an independent state in 1919 (Jha R., 2020).

Independent India established its relationship with Afghanistan by signing the "Treaty of Friendship" on 4th January 1950 (Ministry of External Affairs, 1950). Another major factor that brought Afghanistan to the centre of world politics was the Soviet occupation in the late 1970s. Afghanistan became a new battleground of Cold war politics, and the crisis ended with the withdrawal of Soviet troops after the signing of the Geneva treaty in 1989. However, the puppet leader Dr Mohammad Najibullah, who had been elected president of the puppet Soviet state in 1986, remained in power until 1992. Mujahidin seized back power in 1992 and continued its rule till 1996 until the Taliban took control of Kabul. Until 1996 India had friendly and cordial relations with previous governments in Kabul, but with the coming of the Taliban in power, India's stance changed. India failed to recognise Taliban-led Afghanistan and ended all the diplomatic ties by closing its embassy in Kabul. For the five years of Taliban control from 1996 to 2001, India and Afghanistan had no formal relations, except for the hijacking of Indian Airlines flight IC-814 to Kandahar in December 1999, which forced India to deal with the Taliban. Afghanistan came closer to Pakistan during this entire Taliban period, and the distance increased with India.

The event of 9/11 shook the whole world, and Afghanistan again came to the centre of world politics with the USA declaration of "Global War on Terror" with the deployment of heavy USA soldiers on the land of Afghanistan to fight the Taliban. The USA invasion of Afghanistan and the fall of the Taliban regime provided India with an opportunity to rebuild its ties with the newly elected Karzai government after the Bonn conference. Since then, India started its multilevel and multidimensional engagement with Afghanistan, and the approach adopted was based on "soft power" with three-fold objectives- Firstly, to revive its age-old historical, cultural, social and civilisational linkage, secondly, to secure its national interest by keeping Taliban and Pakistan away from power in Kabul, so that the territory of Afghanistan is not used for anti-India terrorist activity and Thirdly to empower the Afghan people and government to rule themselves and secure their national interest. But the recent withdrawal of USA troops from Afghanistan and the takeover of Afghanistan by the Taliban has again put India into crisis.

Soft Power- As an Evolving Concept

Power is a central and contested concept in political science and international relations. Joseph nye has coined the term "Soft power" back in the 1990s in his book '*Bound to Lead: The changing nature of American Power*'. By giving the idea of soft power, Nye has tried to distinguish between two dimensions of power in the field of international relations, i.e. Hard power and Soft power. He believed that in the field of international relations, the importance of soft power is equally vital as hard power. He defines hard power as "the ability to get others to act in ways that are contrary to their initial preferences and strategies" and soft power as "the ability to achieve goals through attraction rather than coercion". Hard power is based on the push factor because it uses coercion as a means, whereas soft power is based on the pull factor because it uses inducement. Hard power is a tangible form of power and can be used immediately,

and its results are also immediate. In contrast, soft power is based on intangible elements and investment in soft power is a long-term process, and it takes a much longer time to produce the result. A nation can fulfil its national interest by adopting both approaches, and later on, he even added a new dimension of power, i.e., Smart power. Smart power is nothing but the mixing of both hard and soft power. So he clarified his previous stance and concluded that a nation could fulfil its national interest by not just focussing alone on hard power or soft power, but the combination of both is required, i.e., smart power. Joseph nye believed that there are three primary sources of soft power for a nation, i.e., its culture, political values, and foreign policies. But in present times, the scope of soft power has broadened, and various new sources have also become part of soft power, for example- foreign aid, grants, humanitarian assistance, scholarship or academic exchange programme, health diplomacy etc. To analyse the soft power investment of India in Afghanistan, the approach adopted is the same as discussed by Nye, i.e., under three subheadings – political values, culture and foreign policy. The article will analyse that over-dependence on the soft power approach and failure to realise the importance of smart power in Indo- Afghan relations have risked not only India's national interest and positive results gained from soft power investment since 2001 in Afghanistan but also slowed the pace of development of Afghanistan.

Soft Power: India's Role in Afghanistan

India has been one of the most committed nations toward the development and rebuilding of Afghanistan on all fronts- politically, institutionally, bureaucratically, culturally, promoting social harmony in the Afghan society, human rights, medically etc., and the means adopted to fulfil all these objectives is via soft power. India's soft power approach towards Afghanistan has several goals- "To generate political capital that would indirectly strengthen and re-establish India's traditional ties with the Afghan people. Besides, the objective is to strengthen the capacity building of the Afghan society and help in building a stable, democratic and peaceful Afghanistan" (Ahmad, 2021). Apart from it, Constantino has also pointed out the reason behind pursuing the Soft power approach "to promote a stable democratic order, counter Pakistani influence, and prevent Islamabad-backed militants from using Afghanistan as a platform for terrorism that could threaten Indian interests" (Constantino, 2020). India's policymakers, to widen the scope of soft power, not only limited their relations with the Afghan government but also concentrated on approaches that were directed at people-to-government and people-to-people interactions. In order to study the India- Afghanistan Soft power relations, it has been divided into three subheadings: political values, culture, and foreign policy. Under the foreign policy approach, foreign aid, health diplomacy and education diplomacy have been included for ease of study.

India's "Political Values" and Soft Power engagements in Afghanistan:

India is the largest democracy in the world, and its democratic values are deeply rooted in Indian political values and systems. India aspires that all her neighbourhood countries have stable democracy so that foreign power cannot enter the region and political stability of the neighbouring countries are ensured. So India, unlike western countries, in the name of promoting democracy, doesn't try to weaken the sovereignty of a nation, i.e. by trying to interfere in domestic politics or by establishing a puppet government. Instead, India promotes democracy to strengthen a country's political system so that it can make independent decisions in the international and domestic environment. On the same ground, India has always tried to promote

a democratic political system and institutions in Afghanistan. Since its Independence, India's policies and principles have attracted various countries in the world, even though India was not so strong at the time of Independence. India's decisions, like society based on democratic principles, secular nature, principles-based foreign policy, respecting human rights, etc., had attracted various countries and helped promote its soft power image even before the term was coined. India's long history of welcoming people from different parts of the world, irrespective of religious and cultural backgrounds, has not only provided them with a safe haven within the country but at the same time, it has been ensured that various minorities enjoy their religious and cultural freedom has also added to its global recognition when the entire world is facing the issue of the refugee crisis.

India's long non-violent freedom struggle against British imperialism and colonialism, raising its voice for de-colonisation of other African and Asian countries, following the policy of Non-Alignment Movement during the period of the cold war, Panchsheel-based foreign policy, south-south cooperation, an independent judiciary, presence of dynamic civil society etc. has further bestowed in the field of soft power in India's favour. India, a democratic and secular country, upholds all the ideals mentioned above while engaging with other nations so that the relationship established has deeper roots in bonding and friendship. This is why India has always stood for an all-inclusive and democratic Afghan government. Previously, India has stayed away from Taliban-led Afghanistan as it focuses more on anti-democratic values, anti-human rights, anti-gender equality, and against total inclusion of the tribal plurality of the Afghan people. On the one hand, India has supported 'an Afghan-led, Afghan-owned and Afghan-controlled' political system, and on the other hand, it has also stood for respecting its sovereignty by advocating that "it is the people of that country and the elected representatives of that country who should have the leading voice in deciding their future - this has always been one of India's guiding principles in its engagement with Afghanistan"(The Economic Times, 2019). This is why India has refused to engage in talks with the Taliban earlier and even today in the changed global political scenario, where various other countries like China, the US, and Pakistan have shown their interest in talking with the Taliban.

India's "Culture" and Soft Power strategy in Afghanistan:

India has a deep cultural linkage with Afghanistan since the ancient Indus valley civilisation times. The cultural linkage between the two nations is well explained by V.C. Srivastava (1982) in his book 'The Prehistoric Afghanistan' has said: "it was likely that there existed a common cultural zone stretching from southern Afghanistan to India during the Lower Paleolithic era"(Dey, 2021). There also existed a Buddhist linkage between the two nations as Afghanistan and central Asian countries were on a vital route in spreading Buddhism to China. At one point in time, Afghanistan was part of undivided India, where Buddhist, Hindu, and Zoroastrian cultures thrived until Islam arrived in the seventh century A.D. This cultural linkage even exists today after the seventy-five years of the partition of India, even though Pakistan is located between Afghanistan and India. Nonetheless, the two nations have a long history of cordial and amicable ties. For India, ties with Afghanistan are critical because India shares a minimal stretch of border with Afghanistan; that portion is within Pakistan-occupied Kashmir (POK), which India does not acknowledge. Cultural ties and strategic considerations compel India to pursue a mutually beneficial relationship with Afghanistan in South Asia. The presence of US troops in Afghanistan

post 9/11 had allowed India to re-engage with Afghanistan after the fall of the Taliban in 2001. After the fall of the Taliban, the main focus of India's policymakers was threefold- Firstly, to re-establish the deep historical and cultural linkage between India and Afghanistan; secondly, to gain a strategic foothold on Afghanistan and Thirdly, to strengthen the Afghan people and government. To fulfil these objectives, India has relied on soft power. The rationale behind India's efforts is to transform these linkages into a strategic asset to further its foreign policy goals (Pant, 2010).

India's soft power approach can be well understood from the incident that took place after the demise of the Taliban government in 2001as; the then-Indian Foreign Minister, Mr Jaswant Singh, reached Kabul not with any arms, weapons or food but brought with him tapes of Bollywood movies and music to greet the new government. In terms of culture, Bollywood and Hindi daily soaps have an advantage in the people-to-people relationship between India and Afghanistan is well stated by Foschini "Generations of Afghans before, during and after the decades of war and international isolation of the country have grown up watching Bollywood movies and listening to their music" (Foschini, 2012). Abdul Rahman Rahmani remembering his childhood days, states that "Bollywood movies had a great influence on Afghans, and it was a family tradition that men and women gathered to watch Indian movies every Friday night"(Rahmani, 2019). One of the first Bollywood movies to be shot in Afghanistan was "Dharmatma with Feroz khan and Hema Malini as lead actors, and it's famous all-time hit song 'Kya Khub Lagti Ho' shot in around Bamiyan Buddhas" (Team, 2015). Another famous movie shot in Afghanistan was "Khuda-Gawah starring Amitabh Bachchan and Sridevi, and it is also one of the most-watched Indian movies in Afghanistan" (Jain, 2021). Apart from it, four other Bollywood movies are also shot in Afghanistan they are – "Janasheen, Kabul Express, Torbaaz, Agent Vinod" (Jain, 2021). Indian daily soaps are equally popular in Afghanistan, and the three most popular daily soaps are 'kyunki saas bhi kabhi bahu thi, kahani ghar ghar ki and kasauti zindagi ki' and there are various reasons for the popularity of these Indian daily soaps "because it is related with the facts that are taking place in every home and shows problems that are so common in Afghan families in terms of the relationship of brides in the family, especially with the mother-in-law, People are interested also because Afghan culture is so close to India, their way of daily life, the hierarchical system in the family" (Reuters, 2006). The popularity of Bollywood movies and Indian soap operas has led to the popularisation of Hindi in cities such as Kabul and created a familiarisation with Indian social and cultural norms (Jha, 2020). Afghanistan was one of the most important international markets for Bollywood films until the 1990s, and even during the civil war period, Indian films did well (The Economic Times, 2012).

During the Taliban rule, various attempts were made to stop the broadcasting of Indian movies and daily soaps on the ground of un-Islamic character, but the craze among the Afghan population kept increasing. Indian policymakers to improve government to people interactions has led to the opening of the Swami Vivekananda Cultural Centre (SVCC) in Kabul in 2007, intending to enhance the popularity of Indian culture and bring different cultural and social groups in both countries close to one another by organising cultural programmes, seminars, workshops, teaching yoga and Indian classical music (ICCR, 2020). India has used Cricket diplomacy to boost its soft power image. All the South Asian states play cricket, and the recent inclusion of the Afghanistan cricket team is just possible because of the support provided by the Indian government. India has given access to "Greater Noida stadium for the training of Afghan

cricket team and Dehradun stadium to organise the tournament and contributed US$ 1 million to build a stadium in Kandahar and even organised an Indo-Afghan Friendship test match tournament in Bangalore" (Wyeth, 2018). India's intentions to help develop an Afghan cricket team can be found best in a statement made by Indian prime minister Modi "Today cricket is a unifying force for the people of Afghanistan. India takes pride in being shoulder-to-shoulder with Afghanistan in this journey"(The Times of India, 2018). Rashid Khan's fame in the Indian Premier League may be gauged by the price at which Gujarat Titans acquired him in the 2022 season. Nobel laureate Rabindranath Tagore's Kabuliwallah has been read by school-going children, and even movies were built on it. The link between India and Afghanistan based on food is also narrated in the story of kabulliwallah, an Afghan father who left her daughter back in Afghanistan and used to roam the streets of Calcutta to sell dry fruits for earnings. Foods are also part of cultures, and Afghan-based dishes are pretty famous in India, and it also shows the link between the two nations in terms of food habits. Today Indians are very fond of kebabs-based dishes, and it is not surprising that "Kebabs were brought to India by the Afghans. Seekh kebabs and chapli kebabs both trace their provenance to the country's Pashtun region, and also the creamy chicken tikkas (marinated in a rich cashew paste) and tandoor items popular in India originated in Afghanistan" (Lal, 2021).

India's "Foreign Policy" towards Afghanistan as a tool of Soft Power:

Soft power is based mainly on the tool of inducement and being attractive to other nations in the field of international relations. Foreign policy is a tool to accomplish the national interest of a country. So a nation, to fulfil its national interest adopts soft power as a tool to shape its foreign policy. Indian policymakers have used soft power as a foreign policy tool to engage with the Afghanistan government and its people after the fall of the Taliban. India has provided aid worth over "US$3 billion to Afghanistan in the last 20 years in spheres such as education, health, agriculture, skill development, women empowerment, energy, infrastructure, and strengthening of democratic institutions, making it the fifth-largest donor to Afghanistan in the world"(Saxena, 2021). India's investment in foreign policy will be dealt with under the three subheadings- (a) foreign aid, (b) health diplomacy and (c) education diplomacy.

(a)Foreign aid- India is not the only country assisting Afghanistan through foreign aid but is distinctive from others in the way that it recognises Afghanistan's sovereignty and adopts a non-interventionist approach in its domestic politics. Since the fall of the Taliban, India has been playing an essential role in the development of Afghanistan with an aim "to assist in building indigenous Afghan capacity and institutions and to ensure that development touches all the regions of Afghanistan and encompasses all the sectors of development" (Ministry of External Affairs, 2012). Most of these aids are for humanitarian assistance, both small and long-term development projects that are channelled mainly through the Afghan government or community efforts of international donors (D'Souza, 2007). It is necessary to understand the meaning of foreign aid before going deeper into India's foreign aids investment in Afghanistan, "Foreign aid can thus be defined as the voluntary transfer of public resources, from one government to another independent government, to an NGO, or to an international organisation with a certain amount of grant element"(Lancaster, 2007). To address the development and security aspect of a nation, foreign aid may be of various types, namely cash transfer of conditional nature, a development which is community-driven, infrastructure development, employment scheme,

humanitarian assistance as well as aid provided to the military of that nation (Zürcher, 2017).

India is not new in the field of delivering foreign aid as since after independence, India has been following this policy, "the differences that are visible in the present aid programme is the scale at which it is offered and the strategic thinking behind it in providing this aid and now foreign aid is being considered as an integral part of India's foreign policy, and it is used to highlight India's soft power dominance globally" (Roychoudhary, 2013). Afghanistan has been receiving aid since from the nineteenth century, but the nature of aid has changed now for example, during the cold war period, Afghanistan received aid to counter the Soviet influence, but now, after the fall of the Taliban in 2001, Afghanistan is receiving aid on the ground of humanitarian assistance and political, economic and social reconstruction from different counties all around the world. India is a key player in providing Afghanistan foreign aid and the region's largest donor. India has two main goals in Afghanistan that it wants to accomplish through aid "First, India does not want the re-emergence and reassertion of a fundamentalist brand of political Islam as represented in the Taliban and Second, India does not want Pakistan to achieve strategic depth in Afghanistan and exploit its advantage to harm India's security interests" (Kaura, 2017).

India's aid to Afghanistan can be divided into two subcategories: humanitarian assistance and infrastructural assistance. Under the first category, Afghan people have directly benefitted from India's aid, which includes small and community development programmes. India's small development programmes had two-fold objectives one, to help Afghanistan get access to essential services, and second, to maximise participation and ownership of Afghan people both at the government and community levels. For example, "Food assistance to primary school children and construction and rehabilitation of schools ($321 million disbursed), Supply of 250,000 tonnes of wheat, the construction of cold storage food warehouses in Kandahar, Construction on the Habibia school, Restoring the Stor Palace" (Price, 2013). This approach of "project implementation has its roots in the Gandhian way of encouraging community ownership of projects and building self-reliance through indigenous methods and this decentralised approach shares some similarities with India's grassroots-based Panchayati Raj system and Afghanistan's shura and jirga systems" (D'Souza, 2016). Under the second category government to government relations are focussed. For example, "in the construction of a power line from Pul-e-Khumri to Kabul about $120 million is spent, for the construction of the Salma Dam Power Project about $130 million is given as aid, in the rehabilitation of 218 kilometer of Delaram-Zaranj road $150 million is given and the building of the Afghan Parliament in Kabul"(Price, 2013). Foreign aid from India primarily serves the interests of Afghanistan's government and people.

(b) Health Diplomacy- The importance of health diplomacy has increased in this inter-connected world order. India has been using health diplomacy as a foreign policy tool to reach out to needy countries, and Afghanistan is one of the beneficiaries. Afghanistan has one of the poorest healthcare systems in the world. Afghanistan is grouped in the 'low human development category' and ranked 169 out of 189 countries in the 2019 Human Development Index (HDI) of the United Nations Development Programme (UNDP, 2021). Since the fall of the Taliban, India has been one of the primary donors for the reconstruction of Afghanistan in the field of health infrastructure and also providing medical visas to needy Afghans to travel to India for treatment and promoting medical tourism. It is necessary to define the term health diplomacy; it can be

defined as "winning the hearts and minds of people in poor countries by exporting medical care, expertise and personnel to help those who need it most". Earlier proxy war during the cold war period and then the civil war has kept Afghan people away from primary health care facilities; this problem further got exacerbated during the Taliban rule because most of the countries failed to recognise the new regime, and this led to curtailment in the foreign aid and also brain-drain of healthcare professionals. Women were the most affected group as they were not allowed to work, and maternal mortality increased. Before the Taliban era, India was a prominent developmental partner of Afghanistan; in 1966, India built a children's hospital, the only one of its kind, which was eventually renamed Indira Gandhi Hospital for Child Health (IGHCH).

India's initiative in the Afghan health sector can be categorised under two subheadings- (a) Direct and (b) Indirect. Under the direct initiatives following steps have been taken- "In 2001, based on the demand for urgent medical needs, India dispatched a team of 13 doctors and paramedics to Kabul. In 2002, camps were set up in several places for fitting artificial limbs for amputees victimised by landmines" (Bose, 2020). In 2008, during the height of the Taliban insurgency, teams of Indian physicians and paramedics operated under difficult security conditions in Herat, Mazare-Sharif, Shibergan, and Kandahar (Krishnan, 2019). At present, "three lakh children have been treated at IGHCH annually"(Shanti, 2018). India also provided training to the Afghan health professional at AIIMS and Sir Ganga ram hospital, and also "many Afghan doctors were given fellowships at Sir Ganga Ram Institute of Post Graduate Medical Education and Research in Delhi in different specialities like cardiac, cosmetic and reconstruction surgery, chest medicine and liver transplant" (Krishnan, 2019). India has provided "free medicine and medical consultations in its medical missions in five Afghan cities and also funds to Afghan Red Crescent Society" (Iwanek, 2019). India has also been working closely with the world bank in Afghanistan under the System Enhancement for Health Action in Transition Program (SEHAT) of the Afghan Ministry of Public Health. In January 2019, the two countries signed 11 Memorandums of Understanding (MoUs), worth US$9.5 million, for infrastructure and public services such as health clinics. Under the indirect initiatives following steps have been taken – To promote child nutrition, "India joined the World Food Programme's School Feeding Programme in 2007 and made arrangements for over one million school children to eat high-protein biscuits on a daily basis"(D'Souza, 2016).

India has emerged as a great place for medical tourism among Afghan people because of low-cost treatment and quality doctors. The booming of Afghan-based medical tourism can be verified by the fact that "Of the thousands of Afghans who visit India every month, 70 per cent are medical tourists" (Nazimi, 2013). In order to promote medical tourism, India has liberalised its visa policy for Afghan people in 2017 "the validity of a tourist visa has now been increased to one year, and it allows a continuous stay of 90 days during each visit as against the previous provision of 30 days. However, the requirement for a gap of 60 days between two tourism visits remains unchanged" (The Economic Times, 2017). In the capital city of India, Lajpat Nagar has emerged as a 'mini-Afghanistan' because of the presence of a sizeable Afghan community. The return of the Taliban once again threatened the health infrastructure of Afghanistan. In 2019 alone, "the Taliban militants shut down 42 health facilities in the central province of Maidan Wardak attacked hospitals and held patients as hostages as a 'bargaining chip' against the counter-insurgency forces. Indian consulates in Jalalabad have also sustained grenade attacks,

and the Indian Embassy in Afghanistan has been attacked twice" (Bose, 2020).

(c) Education diplomacy- Independent India has been using education diplomacy "since the 1950s and has attracted students from Asia and Africa to seek admissions in Indian universities for various higher education degrees and diplomas. The education exchange programme has emerged as a new source of soft power"(Singh et al., 2021). The term education diplomacy is of recent origin, i.e., it was "coined in 2009 by the Association for Childhood Education International (ACEI) recommendations, and they defined the education diplomacy as the cross-disciplinary, intercultural sharing of theories, ideas, and concepts that advance the landscape of education and, thereby, enhance human development"(Hone, 2014). Education diplomacy uses educational exchange programmes as a tool. The importance of education exchange is highlighted well by former US secretary of state Colin Powell " I can think of no more valuable asset to our country than the friendship of future world leaders who have been educated here"(Powell, 2001). Countries have found that education exchange programmes have been an excellent way to teach people from other countries about their everyday practices, way of life, and social values. India has been actively using education diplomacy by offering scholarships to Afghan students to study in India's top educational institutions. Indo-Afghan education diplomacy has two objectives: first, strengthening the Afghan human resources by capacity building and secondly, deepening the socio-cultural bonding.

The education exchange programme has created a very positive outcome for the Afghan people and society as it tried to strengthen the Afghan human resources by filling the capacity vacuum created because of long-time wars in Afghanistan. The education exchange programme has been beneficial to both nations. It acts as a catalyst to bind both countries culturally as students interact and come to know their societal and cultural norms. These educational exchange programmes also help develop an emotional attachment with the host country, and these students act as cultural diplomats in their native countries. Former Afghan President Hamid Karzai can be taken as a case study as he studied in India, and the cordial relationship between the two nations reached a new height. India has also provided training to Afghan bureaucrats and the Afghan military. So that the overall human capacity of Afghanistan is developed. India "initially offered 500 annual long-term university scholarships for undergraduate and postgraduate degrees. This was increased to 675 scholarships in 2009 and 1000 in 2012–13. And since 2014, 20 of these scholarships are also offered for pursuing PhD programmes in different subjects. The Afghan government does the entire selection process, in line with India's policy of no conditionality"(Sinha, 2017). It is estimated that "Since 2001, more than 10,000 Afghan students have studied in India on ICCR scholarships, with some 7,000 returning home armed with an education and technical skills, which they are using to drive Afghanistan's stabilisation and development. Meanwhile, many mid-career officers in the Afghan government have benefited from the technical capacity building programs of ITEC and the Indian Council of Agricultural Research, while some 8,000 Afghan students are pursuing self-financed degrees in different fields across India" (Haidari, 2015). At present "more than 3500 Afghan nationals undertake education and training annually, along with more than 15,000 Afghan students who pursue education on a self-financing basis in India"(Singh et al., 2021). To enhance agricultural capacity building among Afghan people, India has established Afghanistan National Agricultural Sciences and Technology University (ANASTU) with the help of the Indian Agriculture Research Institute

(IARI). Women as a group have benefited immensely from India's education diplomacy because, during the Taliban rule, women were kept away from receiving education.

India's Soft Power in Afghanistan: A Critical Analysis

Since 2001 the demise of the Taliban in the backdrop of the 'global war on terror by the US has again brought India to re-establish its diplomatic ties with Afghanistan. India was among the first to recognise the new Afghan government led by Hamid Karzai. In 2001 new Afghan government rose to power with problems in all dimensions, including political, social, economic, infrastructural, etc., because of the war-torn country during the Cold War and then the civil war and later on ruled by radical Islamists forces. Clearly, the new Afghan government was in dire need of foreign assistance to re-establish itself. India came to the forefront and became the first country to fully commit to providing foreign aid to the development of the Afghan government and the capacity building of the Afghan people. A significant objective of India's involvement was to reconstruct Afghanistan's damaged infrastructure and start developmental programmes centred on small and community-based projects so that the benefits reach ordinary Afghan people and the most significant number of Afghans. As mentioned above that India adopted soft power as a tool to rebuild Afghanistan and has invested heavily in the areas of education by providing scholarships and buildings schools, medical services by training medical personnel and promoting medical tourism, transportation by building roads, agriculture by helping in establishing agriculture university, infrastructure by building parliament and dams, power generation, rural development etc. India has invested around USD 3 billion for developmental and humanitarian assistance in Afghanistan in the last two decades. The Indian aid via soft power is visible in Afghanistan as it produced goodwill favouring India among the Afghan people, government, and international community. The India- Afghanistan soft power-based relationship has helped both nations secure their national interest. During these twenty years, Afghanistan emerged as a democratic nation that served both countries' political objectives. Pakistan's interference was reduced in Afghanistan, favouring Indian and Afghan national interests. India's assistance boosted the Afghan government's morals and its people. Women as a gender played an essential role in the process of nation-building by actively participating in various capacities, which was not allowed during the Taliban rule. Afghanistan's performance has improved in multiple rankings, and India's role in reaching these milestones cannot be neglected. But it is also a fact that Indian policymakers have overemphasised soft power in building relations with Afghanistan due to the current geopolitical reality; India has failed to secure all its national objectives.

Concluding Observations

India has a long historical and cultural linkage with Afghanistan. After the independence of India, diplomatic relations with Afghanistan were established. In the past two decades, both nations have enjoyed close government-to-government and people-to-people relations. After the fall of the Taliban in 2001, India actively got engaged in the peace-building process of Afghanistan and has adopted soft power as an approach. Although the soft power approach has proved beneficial for Indo-Afghan relations, it was inadequate as it failed to prevent the fall of democratic Kabul into the Taliban's hands. India favoured establishing a democratic Afghanistan and thus made considerable investments in different fields. But India's soft power approach was heavily dependent on security provided by the USA. The withdrawal of US troops and the

fall of Kabul has put an end to the security umbrella provided to India for its soft power investments as a result, in Taliban led Afghanistan, India has reduced its soft power-based investments. India has not entirely put an end to its investment strategy but has limited its engagement with the Taliban. The fall of Kabul to the Taliban has also raised a few important questions like 'is the soft power approach of India has failed?', 'investments made by India are at stake?', 'China may replace India in the new great game?' or 'should India engage with Taliban?'. But above all, one thing has to be kept in mind: Afghanistan, a chessboard for various great games, has suffered a lot, predominantly native Afghan people. They have been neglected in every great game of politics by foreign powers. But India as a foreign power has adopted a completely different approach, and India's soft power approach has promoted a feeling of goodwill in the majority of Afghan citizens towards the people and government of India. Thus, it can be concluded that it will be still early to claim or pass any judgement that India's soft power strategy has failed as Taliban is showing keen interest in developing relations with India.

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Effectiveness of Women's Cooperatives in the Empowerment of Women: A Study with Reference to Kerala

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Abstract:

*Cooperatives play an important role in achieving the sustainable goals of poverty reduction and gender equality of any developing country. Kerala has a strong cooperative movement since pre independence era. Cooperatives are democratic enterprises whose central aim is to serve the collective interest of the members and their social economic transformation. The present study has been undertaken to analyse the present status of women cooperatives in Kerala .The present study gives an insight into the major reasons for the decline in women cooperative initiatives of Kerala state Government in promoting women cooperatives. The study made a descriptive analysis into the problems faced by women cooperatives. The outcome of the study reveals that women cooperatives have created a social platform for women to improve social economic activities and strengthen its members' social bondage. The study highlights the need for promoting the role of women cooperatives as a means of socio economic transformatio*n.

Key words : women cooperatives, socio-economic transformation, poverty reduction, gender equality.

Introduction

One of India's most vibrant cooperative movements is found in India. Co-operative Societies in the state have played a significant role in the socioeconomic advancement of the populace, particularly the weaker and more marginalised segments of society. (Niketha et al., 2017) Agricultural credit, the public distribution system, the distribution of agricultural goods, health, education, including professional education, housing, agro-processing, the SC/ST sector, and women's development are just a few of the economic activities that cooperative sector is involved in. (Niketha et al., 2017) The efforts of public enterprises and the growth of cooperatives significantly aid economic development in developing nations. (Theeuwen et al., 2021) Cooperatives differ fundamentally from traditional, profit-driven businesses in their approach to business. They conduct their business in accordance with the principles of solidarity, self-help, participation, democracy, equality, and equity. The co-operatives' strategy, governmental policies, and the active involvement of the populace all have a role in whether they are successful or unsuccessful in accomplishing the stated purpose . (Emana, 2009)

The Latin term "Co-operaie," which meaning "operate together," is the root of the English word "cooperation." Cooperation simply implies "working together jointly" in the ordinary sense. The word "cooperation" suggests a shared endeavour with a shared goal. Those that band together should have some sort of economic goal that they typically cannot accomplish through individual, solo effort. Union is "strength," thus they band together to work toward a common goal by supporting one another.. They are guided by the principle "each for all and all for each". (Sapovadia & Patel, 2012)The International Cooperative Alliance (ICA) defines a Cooperative as "an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise."The Rochdale Consumer Cooperative was established by 28 weavers in Rochdale, England, at a time when consumer and worker rights were still largely unprotected. Its members initially stated a set of values that the modern cooperative movement strives to today. In 1844, "Rochdale Pioneers" was founded as an alternative type of commercial organisation, influenced by Robert Owen's beliefs. The Rochdale Pioneers established the co-operative society principle in England in 1844, and it has since spread to practically every nation in the world. Co-operatives are founded in the current setting to carry out particular functions.

The Cooperative Credit Societies Act, passed by the British in 1904, is the origin of the contemporary movement in India. Jawaharlal Nehru, India's first-ever prime minister, then gave it a boost by including cooperatives in the Five-Year Plans. His goal was to "convulse India with the cooperative movement...to make it, broadly speaking, the basic activity of India, in every village as well as elsewhere, indeed to make the cooperative approach the common thinking of India." This vision paved the way for the creation of cooperative societies, particularly in rural India, and laid the groundwork for the largest cooperative movement in the history of the world.the entry of women cooperatives in India is recent about 87 years back . the first women cooperative society was started in 1927.In 1981there were 3 lakhs cooperative societies in India but there were only 5641 Women cooperative Societies with a membership of 2.5 lakhs. According to the data published by the National Cooperative Union of India in 2006,in 2004-2005 there were 5,83,580 co-operative society in India out of which only 12,241 were women cooperatives and in 2006-07 it increases upto 12469. This shows that development of Women Cooperative societies is very low. There is an urgent need on the part of the Government to pay their attention towards for their betterment .

Statement of the Problem: .

India has been dealing with socioeconomic issues for many years. It is regarded as the world's largest democracy, the nation for young people, and one with plenty of natural resources and rural areas. Through their party manifestos, the current governments are attempting to break the cycle of poverty and provide secure work for all talented and needy people. For women in India, the cooperative sector has created a wealth of options. It has offered women the ability to band together and consider pursuing their own vocations in domains including agriculture, industry, trade, and commerce, as well as the services and consulting sectors. In India, cooperatives are viewed as a crucial tool for reducing poverty and empowering women.. The current research intends to investigate how cooperatives affect women's empowerment and the reduction of poverty in India. In addition, the article has covered the patterns of women

working globally, in India, and in the setting of Kerala. The study included information from a variety of sources, including the Census of India, the National Family Health Survey (NFHS-4), the NCUI Report, and statistics from the Department of Cooperation of Kerala. The cooperative model is enabling women to improve their overall living conditions, by creating employment that is better suited to their needs, improving their self-esteem and enhancing their sense of empowerment while providing the necessary conditions for greater flexibility and better work-life balance

Objectives:

- To understand the status of Women Cooperatives in Kerala.
- To examine the reasons for languishness of women cooperatives in Kerala

Research Methodology:

The National Cooperative Union of India (NCUI) Report, several reports from international cooperative unions, the Ministry of Cooperation Government of India, and the Department of Cooperation Government of Kerala are only a few of the sources from which the study has gathered its data. For the examination of data from various sources, the study used data trend analysis and univariate percentage distribution. In order to assess its effects on reducing poverty and empowering women, the study has also evaluated a number of other research projects that were undertaken at both the micro and macro levels.

Review of Literature:

(Nair & Moolakkattu, 2015) conducted a study on "Why women co-operative societies languish" analysed that the scope of empowerment of women in cooperative sector is severely hindered by local politics and general property rights and gender relations structure in the state. The author emphasized that women cooperatives have played a major role in the cooperative movement of Kerala. However, women are marginalised and used instrumentally in male dominated cooperatives. The author gave some illustrative cases to understand the problems faced by women cooperative societies in Kottayam. The study conducted in selected women cooperatives shows that WCS languish because of various reasons such as a) limiting their operations to small credit activities, b) politicisation of WCS,) corruption in management and absence of training and computerisation. The cooperative principles are being violated to a great extent in women cooperative societies. The study concluded stating that Women only co-operatives in Kerala do not contribute to the real empowerment of women unlike SEWA or any other gender mixed cooperatives.

(Sapovadia & Patel, 2012) Co-operation is human instinct and forms an integral part of civilisation.Even though they are different in composition, activities and size one thing that make it unique is that "A cooperative society promotes humanization In their report" Humanization :Explaining the law of cooperatives in India. "emphasised that the main axle of cooperatives is humanisation.

(Dash, B. M., Prashad, L., Singh, K. K 2020) Gender inequality and poverty eradication is a major concern of every developing nation.in this paper entitled "women and poverty in India: Poverty alleviation and Empowerment through cooperatives ()studies the impact of cooperatives in poverty alleviation. The paper also discussed the trends of womens work participation in

India. The study used data trend analysis and univariate percentage distribution for analysis of data. The study pointed out that participation in cooperatives helped significanlty in the socio economic empowerment of women. The study suggested that Government should support and encourage women cooperatives for ensuring their effective participation so that it can provide an avenue to poor and marginalised women to organise and undertake entrepreneurial activities.

"(Datta & Gailey, 2012)In a case study "Entrepreneurship: Case Study of a Women's Cooperative in India)pointed out that Women's cooperatives creates self-employment opportunities that can contribute to women's social inclusion and empowerment. A case study analysis was done to analyse the elements of empowerment and perceptions of individual on empowerment. This article broadens the less studied area of social entrepreneurship venture in India. This case study illustrates successful social entrepreneurship in our resource restrained country. This case study was on Lijjat women cooperative society a very successful social entrepreneurial venture. The study investigate whether empowerment elements are embedded in Lijjat business model and how members perceive their own empowerment .

(Venkateswarlu, 2013) A welfare state should ensure that economic growth must not be achieved at the cost of the interest and welfare of weaker sections of the society. In this paper titled "Constitutional provisions and Legislations for Empowering the weaker sections" the author demanded that social and economic justice comes from empowering the poor and weaker sections of the society.

According to their research work Impact of ICTs in Rural Districts of Urmia County, Iran," information and communication technology (ICT) can be a useful instrument for fostering empowerment among rural women. In the rural districts of Urmia, Northwest Iran, this study explores the effects of ICT intervention on the empowerment of members of rural women's cooperatives.

(Bastida et al., 2020) Cooperatives Contribute to Overcoming the Gender Gap? A Spanish First Step to Equality" .This research paper discussed the association between between cooperatives and women's entrepreneurial activity. Delphi study was used in a survey, which analysed data from 264 Spanish cooperatives, targeting female cooperative societies. Spanish women consider cooperatives as an entrepreneurial tool because of their interest in corporate philosophy. The study revealed that female cooperative society members supported co-operative principles and they opined that working arrangements underlying the cooperative model, assist them in overcome the gender gap. It was concluded that cooperatives from an ecosystem favourable to women's economic development and very effective tool to accomplish most important Global Sustainable Goals.

(Indah Anisykurlillah, L.(2014) Women cooperatives act as facilitator of empowerment. In their study titled "A model of women cooperative empowerment in improving community welfarebrings out the significance of women cooperatives in the empowerment of women . The main objective of the study was how active women cooperative societies can create an effective empowerment model for inactive women cooperative societies.

(Sudha Kornginnaya 2015) in her paper titled Women empowerment through participatory Strategies briefly outlines the role of cooperatives in empowering women and the importance of participatory strategies in empowering women. Based on the collected data, this article

analyses the many approaches used by SCDCC Bank and D.K. Milk Union to advance the cause of women's empowerment, including the development of self-help groups, microcredit, microinsurance, measures to improve capacity, and self-employment opportunities. It also examines the three aspects of women's empowerment—economic empowerment, political empowerment, and social empowerment—that help to explain the effect of participatory initiatives. The different factors categorised under the empowerment dimensions are reflections of how effectively women's participation led to socioeconomic improvement in their lives.

Global Scenario:

Twenty years have passed since 1995's world Beijing Conference on Women paced a focus on closing the gender gap; however deeply rooted inequalities have continued . women are under represented in political and economic decision making processes, suffer from lack of decent, fair wages, safe employment and more likely to work with informal and unpaid labour. To address this issue of gender inequality UN has come with a standalone Sustainable Development Goals that prioritise gender equality and womens empowerment. Many surveys conducted worldwide has shown that Cooperatives contribute to Gender equality and Women's Economic Empowerment. Cooperatives contribute to the SDG for gender equality by increasing Women's access to resources and economic opportunities. There has been considerable increase in the participation of women in cooperatives world wide. Statistics shows that in South Africa women constitute 60% of cooperative members. Nearly 95% of women in Japan are part of cooperative sector. Nearly 540% of female cooperative members in Spain are in leadership positions. In Italy high yielding fashion cooperatives are made up of 95% women members. Women only cooperatives are being formed in the Arab states and Srilanka for furthering their economic opportunities and increasing social inclusion. (Merret & Walzer, n.d.)

- According to a study done online by the International Cooperative Alliance and the International Labour Organization's (ILO) Cooperatives Unit, 75% of respondents believe that women's participation in cooperatives has increased over the past 20 years. Important findings show that cooperatives are benefiting women more and more: 80% of poll participants said that cooperatives were better than other private or public sector businesses at promoting gender equality. (ICA)

- Collectively, cooperatives employ 12,595,501 people, or about 0.2% of the global workforce. It is significant to note that the 12.6 million employees do not include information from the 982,400 Chinese agricultural cooperatives because such information was not accessible.

- During the past year, cooperatives worldwide together brought in US$2.98 trillion in revenue.

Indian scenario:

In India, cooperatives are widely spread across the credit and non-credit sector. The credit sector includes seven different types of cooperatives, including state cooperative banks, district cooperative central banks, employee thrift and other credit societies, urban cooperative banks, primary cooperative agricultural rural and development banks, and primary agriculture credit societies.All other cooperatives, including SCST, women's, multistate,, multipurpose, consumer, housing, and industrial cooperatives, fall within the category of non-credit cooperatives.

The following table shows the sectoral view of Cooperative sector in in India as on 2018.

PACS	**97,961**	**11.47%**
Employee thrift and other credit societies	**76,997**	**9.01%**
Labour Societies	**46,953**	**5.50%**
Agroallied/agro processing	**29,901**	**3.50%**
Consumer	**26,355**	**3.08%**
Fishery/aquaculture	**23,670**	**2.77%**
Women	**21,493**	**2.52%**
Others	**22,6718**	**26.54%**

SOURCE: National Cooperative Union 2018

This table shows that women cooperatives share in the total cooperative sector is very low which is about 2.52%.

Women's Cooperative Society in Kerala:

Kerala has a long history in the cooperative movement, starting from the early years of the 20th Century. However, the movement gained momentum only in the period following independence. It was started primarily as a credit movement, but has gradually diversified its activities on several socioeconomic fronts in Kerala over the years and has spread its wings to almost all parts of the state. The growth of Co-operative movement in Kerala was insignificant during pre-independent era. Only 1669 co-operatives were functioning in the state with a total working capital of Rs.92.21 lakhs. The membership and paid up share capital were Rs.2.05 and Rs. 31.79 lakhs respectively. (Akpama & Isaac, 2018; Marie Alice, n.d.) There were only nominal Credit and non-credit operations during that period. Every gram panchayat (elected village body) in Kerala has a dozen or so cooperative societies, including a cooperative bank. Around one third of the population of the state are members of cooperative societies and in terms of the average membership in primary cooperatives, deposits and credit availed from these societies, Kerala stands first in the country. Although the state accounts for only 1.75 percent of the total primary agricultural credit societies in the country, it had a share of 37.45 percent of the total deposits. Further, the average deposit per society in Kerala was 36.5 million in 2003 compared to the national average of 1.7 million (Government of India, 2008: 122). At the same time, Kerala has the most politicised cooperative societies in the country. (Nair & Moolakkattu, 2015) Almost all known elected leaders of cooperative societies are male politicians. It is their political clout at the local level rather than entrepreneurial ability that has enabled them to assume these positions. Women who head WCSs are seldom identified as leading

lights in the cooperative movement of Kerala, unlike Western Europe. While some male politicians use cooperatives to build their careers, others who have lost out see these as safe havens while they are out of power and a means to re-launch their political careers. Further, in the highly dense political landscape of Kerala, the cooperative sector offers male politicians greater opportunities, rather than the panchayats (local elected bodies), where fifty percent of all electoral seats and leadership positions are reserved for women. Apparently, there are no purely entrepreneur-driven cooperatives that combine market success with the fulfilment of expectations of members. Instead, the cooperatives are politically constituted and function in a fairly protected environment.

Cooperatives in Kerala are regulated by the provisions of the Kerala Cooperatives Societies Act 1969, replacing some earlier laws. The Act was subsequently amended in 1999 and 2010. Non-credit societies, such as for marketing, consumption, housing, literary interests, transport, health, labor-contracting, and of weavers were also organised in Kerala as per provisions of the Cooperative Societies Act. Gender issues in cooperatives Advancing the status of women in cooperatives and in society in general has always been important to the international cooperative movement. Following the World Summit on Social Development and the Beijing Conference, the pro- motion of gender equality has been a high priority agenda. In 1995, the Inter- national Co-operative Alliance (ICA) passed a resolution on "Gender Equality in Cooperatives" that recognized gender equality as a global priority for the cooperative movement. ICA has undertaken a series of programs and activities for the advancement of women globally and has recognized the fact that women are often more concerned with social development issues than men (ILO-ICA, 1995). ICA felt an immediate need to address a number of gender concerns. Poor participation by women in cooperatives was one such issue.

YR	TVM	KLM	PTA	ALP	KTM	IDK	EKM	THR	PKD	MLP	KKD	WYD	KNR	KSD
2010	112	86	16	36	42	61	46	68	47	96	80	26	206	56
2011	112	88	16	36	43	61	46	72	48	96	86	27	213	59
2012	111	90	16	36	46	61	47	79	50	100	95	27	218	61
2013	110	92	18	35	49	63	51	84	52	108	105	27	221	63
2014	111	93	18	37	49	63	54	86	53	113	112	30	225	63
2015	113	96	18	37	50	62	57	87	54	117	118	30	225	65
2016	113	96	19	37	50	64	62	88	54	118	126	30	229	66
2017	113	96	19	37	44	64	63	89	56	117	131	30	229	66
2018	112	96	19	37	48	68	66	96	57	119	135	30	235	65
2019	113	96	17	35	47	64	70	99	56	118	145	30	242	70
2020	113	97	17	35	47	73	73	102	56	118	145	31	244	70
2021	113	99	18	35	47	75	73	105	56	117	149	32	248	71

Source: *Department of cooperation Kerala*

As can be seen in Table 1 above, only six out of the 14 districts in Kerala had a higher percentage of functioning WCSs. Of these, four were in Northern Kerala. What is interesting to note is that the three districts with the highest concentration of tribal population in the state, namely, Wayanad and Palakkad in Northern Kerala and Idukki in Central Kerala, registered the lowest percentage of functioning WCSs. The record of Kannur is interesting, as the district alone accounted for more than one-fifth of the total number of cooperatives.

STATUS OF WOMEN COOPERATIVES IN KERALA

YEAR	TOTAL	WORKING	DISFUNCTIONING	LIQUIDATION
2010	1238	716	242	20
2011	1221	748	234	21
2012	1211	762	244	32
2013	1179	808	254	17
2014	1160	832	255	19
2015	1152	843	262	22
2016	1127	865	261	26
2017	1106	871	260	29
2018	1079	885	263	31
2019	1038	931	255	25
2020	1003	935	261	25
2021	978	956	248	34

The above table shows that number of women cooperatives has shown a decline in the past 10 years . In 2001 there were total 1238 WCS out of which 716 were functioning 242 in dormant position and 20 under liquidation. In 2021 the total number of women cooperatives were around 978 out of which 248 functioning and 34 under liquidation. In Kerala the Women cooperative societies are classified as Women industrial cooperative societies which are governed by the Industrial Development. The WCSs function as thrift institutions and their activities include providing loans, mobilising varied funds, such as fixed deposits, saving deposits, recurring deposits, and chit funds (also known as Group Deposit Credit Scheme or GDCS). GDCS was the most popular and profitable activity for WCSs, while only one society offered gold loans. Some of the WCS run Neethi Stores by selling medicines at very low prices. Many of the WCS staff are of the opinion that credit activities are more profitable than Non credit activities. Nellimood WCS one of the most successful women cooperatives in Kerala which has bagged

many awards has taken land on lease from Kudumbasree for cultivation.

Factors hindering the progress of women cooperatives.

Though women cooperatives are seen as instruments of socio-economic transformation women only cooperatives faces multiple challenges among gender mixed cooperatives.(Maleko & Msuya, 2015)

- Lack of adequate capita
- political interference ,
- absence of skill education and capacity building training,
- lack of government support ,
- lack of professionalism in the management ,
- marketing problems ,
- lack of awareness of cooperative principles ,
- low of participation of women in board meetings,

these are some of the prominent factors that hinders the progress of women cooperatives. Special emphasis on cooperatives need to be laid on the people from the weaker sections especially women to encourage them to start the co-operative society in India.

Conclusion:

Kerala is frequently referred to as a gender dilemma. Although it is sometimes said that women enjoy a social development advantage, they nonetheless lack the property rights and resources necessary for independent growth. As a result, the majority of WCSs rely on men to ensure their life. This has a significant impact on their capacity to make a difference in the economic circumstances of the women they are supposed to support or empower. While the Keralan government and local organisations promote SHG initiatives in a variety of ways, they typically do not offer WCSs any security. The government does not intentionally limit the creation of cooperatives in areas where there are already a number of them.. This causes unhealthy competitiveness among them, and as a result, the WCSs frequently fall prey to this competition. Kerala's women-only cooperatives do not promote empowerment in the same way that SEWA and other cooperatives with a more activist bent do. The study's findings demonstrate that there are few women in cooperative management positions, such as those involved in decision-making, and that men still predominate at the study's inception. Due to issues like workloads, financial availability, lack of training and understanding of cultural elements, etc., this results in women not benefiting from socioeconomic activities. It is commendable that correct gender equality practises and mainstreaming must be put into place all the way down to the WCS in order to improve the lives of women members of cooperative society and generally to change the quality of the workforce.

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Spiritual Approach to Manage Conflicts in Higher Education Institutions: A Critical Study of Jammu and Kashmir

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Abstract:

Conflicts are neither negative nor positive. These are natural and neutral. It is important to understand the nature and necessity of conflicts and to manage them for the sake of individual as well as institutional progress. In organizations, where many people work together, the role and need of institutions is to identify the causes and type of conflicts. Accordingly, suitable strategies are to be adopted for minimizing them. The administrators should be skilled enough to handle adverse situations quite positively. Successful administrators are efficient in managing conflicts. This study is an attempt to critically analyze how conflicts affect the quality of higher education, especially in the newly formed Union Territory of Jammu & Kashmir (J&K). It also discusses the causes and types of conflicts, which helps to understand this issue in-depth. The study also highlights the significance of the spiritual approach in managing conflicts.

Keywords: Spiritual Approach, Conflict Management, Work Ideology, Regional Disparity, Higher Educational Institutes.

Introduction

The conflict has been studied by many great minds for a long time. Since the 20th century, conflicts have been studied in a more organized way (Thakore, 2013). However, there have been varied opinions about the nature of conflict and the mechanisms to mitigate it. Some scholars have said that conflict divides people. Osipova (1989)says that conflict is a strange thing. He used the words anomie or pathology to describe it. Similarly, Gould & Kolb (1964)believe that conflict has a disjunctive effect. It's been defined by Robbins & Judge (2009)as "the process that happens when one party believes that another party has adversely affected or is poised to negatively influence something that the first party cares about." This definition is pretty accurate, and it shows that conflict is about how people see things, not always about how things are.

Conflict is regarded as a widespread social phenomenon. In general, it can be divided into inter-conflict and intra-conflict. An organization is built up with the threads of relationships between its branches and other organizations. These inter-and intra-relationships are made up

of a series of deliberations for mutual benefit. Sometimes, existing relationships can turn into conflicting situations. Such a situation occurs due to repeated disagreements. Every episode of conflict has come with its varied dimensions. As a result, the phenomenon of "conflict" is defined as the regular episodes of unhealthy relations (Pondy, 1967), and also the term "conflict" is defined as a state or conditions likely to result in controversy. These conditions have been divided into four different categories, such as antecedent condition (policy difference), affective state (emotions of an individual), mental state (perception of other organizations), and an individual's or organization's active or passive conflict behavior.

The conflict is either active or passive in the state. It has various causes within and between the organizations are called inter and intra-conflicts. These are threats to the stability of an organization as well as a flaw in its operation. But all organizations face conflicts at some points of time. Therefore, conflict is unavoidable. An efficient leader can use conflicts in a positive manner for the development of his or her organization. Hence, tackling conflicts is very important. There are multiple approaches to dealing with conflicts.

The purpose of the present study is to highlight the significance of the spiritual approach to manage conflicts in Indian higher education institutions, with special reference to J&K. J&K is a recently formed UT by the Govt. of India which has several challenges in the way of its progress. The system of education, with special reference to J&K, is not in good condition(Sharma, n.d.). Higher educational institutions are not in a position to progress as compared to other states of India(Rather & Malik, 2021). The deteriorated condition of the higher education system has various causes, including organizational conflict (Khursheed et al., 2021). When we talk about the quality of higher education in Jammu and Kashmir, it is observed that the UT has declined as compared to other states (Salvi & Kumari, 2021). Due to the lack of proper administrative approaches, the higher education institutions in J & K are facing various issues such as challenges in implementing innovations in science and technology and their usage in the teaching-learning process(Syariff M Fuad et al., 2021).

Even though there are efforts to improve the quality of education in J&K, its higher education is in a very bad state. Regrettably, these institutions have fallen into various disputes(Hassan, 2020). It is important to understand the situation and take the right steps to deal with the conflicts. It's not a fair to run academic institutions equally with the business organizations, which are quite different because education is different from business (Widmalm, 2020).

However, there are currently 15 universities in J&K, which include central universities, IITs, IIMs, state public universities, and other universities established under a state legislature act, etc. including 316 colleges in J&K. According to the AISHE 2019-2020(*All India Survey on Higher Education AISHE 2019-2020 - Google Search*, n.d.), the total enrolment in the affiliated colleges was 225771. So, it can be understood that degree colleges are leading the higher education system in J&K. But as per the latest report only 69 government degree colleges are NAAC accredited(Jammu, 2022). For last thirty years, conflicts have caused a lot of trouble for higher education institutions in Jammu and Kashmir UT, which is a very big problem. (Widmalm, 2020).

Conflicts in the Higher Education Institutions of J&K

Before understanding the nature of conflicts, there is a need to understand the "work ideology" which exists in higher educational institutions. Work ideology is nothing more than a

process of aligning academic identity with "emotional, action-oriented beliefs." Work ideologies determine what is right and wrong in academics(Sotirofski, 2014; Widmalm, 2020). Academic identity is the output of perceived emotions, actions, and ideology. Thus, the academic identities of the institutions form an identity conflict among the institutions (Sotirofski, 2014). It is undisputedly true that no organization is free from conflict. Especially in higher educational institutions, conflicts occur between faculties and administration. But the response to that conflict differs from organization to organization. In this case, the working culture of that organization plays a crucial role (Widmalm, 2020).

Every institute has its own working ideas. This working ideology will differ from institute to institute. An institute with its working ideology is supposed to defend its working ideology. Thus, organizations are supposed to face differences in work ideologies. Differences in working culture, terms, and ideology may lead the institution to be intolerant towards other working ideologies. Intolerance towards other ideologies sometimes leads to confrontation. This confrontation can often lead to inter-institutional conflict (An Approach to Conflict Resolution,2022).

Conflicts in higher educational institutions are triggered by several causes. Inter-institutional conflicts will be arousal due to competition for supremacy among each other, differences in leadership styles, and unequal distribution of common resources. In the context of Jammu and Kashmir UT, where there is a great deal of cultural diversity and educational institutions were established based on religion and ideologies. The causes of inter-conflict between the educational institutions were due to differences in cultural, religious, and ideological identity. Poor economic conditions and inequalities in fund dissemination also became causes of inter-organizational conflict. Furthermore, weak administration and leadership are also found as the causes of organizational conflict among higher educational institutions in Jammu and Kashmir (Muthanna & Sang, 2018). The higher education system in J&K has been lacking systematic change. There are problems with policymakers, the way of usually bureaucrats work, a lack of political will, etc. (Widmalm, 2020).

Most conflicts have three main causes: personal behaviour, structural factors, and communication factors. (Rahim & Bonoma, 1979; Jaffar et al., 2011). Institutions often have conflicts because of competition, hierarchy, and stressful work environments, etc. Appointment procedures, promotion processes, insufficient space, personality conflicts, belief systems, and limited resources can cause disputes, particularly in higher education. When conflicts are looked at closely, it's clear that most of them happen because there aren't enough resources to go around (Hamayun et al., 2014). The very concept of conflict has been contextually classified by many educationists and researchers. A conflict that results in the positive development of institutions is known as a constructive conflict, and when it damages the organizational setup and efficiency, it is called a destructive conflict. Hamayun et al. (2014) said that conflicts can help organizations be more creative and efficient.

Managing Conflicts in Institutions

Conflict management within and between organizations has been established to deal with recurrent conflicts. The ability to set up and operate an appropriate mechanism to deal with inter-and intra-organizational conflict is critical to the educational system's success (Pondy, 1967). The conflict arising within and among the educational institutions resulted in instability in

the progress of the education system. Moreover, these conflicts gave policymakers and administrators a chance to make a good excuse for implementing policies and frameworks in the right direction. Good and strong governance is always dedicated to resolving such kinds of inter-intra-organizational conflicts. They always continue to strive for solutions to conflicts.

Competent administrators know the worth of the education process for the sake of learners. Continuation of the quality education process, especially during the conflict period, is important(Muthanna & Sang, 2018). Early identification, attention to causes of conflict, and bridging mediation through appropriate strategies should be the priority of authorities to resolve inter-institutional conflicts. If these conflicts are not timely managed or resolved, they will lead the system to a stage of under productivity and poor educational services. There should be continuous efforts made to address the causes of conflict and management among educational institutions. While the forceful adaptation of new rules and regulations should never be used to resolve such a type of conflict(Abiodun, 2014).

A Spiritual Approach to Conflict Management

Furman et al. (2005)define spirituality as an attitude or approach to life that includes an exploration of its fundamental meaning and purpose. It encompasses a desire to engage in ethically meaningful relationships with oneself, others in society, and the whole cosmos, and therefore with what is regarded to be the ultimate reality. Workplace spirituality fosters organizational value, which is also an essential part of organizational development. Similarly, Maoa (2012)claims that people's perspectives on spirituality in the workplace vary from those held by religious believers. Despite the concerns about bringing religion into the workplace, the writers agree that there is something spiritual about working environments. The reason for this is that spirituality provides a more in-depth understanding of life's meaning and a more inclusive set of ideals than religion. The spirituality deals with personal and mysterious part of life, while religion is based on set of rules and beliefs, complete with rituals and places to worship.

Spirituality is based on a realistic appreciation of moral principles(Sperry, 2014).Therefore, spirituality encompasses more than just religion(*How Do "Religion" and "Spirituality" Differ? Lay Definitions Among Older Adults - SCHLEHOFER - 2008 - Journal for the Scientific Study of Religion - Wiley Online Library*, n.d.).Furthermore, Conflict Management in a Spiritual Way provided a concise elucidation of our theoretical stance on spirituality from the ontological and epistemological perspectives, as well as regarding management from the perspective of decision making in human affairs(Maoa, 2012; *A Spiritual Approach to Conflict Resolution*, 2009).

Higher education promotes free and responsible thinking, advancing humanity's self-knowledge and self-expression. More calm thinking, thinking together, deliberate thinking, and breaking intelligence instead of heads are needed in higher education today. The force of rules, regulations, or forcefully maintaining law and order cannot resolve the conflict of interest among educational institutions. To resolve the conflict, we have to follow a path that doesn't impinge on anyone's ideology, culture, religion, or freedom. Religious diversity, ethnic diversity, and multiculturalism are characteristics of higher education institutions in Jammu and Kashmir that cause inter-organizational conflicts. These conflicts make it even more difficult to make progress in society.

Keeping all these things in mind, the best possible approach to tackling inter-organizational conflict is through spirituality. Spirituality relates to practicing one's inner self. Spirituality gives knowledge of oneself and respect for others' beliefs, attitudes, and knowledge also(McCormick, 1994). Through self-empowerment and the spirituality approach, the outer change is enhanced. Spirituality has the power to enhance human values such as compassion, empathy, non-violence, and tolerance etc. The spiritual approach will help people to keep a positive attitude even when things are hard. Kourie (2007) emphasized that spiritual practice can benefit both for an individual and society as a whole. It will help the collective group to transform hate and bitterness into a balanced and peaceful attitude. Furthermore, spiritual practice is not limited to any specific religion or culture (Peteet & Balboni, 2013). There are several approaches and strategies to deal with conflict, but it is important to know which conflict management approach or strategy would be employed to resolve a particular type of conflict. The specific situation should be looked at to see if the approach is right and if it will work.

In the context of higher education institutes in Jammu and Kashmir UT, where the institutes follow different religions, cultures, and ideologies, a spiritual approach is best fitted to resolve inter-institutional conflict (Bahadur, 2013). Indian philosophy holds that there is no conflict between physical science and the science of spirituality. Spirituality is the key to all solutions(Aurobindo, 1990). As many strategies are being adopted to manage conflicts by administrators, a spiritual approach may be quite useful in the present context(A Spiritual Approach to Conflict Resolution, 2009). For many years spirituality has been used as one of the key strategies to deal with difficult situations. The spiritual approach plays an important role in the mediation process in conflict resolution. Spirituality also helps to improve patience, tolerance levels, and acceptance of different cultures, opinions, and approaches(Jones & Georgakopoulos, 2009).

Concluding Remarks:

Conflicts are an unavoidable social phenomenon. There will be disagreements within the organization and with the other groups. Several factors might provoke conflict among groups with shared interests. There may be a difference in how people think, what they do, and, most importantly, what they believe. No matter what causes, and situations lead to conflict, administrators and policymakers must find them and deal with them using the right approach and strategy.

Most of the higher education institutions in the union territory of Jammu and Kashmir are run by the government. So, both government and private institutes have their ideas about how work should be done. Different religions, cultures, and regions are likely to be the reasons why organizations' work philosophies are different. Using a spiritual approach to solving conflicts will improve the situation of higher education institutes in J&K. The spiritual approach to resolving conflicts will work best for the current situation in the region. Spirituality in the workplace has the potential to turn hate and bitterness into a balanced and peaceful attitude among members and the institution as a whole. So, this paper emphasis that conflicts in the higher education institutions of J&K can be resolved through an Indian spiritual approach. Spiritual training for college and university leaders such as teachers, administrators, and so on can be a good notion for inter and intra institutional conflicts resolution.

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A Study on the Social Problem of the Post Graduate Students

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Abstract

Sociology is the systematic study of society where society is a web of social relationships. It includes many levels of social interaction, from interactions among individuals to relationships among nations. Sociology is one of the important parts of social sciences which attempts to explain and understand the behavior of human beings in society. Sociologists analyze social life across these levels of analysis. We usually think of society as a larger entity that exists above and beyond its individual members; until something bad happens to us, we may not think much about the impact of society on our lives. Our society and culture affect us in many ways. A social problem is a situation affecting a significant number of people which is believed by them or by a significant number of others in the society to be a source of difficulty or unhappiness and one that is capable of amelioration. The present study examines the dimensions of social issues such as socio-economic problems, child abuse and child labor, socio-political and educational problems, crimes and criminals, drugs and alcoholism, health related problems, family problems, adulteration and violence against women. The present study has been conducted among post-graduates students of cotton university, Assam. Thisstudy reflects the level of social problems and the dimensions where most of the students' have the highest issues and the lowest as well.

Key words: *Culture, Interactions, Sociology, Social Problems and Society*

Introduction

Man is a social animal. It is impossible for a man to exist alone in the society without the social interaction and communication. A man has to be a beast or an angel if it happens to live in isolation. A society is a web of social relationships where every human being are interdependent and interconnected with one another. It is the society which upholds every human to be social. The term social problem emerged in the nineteenth century (Schwartz 1997). Sociologists have recognized that there are many social problems and it is understood that they are not exclusively within the domain of sociology. Various aspects of social disorganization, cultural lag, value conflict, deviation and anomie results in social problems. Many human activities are responsible for social problems under the clouds of which, values like- compassion, spirit of sacrifice, truthfulness, fellow-feeling, love, tolerance, courtesy, loyalty etc. get deteriorated, resulting in frustration, gloom, maladjustment and violence ultimately leading to hypertension, cardiovascular

and psychiatric ailments.

A social problem is a social condition that has negative consequences for individuals, our social world, or the physical world. A social problem has objective and subjective realities. The identification of a social problem is a process that happens over time. A social condition does not have to be personally experienced by every individual to be considered a social problem. The objective reality of a social problem comes from acknowledging that a particular social condition does exist. Objective realities of a social problem can be confirmed by collection of data or information that is prevailing. The subjective reality of a social problem addresses how a problem becomes defined as a problem. This idea is based on the concept of the social construction of reality which is coined by Peter Berger and Thomas Luckmann (1966). Social construction of reality refers to how our world is a social creation, originating and evolving through our everyday thoughts and actions. Most of the time, we just assume and act as though the world is a given, objectively predetermined outside our existence. But according to Berger and Luckmann, we do apply subjective meanings to our existence and experience. In other words, our experiences do not just happen to us but it attaches or reflects meaning to our reality be it good, bad, positive or negative. Sociologist Denise Loseke (2003) says, "Conditions might exist, people might be hurt by them, but conditions are not social problems until humans categorize them as troublesome and in need of repair". That is why social problems may differ from society to society and nation to nation.

Our society and culture affect us in many ways. To understand such influences sociologist study social phenomenon in different ways. Macro sociology focuses on the analysis of large scale social processes. Instead of researching individual thoughts, feelings, and behavior, macro sociology looks at larger groups and social institutions. They use societal-level data to examine phenomena such as poverty rates, incidence of violence, or large-scale social change. Micro sociology study the effect of larger society on social psychological processes. In addition to studying the impact of larger social factors on individuals and their interactions, micro-sociologists are concerned with the role of the individual in the creation and maintenance of society. Social conditions provide a context for understanding interactions between individuals. Scholars in sociology particularly micro-sociology like those in psychology look at how the behaviors, thoughts and emotions of individuals are created and modified by the social conditions in which we live. Social contexts can range from a small group of people to the larger culture and social conditions manifested in a society as a whole. In a sense social psychology serves as a natural bridge between the fields of sociology and psychology. Globalization as such is defined to be the process of increased trans-border connectedness or interlinked be it economically, politically, environmentally or socially poses a new challenges and opportunities as well to understand and solve the social problems.

Statement of the Problem: The present study is stated as: "A Study on the Social Problem of the Post graduate students".

Operational Definitions:

Social Problems: A social condition or behavior that has negative consequences or effect for a larger number of people and that which is recognized as a condition or behavior that needs to be addressed.

Post-Graduate Students*:* Students pursuing their Masters in Education Department.

Objectives*:*

1. To find out the level of social problem of the students
2. To find out the level of social problems among Post Graduate 1st and 3rd semester students
3. To find out the highest and lowest dimensions of the social problems of the students

Hypothesis*:*

- There exists no significant difference among the Post-graduate 1st and 3rd semester students.

Significance of the Study*:* The impact of society in our lives is complex. Peter Berger (1973) says that we can see social forces in everyday life through individuals' expressions and behavior. We make choices every-day without much conscious thought such as purchasing food and clothing or spending time with friends and family. Berger stresses the importance of developing the ability to see how what we do in our day-to-day lives reflects larger social forces. One important tool to see such forces in our life is the sociological imagination which is the ability to see our personal lives in the context of the history, culture, and social structure of the larger society within which we live. It gives social psychologists the vision necessary to assess all the possible social conditions that may influence individuals' thoughts, feelings and behavior. If we limit our perspective on the social world to explanations that do not take social factors into considerations we may miss some of the possible causal explanations for behavior and learning as well. Social problem as such becomes an important factor and area of study as it may hamper the life of the students in their academic as well as social perspective due to the factor of the social forces which compel the young students to behave and act accordingly. Thus the present study signifies the need and importance of the investigator to find out the levels of social problems of the post-graduate students and to see the dimensions of the social problems.

Methodology of the Study*:* The present study follows Descriptive Survey Method. It is concerned with the present situation and attempts to determine the status of the phenomena under investigation of a study. Descriptive survey studies are designed to obtain pertinent and precise information concerning with the current status and wherever possible to draw valid general conclusions from the facts discovered.

Population and Sample of the Study*:* The Post-graduate students of Cotton University, Assam constitutes' the population of the present study and the investigator has selected the post-graduate students of Education Department as the sample purposively.

Tools used for the study*:* The investigator has used Social Problem Scale. The Social Problem Scale was developed by Dr. S.K. Bawa, Dean, Faculty of Education, Lovely Professional University, Phagwara (Punjab) and Dr. Aneet Kumar, Senior Lecturer, Department of Education, Lovely Professional University, Phawgwara (Punjab). The purpose of using this scale are to deal with identification of social problems, socio-economic problems, corruption, sociology of poverty, socio-political problems, ethnic heterogeneity, social disorganization, deviant behavior, racial discrimination and socio-cultural problems. The Social Problem Scale (SPS) contains 88 statements belonging to 10 different dimensions of Social Problems, and each and every

dimension has two types of items positive and negative.

Scoring Procedure*:* This test is constructed on the basis of 5-point scale where it is sought on a 5-point options, viz., i) Strongly Agree ii) Agree iii) Undecided iv) Disagree and v) Strongly Disagree. The respondent is supposed to put a tick mark as per his/her opinion on the items in anyone of the option.

Scoring Procedure Table no. 1

Statement	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Positive	5	4	3	2	1
Negative	1	2	3	4	5

Administration of the Scale*:* The scale can be administered to any adult. There is no time limit to complete it; however it takes 40-50 minutes to complete the whole scale. The instructions to be given to the respondent are to give response to each item as per his perception about that item as a social problem.Reliability of the test has found to be 0.68by using Spearman's Brown formula which is significant at .01 levels of significance. To know internal consistency of various sub-scales of the social problems scale, correlation was found out between the scores of each sub-scale and total scores.The sum total of the scores on all the 88 items forms the Raw Scores for the Scale. Minimum and Maximum score ranges from 88 to 440.

Table No.2: Norms of Level of Social Problems

Range of Raw	Scores Range of Z-Scores	Level of Social Problems
389 and more	+2.01 and above	Extremely High Social Problems
371-388	+ 1.26 to + 2.00	High Social Problems
353- 370	+ 0.51 to + 1.25	Above Average Social Problems
328- 352	-0.50 to + 0.50	Average/ Moderate Social Problems
310- 327	-0.51 to -1.25	Below Average Social Problems
292-309	-1.26 to -2.00	Low Social Problems
291 and less	-2.01 and below	Extremely Low Social Problems

Statistical Technique Used*:* The investigator had used simple percentage, frequency, bar graphs, pie chart and t-test for the analysis of the data.

Description of the Study Area*:* The present study has been done in the Cotton University of Guwahati in the state of Assam. Cotton University was established in the year 1901 by Sir Henry Stedman Cotton, the Chief Commissioner of the erstwhile British province of Assam. It was established in 2017 by the provisions of an Act enacted by Assam Legislative Assembly to merge the Cotton College State University and Cotton College. The university made its way to become one of the top 200 institutions of the country by figuring in the band of 150-200 in the National Institutional Ranking Framework rank list in May 2020. The university provide courses for Higher Secondary Mentorship, Graduate Course, Postgraduate Courses, Ph.D Courses,

BA for Liberal Arts and BA for Sportsperson. The University provides courses in the field of Physical, Chemical and Mathematical Sciences, Life Sciences, Earth Sciences, Languages, Literature and Linguistic and Human and Social Sciences and runs three centers such as Centre for Women Studies, Centre for Language, Culture and Arts and Capacity Building Centre.

Delimitation of the Study: The study is delimited to only Post Graduate students of Education Department of Cotton University Only.

Analysis and Discussion: The collected data can never give meaning to the researcher until and unless those raw data be analyzed and interpreted systematically and deliberately. The analysis and interpretation of the present study is discussed as follows according to the concerned objectives being framed for the study.

Objective 1: To find out the Social Problems of the Post-graduate students

Table No. 3

Level of Social Problems	Range of Z-Score	Absolute No.	%
Extremely High Social Problems	+2.01 & above	-	-
High Social Problems	+1.26 to +2.00	03	4
Above Average Social Problems	+0.51 to + 1.25	05	6
Average Social Problems	-0.50 to + 0.50	25	32
Below Average Social Problems	-0.51 to -1.25	21	27
Low Social Problems	-1.26 to -2.00	13	17
Extremely Low Social Problems	-2.00 & below	11	14
	Total	78	100
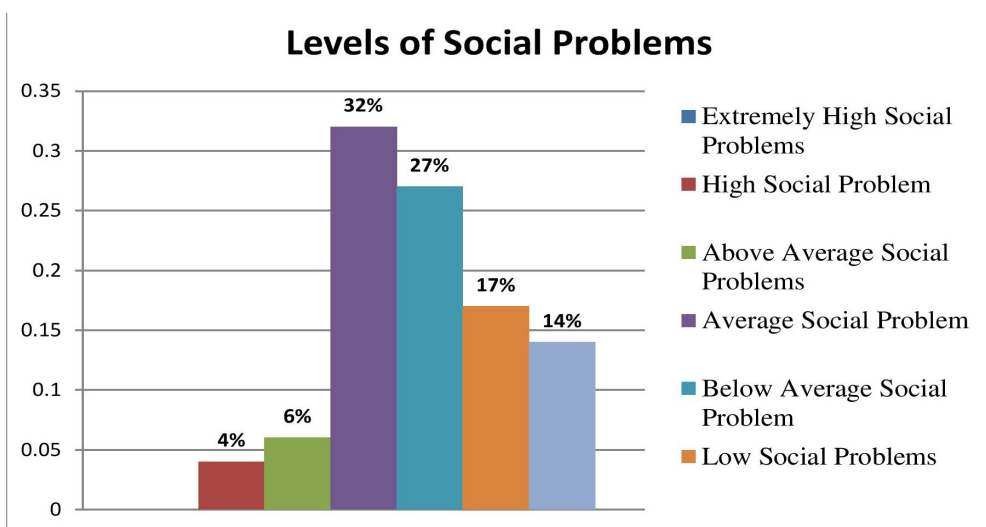
Interpretation: From the table and chart above, it shows that no students are found to be in the category of extremely high social problems. It is found that 4% of the students falls' under the category of high social problems. It is also found that 6% of the students fall under the category of above average social problem. 32% of the students are found to be in the level of average socials, 27% of the students fall under the category of below average social problems', it is also found that 17% of the students fall under the category of low social problems and 14% of the students fall under the category of extremely low social problems.

Objective 2: To find out the Level of social problems among the Post-graduate 1st and 3rd semester students

Table No.4

Level of Social Problems	Range of Z-Score	PG 1st Semester		PG 3rd Semester	
		Absolute No	%	Absolute No	%
Extremely High Social Problems	+2.01 & above	—	—	—	—
High Social Problems	+1.26 to +2.00	03	8	—	—
Above Average Social Problems	+0.51 to +1.25	04	10	01	3
Average Social Problems	-0.50 to + 0.50	11	28	14	36
Below Average Social Problems	-0.51 to -1.25	12	31	09	23
Low Social Problems	-1.26 to -2.00	04	10	09	23
Extremely Low Social Problems	-2.00 & below	05	13	06	15
	Total	39	100	39	100
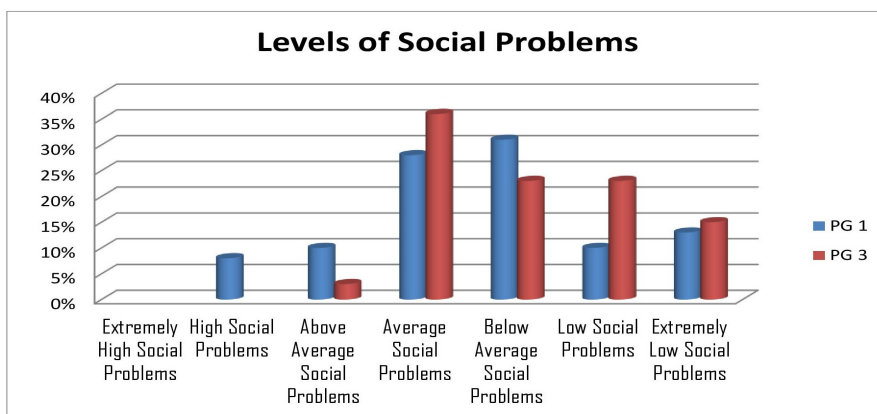
Chart Showing the levels of Social Problems of PG 1st & 3rd semester students

Interpretation:

The table and chart above shows that no students of both PG 1st and 3rd semester fall under the category of extremely high social problems. It is found that among the post-graduate 3rd semester students no students are found to have high social problems on the other hand 8% of the post-graduate 1st semester students are found to have high social problem. The table shows that 3% of the post-graduate 3rd semester students falls' under the category of above average social problems on the other hand 10% of the PG 1st semester students fall under the category of above average social problem. In the category of average social problem 36% of the PG 3rd semester students are found to fall under this category whereas 28% of the PG 1st semester are found to be in the level of average social problems. It is also found that 23% of the PG 3rd semester students fall under the category of below average social problem on the other hand 31% of the PG 1st semester students are found to have below average social problem. The table also shows that 23% of the PG 3rd semester students fall under the category of low social problem and 10% of the PG 1st semester students fall under the same category. Under the category of extremely low social problem it is found that 15% of the PG 3rd semester students falls' under the category and 13% of the PG 1st semester students are found to have extremely low social problem.

Hypothesis:

There exists no significant difference between the Postgraduate students of 1st and 3rd semester.

Table No.5

Class	Nos.	Mean	SD	t-vale	Significance Level.
PG 1st	39	326	25.9	14.28	* Significant at both the levels
PG 3rd	39	312	28.5		

Interpretation: The table above shows that our t-value is 14.28 which is much greater than 2.5 (at 1%) and 1.96 (at 5%) level of significance. Thus we can safely reject the hypothesis and say that there exists significant difference between the post graduate students of 1st and 3rd semester.

Objective 3: To find out the highest and the lowest dimension of the social problems

Table No. 6

Dimension of Social Problem	Level
Socio-Political problems	Highest
Violence against women	Lowest

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Dimensions of Social Problems ──┬── Highest ──── Socio-Political Problems
                                └── Lowest ───── Violence against women
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Interpretation:

From the table and chart above it is seen that Post-graduate students are found to have highest problem in the dimension of socio-political issues and lowest in the dimension of violence against women,

Findings of the Study:

In the present study it is found that-

- 32% of the post-graduate students are in the level of average or moderate social problems and no students are found to have extremely high social problems. It also shows that only 4% of the post-graduate students are found to be in the level of high social problems.

- No students of PG 3rd semester are found to have high social problems whereas 8% of the PG 1st semester students are found to be in the same category. 36% of the PG 3rd semester students fall under the category of average social problems and 28% of the PG 1st semester students fall under the same category.

- Our hypothesis has been rejected at both the level of significance and thus could safely say that there exists significant difference between the postgraduate students of 1st and 3rd semester which has been supported by t-test.

- The present study reveals that post-graduate students suffer mostly in the dimensions of socio-political issues and lowest in the dimension of violence against women.

Concluding Remarks:

Social Problems are inevitable; as we exist we are likely to come across different issues but it will depend upon our mental perspective and perception of the issue that we encounter. We can change the direction of the issue and react reasonably and wisely which can to certain extent bring some positive way of responding and reacting to the situation one may come across. Our society need to find out the strategies and remedy to get away with the issues and to strike a balance between the opportunities and the threat that may come to the society. We also need to identify if it is an objective realities or a subjective reality. Social sense of friendship and co-operation and the democratic values of equality and social justice should be promoted among the young students through active participation in social situation which have help them to be socially equipped and intelligent as well resilient to face the challenges in the society.

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Attitude towards Practical Classes among Under Graduate Students

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Abstract

Science is a process as well as the product of that process. In its process form, it suggests the ways and means of explaining the truth and in its product form it presents a systematic and organized body of useful knowledge. Attitude is a personality trait which indicates towards individual's likes or dislikes. Attitude influences the way an individual behaves towards an objects, institution or a person. Attitude towards a particular object is influenced by parents, teachers, school and society in which the individual lives. Practical work plays an important role in the teaching and learning of science. Apart from helping students to gain insight into scientific knowledge, it also helps them to acquire a number of scientific skills, namely cognitive and manipulative, not to mention the motivational factors it creates in the students. The attainment of these goals however depends on the way practical work is organised and performed in colleges. This study reveals the attitude towards practical classes with regard to select attributive variables.

Keywords: Attitude, Practical, laboratories, experiment

Introduction

Human life needs development and promotion. This is possible if one knows who he/she is and what he/she wants. Self- knowledge is, thus, a vital consideration for happy living. In order to have a harmonious adjustment and functioning of life, one has to discover reality in all its dimensions. The spiritual reality is not to be ignored along with the social, economic and other realities. He / She should march in search of wisdom which provides insight into the spiritual world. The mysteries of life have to be unfolded with the help of wisdom and education. Education is thus a means to happy and harmonious living.

Science is a process as well as the product of that process. In its process form, it suggests the ways and means of explaining the truth and in its product form it presents a systematic and organized body of useful knowledge.

Attitude is a personality trait which indicates towards individual's likes or dislikes. Attitude influences the way an individual behaves towards an objects, institution or a person. Attitude towards a particular object is influenced by parents, teachers, school and society in which the individual lives.

Since many attitudes cannot be neutral, children acquire or learn positive or negative attitudes from their parents, peers and schools. Negative attitudes lead to avoidance, disagreements, arguments, conflicts of other confrontations. On the other hand, positive attitudes can induce an individual to assist other people, to be caring and unselfish, to be at peace with his world. Individual differences in attitudes are observed in students. Maturity levels, planned and random experiences, physical surroundings, extent of warmth exhibited, democracy and indulgence in home environment, schooling, playmates and exposure to media are not the same for everyone.

Significance of the Study

Science is a great human expertise. Open mindedness, curiosity, collection of data, demand for verification and proofs statistical reasoning, suspended judgments, acceptance of warranted conclusion and willingness to change over opinion in the light of new evidence are the ferments which characterize the scientific enterprise. It is a general observation that the students and teachers have to spend large amount of time in chemistry laboratory performing experiments. Demonstration of experiment is important for understanding the principles of Science. However, performing experiments by one's own hand is far more important because it involves learning by doing. It is necessary to emphasize that for a systematic and scientific training of young minds, a genuine laboratory practice is a must. According to educational psychologists the attitude of the student plays an important role in his systematic and scientific training. Practical work plays an important role in the teaching and learning of science. Apart from helping students to gain insight into scientific knowledge, it also helps them to acquire a number of scientific skills, namely cognitive and manipulative, not to mention the motivational factors it creates in the students. The attainment of these goals however depends on the way practical work is organised and performed in colleges. Students derive the laws and principles of science themselves by actually performing experiments. They learn by their own experience, observation, testing and verification. It helps in satisfying their urges of self doing, exploration, creativity and inventiveness. The laboratory should be adequate with equipments, chemicals, apparatus and other facilities like gas plant, distilled water, frame cupboard etc., in order to do the experiment. The practical knowledge of students develops a positive attitude and results in better academic achievement. It has been reported that students with the positive attitude are trying to excel in the subject being taught compared to those with the negative attitudes. The attitude is directly linked to the academic achievement and the attitude is the predictor of behaviour. So this study was undertaken by the investigator.

Objectives

1. To find out the level of attitude towards practical classes among under graduate students.
2. To find out the attitude towards practical classes among under graduate students with respect to Gender.
3. To find out the attitude towards practical classes among under graduate students with respect to Institutional Type.
4. To find out the attitude towards practical classes among under graduate students with respect to Family Monthly income.
5. To find out the attitude towards practical classes among under graduate students with respect to Group chosen in the Higher Secondary level.

Hypotheses

1. There is no significant difference in the level of attitude towards practical classes among under graduate students.
2. There is no significant difference in the attitude towards practical classes among under graduate students with respect to Gender.
3. There is no significant difference in the attitude towards practical classes among under graduate students with respect to Institutional Type.
4. There is no significant difference in the attitude towards practical classes among under graduate students with respect to Family Monthly income.
5. There is no significant difference in the attitude towards practical classes among under graduate students with respect to Group chosen in the Higher Secondary level.

Methodology

Survey method was adopted for this study

Tool Used

A five point scale namely Science Practical Scale (SPS) developed by the authors containing 25 statements was used to identify the attitude towards practical classes among under graduate students. The tool was given to four experts in the field of Science and Practical for face validity. Based on the suggestions given by the experts, items were reframed apposite to the level of under graduate students. Five point scale – Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree – was employed. The try out was established using 100 respondents. The respondents were under graduate students from six colleges. The reliability coefficient of the tool was verified using test – retest method, and it was found to be 0.693. The Cronbach's á – value for 38 items is 0.681. Items with low correlation value were dropped and 9 items were deleted. To have Cronbach's á – value as 0.803, the items were reduced from 34 to 25.

Sample

The accessible population for this study is all under graduate students in Thoothukudi and Tirunelveli district. The data were collected form 600 students of Under Graduate from 14 colleges which include Government, aided and private colleges.

Data Analysis

Table 1: Attitude towards practical classes among under graduate students with respect to gender

Category	Number	Mean	Standard Deviation	CR Value	Remarks
Male	350	71.314	1.694	1.125	NS
Female	250	71.000	1.912		

(At 5% level of significance the table value of "t" is 1.96)

Table 2: Attitude towards practical classes among under graduate students with respect to institutional type

Category	Number	Mean	Standard Deviation	CR Value	Remarks
Aided	410	71.091	1.927	1.111	NS
Unaided	190	71.147	1.672		

(At 5% level of significance the table value of "t" is 1.96)

Table 3: Attitude towards practical classes among under graduate students with respect to family monthly income

Category	Number	Mean	Standard Deviation	CR Value	Remarks
Below Rs. 10,000	380	70.807	1.8977	1.086	NS
Above Rs. 10,001	220	71.605	1.6364		

(At 5% level of significance the table value of "t" is 1.96)

Table 4: Attitude towards practical classes among under graduate students with respect to Group chosen in the Higher Secondary level.

Category	Number	Mean	Standard Deviation	CR Value	Remarks
Group with maths	41	71.0244	2.1153	1.057	NS
Group without maths	59	71.1695	1.6311		

(At 5% level of significance the table value of "t" is 1.96)

Findings and Interpretations

11.43%, 80.00% and 8.57% of male under graduate students have low, moderate and high level of attitude towards practical classes respectively. 23.08%, 64.62% and 12.30% of female under graduate students have low, moderate and high level of attitude towards practical classes respectively.

18.18%, 68.18% and 13.64% of aided under graduate students have low, moderate and high level of attitude towards practical classes respectively. 20.59%, 73.53% and 5.88% of unaided under graduate students have low, moderate and high level of attitude towards practical classes respectively..

7.89%, 81.58% and 10.53% of family monthly income is below Rs.10,000 under graduate students have low, moderate and high level of attitude towards practical classes respectively.

25.81%, 62.90% and 11.29% of family monthly income is above Rs.10,001 under graduate students have low, moderate and high level of attitude towards practical classes respectively.

21.95%, 65.85% and 12.20% of group with maths under graduate students have low, moderate and high level of attitude towards practical classes respectively. 16.95%, 72.88% and 10.17% of group without maths under graduate students have low, moderate and high level of attitude towards practical classes respectively.

Interpretation:

The following specific conclusions may be drawn from the analysis of data.

The present study found that there is no significant difference between the mean scores of male and female under graduate students. While comparing the mean scores of male and female under graduate students, male students have better mean value than female students. This may be due to their gender. Since females have some anxiety to handle the chemicals, apparatus and standing 6 hours during this practical time. The present study also found that urban area students are having high mean value than rural area students. This may be due to their opportunity, exposure, knowledge, attitude and involvement in their society. The present study found that there is no significant difference between the mean scores of under graduate students with respect to all other background variables.

Recommendations:

Science laboratories should be adequately equipped to ensure a smooth running of the practical classes and students should be encouraged in the qualitative analysis of science practical and appropriate motivation should be given so that they will develop positive attitude towards qualitative analysis.

Science teachers should be given incentives so that they will be motivated to put more effort in the practical classes.

For science practicals to result in a significant positive impact on a students ability to learn both the desired practical skills and also the underlying theory, it is recommended that students be given an opportunity to engage in „deep learning . Deep learning provides opportunities in identifying the main objectives of the work and in planning and executing it, of identifying the conceptual and practical difficulties encountered, recording and discussing the results and observations and of suggesting practical alterations and improvements.

It is also recommended that there should be further scrutiny of the curriculum and learning standards for chemistry practicals in secondary school chemistry and an in-depth study of teacher competence in the teaching of practical chemistry is suggested.

Another recommendation is on the integration of information communication and technology (ICT) in the teaching and learning of chemistry. The computer and its Internet access have a lot of potential to improve science education. The integration will help to improve the quality of chemistry practical work, reduce problems of lack of enough laboratory facilities and equipment and other such factors that affect the effectiveness of chemistry practicals. The scope of information that is available over the Web and in other ICT- based cognitive tools and also in virtual laboratories and simulations should be part of teaching and learning chemistry at all levels, in order to enrich the understandings of its concepts and theories in different contexts.

Generally the students feel that there is no freedom in the laboratory. Such a controlled

condition will not favour a positive attitude. Hence the individual freedom of the students in doing experiments laboratory must be provided for developing a positive attitude towards chemistry practical.

Most of the students feel that the time allocated for the chemistry and zoology practical in insufficient for them to complete it. Generally during the regular college days either qualitative analysis or quantitative analysis is provided to the students for practice.

The importance given to the theory examinations is much greater than practical examinations. But the score in theory and practical are treated equally. Hence development of a positive and favourable attitude of under graduate students towards science practical is of immense use in relation with the achievement.

Conclusion

An attempt was made to analyze some factors related to the attitudes toward male or female, he/she has a moderate attitude towards chemistry practical, the causes could be basically due to the difficulty of the methods, the low awareness of the importance of chemistry and zoology in our daily life, lack of exposure and fieldtrips, unattractive and low equipped laboratories. These findings, hopefully, will provide some useful information on how to bridge between students' attitude toward physics and the material, by paying attention to college education that addressed the non-formal learning. The present findings also provide insight information to the college science teachers and science curriculum planners to revise their teaching and learning methods, so that students' attitude towards learning and engagement in botany activities increase.

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Perception of High School Teachers towards the Usage of Online Tools in Teaching-Learning

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Abstract

Educational institutions offer effective online teaching-learning resources including weblogs, YouTube, Nearpod, and Kahoot for students to use at their convenience to boost students success rates with course requirements. The process of instructing people using digital media is known as online teaching. This study's main goal was to investigate how high school teachers felt about using online resources for both teaching and learning. The level of high school teachers' perception of using online resources for teaching and learning was the study's specific research topic. The methodology employed was qualitative. Teachers from Thoothukudi High School in Tamil Nadu, India, made up the study's population. The study included 50 high school instructors who were chosen at random. The researcher created a 20-item questionnaire that assesses the high school teacher's view of the use of online resources in teaching and learning to fulfill the study's objectives. According to the study's findings, high school teachers have a favorable opinion of using internet technologies in the classroom, which suggests that they are likely to do so.

Keywords: Perception, Usage of Online Tools, Teaching-Learning, High School Teachers.

Introduction

Educational institutions offer effective online teaching-learning resources including weblogs, YouTube, Nearpod, and Kahoot for students to use at their convenience to boost students success rates with course requirements. The process of instructing people using digital media is known as online teaching. Live classes, video conferencing, webinars, and other online resources are used during this form of instruction. The purpose of online applications is to make learning and comprehension easier. Today's students are living in a technological age where they have access to a wide range of mobile devices and learning applications, such as Jamboard, Google Classroom, Zoom, WhatsApp, and Google Meet. Without having to travel to a campus, a student can seek a degree that is recognized around the world through online teaching and learning. Students who are unable to attend regular classroom settings prefer online learning. Being able to study in any place with an Internet connection makes it convenient. The number of online courses has also increased significantly during the last ten years. Even if it might be beneficial for everyone, some less developed nations consider online learning to be economical. All academic fields, including engineering, computer science, medicine, nursing, business, music, and the social

sciences, use online teaching and learning methods.

A study entitled Elementary Teachers' Development by Using Technological Tools to Engage Students in Online Learning was carried out by Daher, Wajeeh, et al. in 2022. Heba Abdel-Rahim did a study in 2021 on the usefulness of online teaching and learning resources. Researchers AyuIstiana Sari, NunukSuryani, DewiRochsantiningsih, and Suharno (2017) looked at how teachers felt about teaching materials with a digital focus. A study on teachers' perceptions of digital media technology was done by Thanavathi in 2021. The most valuable contribution to teaching and learning materials, it may be argued, comes from online teaching and learning tools. It's crucial to understand how high school teachers feel about using online resources for teaching and learning based on the description. The findings revealed that 86% of high school teachers use online resources for teaching and learning, whereas 14% of high school instructors have a negative opinion of these resources.

The Significance of the Study

Utilizing online tools necessitates both digital technology and ingenuity. We have several options when it comes to pursuing a career in this area. The experience of teaching and learning online is improved by the use of online teaching technologies. These tools break through the limitations of online learning since they are made for both professors and students. A better teaching experience is produced via online teaching tools. These resources lessen the pupils' reliance on teachers. Live classes have gained popularity thanks to the fundamental ideas of videos, feedback, doubt-clearing, good graphics, audio-visuals, and many other aspects. Students benefit from a wide variety of online learning and digital education technologies. It improves educational approaches and academic teaching strategies. Teachers can create assignments or educational projects that students can do on their mobile apps using these resources and teaching tools. It contributes to improving the learning experience in online classes. Future instruction and learning must take this into account. Designers must adopt a transdisciplinary curriculum to produce teachers who are highly skilled, future-focused, and media-savvy. Online education must embrace innovation, with a focus on Internet-based worldwide collaboration. Therefore, it is necessary to investigate how high school teachers see the use of online resources for teaching and learning.

Research Question

This study's main goal was to investigate how high school teachers felt about using online resources for both teaching and learning. The level of high school teachers' perception of using online resources for teaching and learning was the study's specific research topic.

Method

The information acquired from each responder was gathered and examined using a qualitative methodology.

Population and Sample

Teachers from Thoothukudi High School in Tamil Nadu, India, made up the study's population. The study included 50 high school instructors who were chosen at random.

Statistical Techniques and Tools

The researcher created a 20-item questionnaire that assesses the high school teacher's view of the use of online resources in teaching and learning to fulfill the study's objectives. The questionnaire was created with the express purpose of addressing research questions on how high school instructors perceive the use of internet resources for teaching and learning. The questionnaire's items were created following a thorough analysis of the literature on the use of online tools in teaching and learning, their purpose, and methods for changing people's perceptions of them. The researcher employed qualitative analysis to examine the data.

RESEARCH FINDINGS AND DISCUSSION

Survey items **High School Teachers' Perception towards Online Teaching Tools**	Yes	No
I would like to conduct online lessons by using online teaching tools.	83%	17%
I am tolerant of varying online teaching schedules despite of ICT expertise.	22.50%	77.50%
I believe that internet education is superior to traditional education.	32.50%	67.50%
Online learning is a popular choice among students, and it is more effective than interact with teachers in person.	25.00%	75.00%
During online lessons, I encourage and appreciate my pupils with interaction.	22.50%	77.50%
During the lesson, students ask many questions and clear their doubts.	42.50%	57.50%
It is very difficult to conduct practical lessons.	20%	80%
I face challenges while I teach certain subject.	50%	50%
It is very difficult to the student understand the concept.	35%	65%
Instruction is given briefly in the form of sessions.	45%	55%
Online meetings last longer than in-person meetings.	82%	12%
I have adequate facility for conducting online meetings.	53%	47%
I do not take care of my family during online sessions.	37.50%	42.50%
I use online tools when I conduct some experiment	35%	65%
Online tools are very effective and easy to operate.	37.50%	62.50%
I believe that internet education is superior to traditional education.	32.50%	67.50%
Students are trained to interact with teachers in person.	26.50%	73.50%
Online teaching tools will be useful for teaching new skills.	69%	31%
Teachers welcome technological change to increase student achievement.	86%	14%
The integration of new online teaching tools will increase my instructional preparation time.	77%	23%

The results show that high school teachers have a favorable opinion of integrating online teaching and learning technologies. They want to fit in with their class. This is consistent with the findings of research on teachers' perceptions of digital media technology done by Thanavathi in 2021. According to the data, the majority of respondents have a favorable opinion of online teaching and learning tools. As a means of boosting student achievement, it is an important tool for high school teachers because (1) they appreciate technological progress. (2) Have experience leading online classes. (4) Online teaching tools will help teach new skills, (5) It is favorable to learning because it is simple to use, and (6) new online teaching tools will boost my instructional preparation time. The findings highlight the necessity for the government to put out greater effort to change how high school teachers view the internet resources they utilize for teaching and learning. To successfully use online tools, education stakeholders must be persuaded that high school teachers' perceptions are crucial.

Teachers must possess the knowledge and assurance to use internet resources. Active dialogue between teachers and students, or between students themselves, will be encouraged by an interactive teaching and learning environment. The goal of using online tools in teaching and learning is to raise the caliber of both activities. The high school teachers' view, which is also explored in this table, is positive, suggesting that the teachers generally approve of the use of internet technologies in the classroom. The results show that the majority of participants are capable of using internet resources to aid in teaching and learning. The responders were adept at using the internet, digital media, digital content, and educational software, but they appeared to have learned more about using these resources to interact with their students. The findings revealed that 86% of high school teachers use online resources for teaching and learning, whereas 14% of high school instructors have a negative opinion of these resources. Additionally, factors like those mentioned in this point need to get more attention. The acceptance of online technologies by teachers is crucial to their effective deployment. Teachers must be willing to use online resources in their instruction and possess the technical and pedagogical skills to use technology (Gura and Percy, 2005).

Implication and Recommendation

According to the study's findings, high school teachers have a favorable opinion of using internet technologies in the classroom, which suggests that they are likely to do so. According to the summary above, it is crucial to use internet resources for teaching and learning. The use of online tools is anticipated to lessen the workload placed on teachers while disseminating the knowledge. According to Thanavathi (2021) and Elementary Teachers' Development in Using Technological Tools to Engage Students in Online Learning, 85% of aspiring teachers use digital media technology in their teaching and learning. The provided digital media technology has become more real and is independent of the knowledge supplied by teachers. Students can tailor their education to fit their requirements, aptitudes, interests, and talents.

Conclusion

Teaching is an evolving art, thus it needs new and creative ideas to increase its efficacy. We should not be reluctant to use these tools in our schools. The adoption of an innovative approach in educational institutions has the potential to enhance instruction while also empowering individuals, enhancing governance, and igniting national efforts to advance human development.

With the advent of diverse teaching-learning processes, we must have interactive teaching, and this transformation of education's role is unavoidable. Any approach that differs from the tried-and-true chalk-and-talk approach is novel if it eventually advances the basic goal of education.

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Mathematics for Kids Blossoms Through ICT-Mediated Instructional Strategies

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Abstract

A mathematical game has distinct parameters that govern its rules, tactics, and results. Playing games is a part of everyday life in early childhood. According to several studies, technology, such as computer games, is the most popular amusement among children and students. The COVID-19 pandemic is continuing to change how schools empower students. While the worldwide educational system has been severely affected, the pandemic's impact on the schooling system has been incredibly revealing. The advancement of ICT worked as a boon for this pandemic period and is to assist youngsters by extending their fundamental mathematics knowledge and practicing new skills in a hands-on, interdisciplinary setting as per the curriculum's goal. The purpose of this study is to convey some free and low-cost ICT-mediated mathematical applications for kids concerning their different grade levels. More particularly, the goal is to raise awareness among kids as well as schoolteachers and parents about the usages and benefits of ICT-mediated education for people who are unaware of its importance, as this pandemic has taught us, and who need to comprehend the value of teaching mathematics via ICT in the class.

Key Words: ICT Mediated Learning, Kids, Mathematical Application.

Introduction

Traditional teaching methods are inadequate in the era of information and communication technology. The current school education system necessitates incorporating rapid and non-traditional educational techniques and forms into the educational process to engage students in the learning process more dynamically and urge them to explore self-education. Global education systems have been changed dramatically due to significant advancements in Information and Communication Technologies [1]. New generation learners are exposed to technology early and quickly understand [2]. Children can learn to think critically and creatively about science and have a desire and interest to learn mathematics [1, 3]. Children [1]can benefit from ICTs in terms of communication, cooperation and collaboration, creativity, and the advancement of mathematical skills [4,5,6]. Learning environments have become more dynamic and energetic as a result of technological advances. Technology tools such as computers, interactive whiteboards, multimedia data projectors, and the internet have opened up new classroom opportunities for

instructors and students [7]. Over the last few years, the central and state government has made significant investments in ICT at schools, which it intends to retain. ICT has advanced at a breakneck pace, and expenditures have plummeted, so many homes now have more powerful ICT resources than many mathematics teachers of educational institutions working in schools, colleges, universities, etc. The COVID-19 pandemic is continuing to change how schools empower students. While the worldwide educational system has been severely affected, the pandemic's impact on the schooling system has been incredibly revealing. The advancement of ICT worked as a boon for this pandemic period [8].

Critical Appraisal of Reviews

Global research emphasizes incorporating ICT in kindergarten through experimental teaching methods [1, 9]. The study suggests some merits for studying mathematics by using a range of technology instruments such as computers, tablets, laptops, cell phones, and instructional applications, and the instruction of numeracy and geometric knowledge and skills is assisted by ICT, and mathematical thinking is encouraged [6, 10]. ICT primarily promotes mathematical ideas and abilities such as quantitative reasoning, counting, associating an item to each score, categorization, serialization, and pairing. It is also evident that the high-quality learning impacts of ICT in the teaching and learning of mathematics that Kids are delighted and attracted towards the graphical visuals. This delightful form keeps their entire attention and improves their focus. [10,11,12]. The preschool instructors mostly utilize computers to listen to music using fewer drills and practice applications for language and mathematics. As a result, every kid accomplishes the assigned assignment independently, following particular instructors' instructions [13].

Mathematical Game
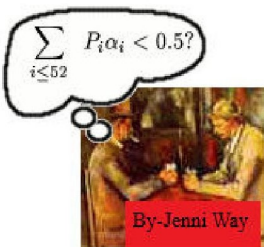
A mathematical game has distinct parameters that govern its rules, tactics, and results. Playing games is a part of everyday life in early childhood. According to studies, technology, such as computer games, is the most popular amusement among children. Early in life, children begin to utilize gadgets. Since the 1980s, users have been interested in video games. This indicates that the creation of this electronic game has taken a long time, and it is incredible that young people spend 5 to 6 hours playing gaming gadgets every day. If handled properly, technology can help with early childhood development. However, electronic games, including computers and smartphone games, can potentially be used in the classroom for process learning [7,14,15]. However, human resources and professional development are insufficient to support the promise. Computer games have long been seen to be valuable tools for a variety of purposes. The curriculum aims to assist youngsters in extending their fundamental mathematics knowledge and practicing new skills in a hands-on, interdisciplinary setting.

According to [15] Oldfield (1991), mathematical games are activities that encompass a task, generally guided by a set of rules and regulations, and have a definite basic structure carried out between one or more contestants having particular mathematical cognitive abilities and goals. This study aims to convey some free and low-cost ICT-mediated mathematical applications for kids with respect to their different grade levels. More particularly, the goal is to

raise awareness among kids as well as school teachers and parents about the usages and benefits of ICT-mediated education for people who are unaware of its importance, as this pandemic has taught us, and who need to comprehend the value of teaching Mathematics via ICT in the class. Teachers' perspectives are critical as they decide how to use and integrate ICT in mathematics instruction, and they are vital participants in the education system, supporting and redirecting it.

Mathematics Applications for Kids through the Advancement of ICT

Math games have become popular to keep students engaged, but you must check that such activities strengthen competencies and promote lesson content. There are offline and online games that are appropriate for this task, as there are numerous helpful mathematics websites. They may be used as customizable admission and leave tickets and activities during the middle of the class [16]. Here are some mathematical activities for kids that instructors may use with their students in grades 1 to 8.

Prodigy

Prodigy is a curriculum-aligned mathematics computer game that allows the teacher to quickly engage with the pupils while emphasizing critical skills and lesson contents. The game adapts information based on adaptive learning and diversified education concepts, solving every pupil's problem like other games. Furthermore, this game takes teaching to the next level by providing

Source: https://downloadwap.com

a robust evaluation and reporting capabilities that enable teachers to identify problem areas, differentiate training quickly, and manage class time effectively. Besides being excellent in conveying topic ideas, this web-based game may be accessible at home, in class, or in any other convenient location because it is virtually accessible [17,18]. It is especially meant for 1st-grade to 8th grade kids.

Math Facts Bingo

Math BINGO is a computer game that allows kids to learn their mathematical fundamentals. This is a fascinating experience how to add, subtract, multiply, and divide. Playing this variation of bingo will improve knowledge comprehension skills more fun. To begin, make bingo cards with answers to several multiplication tables. Second, distribute them to pupils, ensuring everyone has a distinct computer page [17]. Finally, rather than just using integers, use equations like 9*8 instead.

Source: https://www.techadvisor.com/

They can cross off the number if it's on their cards after establishing the product is 72. It is especially meant for 3rd grade to 6th grade kids.

Simon Says: Geometry
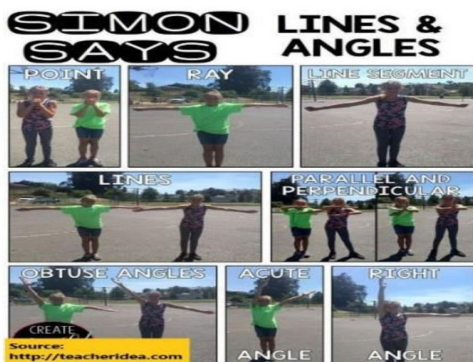
According Simon Says, this software appeals to students of all levels while improving their comprehension of basic geometry. He also added all of these orders should compel pupils to use their hands to depict angles and forms. He asked kids to draw angles of varying degrees and horizontal and vertical lines, [17] for example. Increase the pace till one the learner survives and is crowned champion. It is especially meant for 2nd grade to 5th grade kids.

Jeopardy

Through Jeoprady, we transform popular game show into a lesson plan for the most recent skills or unit, or to prepare students for a quiz or examination. Pockets are attached to a Bristol board and divided into rows and columns during construction. The point score of 200, 400, 600, 800, and 1,000, for each column focusing on a separate topic. A team can pose a question out of any pocket, but other teams must solve the problem first and raise their hands to answer. When all of the questions have been answered by the class, the team with the highest point. However, each student benefits in terms of participation and peer support; however, each student benefits [17,19]. It is especially meant for 3rd grade to 8th grade kids.
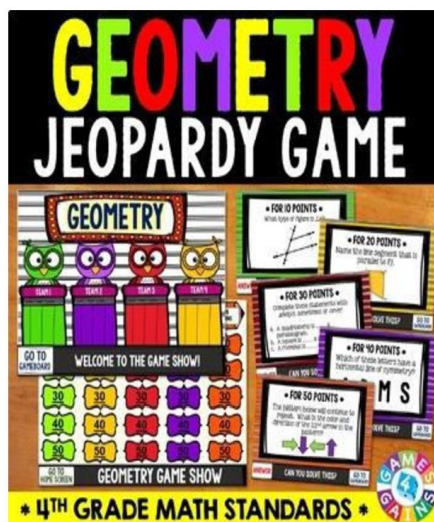
National Library of Virtual Manipulatives
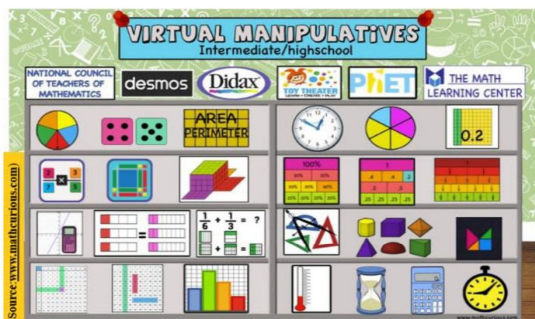
Students access exercises using digital items such as coins and blocks through the National Library of Virtual Manipulatives, which is available online. The online library, which was created by Utah State University, aims to keep students engaged by offering instructors exercises to provide, since there are manipulation tasks designed for children at all grade levels [17]. Geoboards are used to demonstrate area, perimeter, and rational number ideas in a 6th grade geometry project, for instance. The website used as its learning station, which is ideal for classrooms with one-to-one device use [20]. It is especially meant for

1st grade and up.

Marbotic Smart Numbers

Marbotic Smart Numbers follows the Montessori teaching concept by reintroducing tangible items into the classroom. This is designed especially for young children. Smart Numerals comprises ten hefty (approximately two inches high) wooden numbers [17], allowing a kid to connect with the design to help identify fully. The kid places the digits on the device screen, which determines the structure and enables kids to recognize patterns, count in sequence, then put numbers [21]. It is especially meant for 1st grade to 6th grade kids.

Source: http://www.marbotic.fr/

Let's Do Mental Maths

Source: https://www.techadvisor.com/
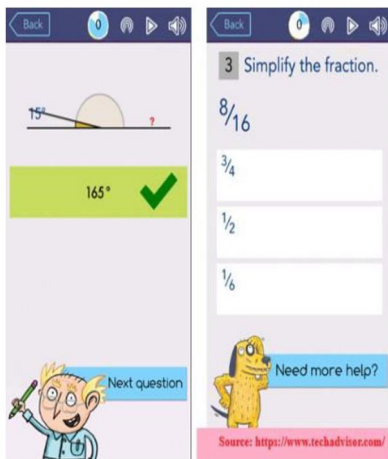
Let's Do Mental Maths is an excellent way to track the kid's arithmetic development and assess most mathematics areas. Andrew Brodie developed this trick along with Bloomsbury and Aimer Media [17]. They formed in tandem with the current curriculum to assist and build children's confidence in the classroom. It is a fun quiz structure with an animated digit. The energetic dog can help the gamer out when they get confused. The probability of correct answers percentage, numbers of accurate answers, and even the amount of time spent on each response are displayed on a simple Results platform. The "Futurebook Innovation Award" was given to this program for the most acceptable kid's non-fiction ebook. It is especially meant for 2nd grade to 7th grade kids.

Operation Math

Operation Math concept is a unique trick to make arithmetic exciting and the player takes on the role of a covert agent against the villainous Dr. Odd in this espionage game [17]. The player is awarded exciting kits like new clothes and spy gear for each operation accomplished. The user can set their challenges based on the child's mathematics ability. It's all about beating the time in this game. It is especially meant for 3rd grade to 8th grade kids.

Source: https://www.techadvisor.com/

Whitehat Jr

Source: https://wikitia.com/wiki/WhiteHat_Jr

WhiteHat Jr is the most popular coding education platform for youngers. It exposes and educates children aged 6 to 14 years about this new world of coding. They study coding principles, such as logic, structure, sequence, and algorithmic reasoning, to create innovative products such as animations and applications [22]. It is especially meant for 1st grade to 8th grade kids.

Mathboard

MathBoard is another easy trick for learning mathematics for kids and youngers. It starts with fundamental basic arithmetic problems (addition, subtraction, multiplication, and division) and algebra [17]. In these COVID-19 pandemic scenarios, students will not be allowed to touch a blackboard in the classrooms, yet it's a blessing for them. This application is based on multiple choice questions, but it also encourages students to figure out solutions by providing a tidy scratchboard space where they may scribble their answers. Students may readily use the Problem Solver on Mathboard to lead them through the stages of solving most arithmetic and algebraic equations. Quick-reference tables are also available there for their intime

Source: https://www.techadvisor.com/
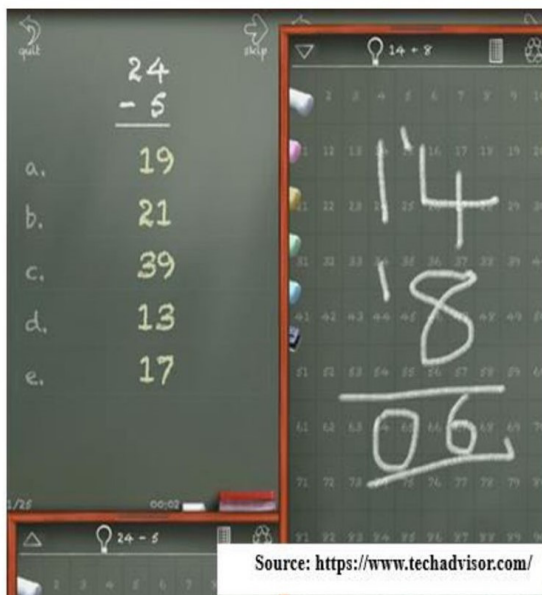
help. Mathboard's flexibility includes setting numerical ranges, excluding negative answers, and so on. Time activities and quizzes using a countdown timer or elapsed time. It is especially meant for 1st grade to 8th grade kids.

Benefits of Using Mathematical Games

The present era needs skill development and innovation in every field. Mathematical games help to create a meaningful and joyful learning environment among teachers and students. It also helps in motivating the students and teachers in the teaching-learning process. The mathematical game creates a positive attitude towards mathematics learning. At present, the use of these mathematical programs helps in preparing manipulative and interactive media with applications like geogebra. In the assessment process among the students, these games help mathematically using various types of ICT-related applications like Kahoot, Brain Olympic, etc. The game-based mathematical processes help to develop metacognition skill levels, and motivate

cooperative, collaborative learning and work culture among the students/kids. It also significantly helps the students to get the idea in digital pedagogy.

Conclusion

Game-based education makes teaching and learning more enjoyable and exciting, it helps students to put their intuitive ideas and problem-solving skills. This COVID-19 pandemic has changed how schools empower students. While the worldwide educational system has been severely affected, the pandemic's impact on the schooling system has been especially revealing. The Advancement of ICT worked as a boon for this pandemic period. As a result, teachers are increasingly employing game-based learning methodologies to assist students in comprehending tough subjects such as mathematics [23]. The application includes interesting pictures and audio in the game, making learning more exciting. The electronic game is fascinating, as evidenced by classroom testing, where the kids were very excited about using device games. Many research findings supported that game-based learning boosted the learning progress compared to activities that are more formal.

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Dynamics of Teaching Using Model of Flipped Classroom as Blended Learning Approach

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- ❍ **Ujjala Singh**[35]

Abstract:

The emergence of digital dynamics in the world of teaching-learning has brought tremendous changes in all levels of school and higher education. The evolution of the digital platform of learning has considerably affected the traditional mode of education and somehow put off it in the back seat system of learning. However, the traditional setup and new dynamics of teaching-learning gave new birth to the modern concept of the blended learning approach. A blended instructional model comprises both face-to-face and online instruction called synchronous and asynchronous modes of learning. In which the idea of Flipped classroom was identified as a new pedagogical & comprehensive model of teaching. It serves as a great support system that offers open educational resources and quality learning material via various platforms of MOOCs. The study aimed to elaborate the innovative teaching practices and thus design learning by using the model of Flipped Classroom and its different dynamics of teaching learning. Based on the flipped model of teaching this study will also try to find out the instructional design model, teaching-learning activities, and evaluation system as well as personalized system of learning by using this blended approach to teaching. The result identified that such kind of innovative idea of flipped classroom and integrated forms of technology promotes an individualized atmosphere of learning and activate the entire process of education in a standard manner.

Keywords: Flipped Classroom, Teaching-learning, Models of teaching

Introduction

The unprecedented changes in the Covid-19 pandemic have brought tremendous changes in the teaching-learning framework. The educational institution generally follows a face-to-face classroom setup while during the pandemic it was forced to shift virtually **(Soon Tan *et al.*, 2022)**. Digital transformation and technological involvement rigorously nourished the pedagogical quality. Pedagogical innovation has largely been influenced by educational policy, course structure, teaching-learning strategy, and loop of communication **(Pal *et al*., 2020).** Therefore traditional setup of teaching moved to online classes so that the core information is delivered online before the class at home and homework moves into the classroom. Hence, a new approach developed named Flipped Classroom. A flipped classroom is an approach that has been used in various disciplines for the last few years. Through the model of flipped classroom

students gain prior experience of learning before entering the class and integrated parts of learning like- application, analysis, synthesis, and problem-solving skills. While **Walvoor and Anderson** identified it as an assignment model in which students can able to perform productive work before class. In essence, students can also receive necessary feedback throughout the process of learning **(Nedev*a et al.*, 2019).**

Pillar of Flipped Classroom

Hamdan, McKnight, McKnight, and Arfstrom (2013), identified that flipped classrooms must include the four pillars of flipped learning which are: Flexible Learning Atmosphere, Learning Practices, Intentional Content, and Professional Educator.

Four Pillars of Flipped Learning
1. Flexible Learning Atmosphere

A flexible learning atmosphere allows rearranging your class activities as per the specific needs of learners so that they can learn freely. It also offers a variety of learning modes where an educator can design their task that accommodates all the activities of learning and lesson & unit as per their space of learning and independent nature of work. Hence, instructors are also flexible for students' space of learning as well as the procedure of assessment.

2. Learning Practices

By implying the idea flipped classroom there is a great shift in the learning practice where students move from the product of teaching to the main centre of learning. In this transitive culture of learning where an instructor no longer transmits the information as a knowledge instructor rather they facilitate the environment for learners to explore the in-depth knowledge of the expected topic. They serve as a knowledge facilitator rather than the instructor. Here teacher performs as a support system and makes feels reluctant as a learner which must be beneficial in the process of learning both inside & outside the classroom.

3. Intentional Content

In this context of flipped learning instructors evaluate what they need to teach and what kind of conceptual understanding needs to develop for illustrating the content in front of students. They just try to adopt methods of teaching that are well suited to their expected topic. Educators use intentional content to manage the classroom time and active participation of students during classroom teaching depending upon the grade level and subject matter.

4. Professional Educator

The prime role of the professional educator is to set up the successful stage of learning where educators learn effectively with their space, time, and face-to-face interaction between teacher & students. During class time, they continually observe their students, providing them feedback relevant to the moment, and assessing their work. Professional educators reflected in their practice that connecting with others to improve their teaching tasks, and applying the constructive approach to bring desirable learning outcomes in their teaching-learning.

Flipped Classroom as Teaching Learning Mechanism-

The model of the flipped classroom provides students first-hand exposure to accessing learning material outside the class via reading material, video lectures, hand out and discuss it in a detail for assimilating the knowledge through practical experience of problem-solving, discussion

& debate **(Nedeva *et al.*, 2019).** In this aspect, **Karanicolas & Snelling** have noted seven basic steps of implementing the model of a flipped classroom.

Model of Flipped Classroom
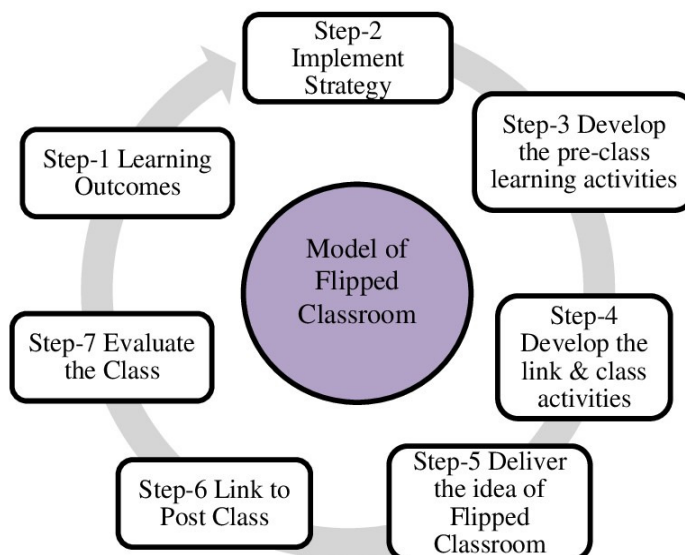
Figure 1: Model of Flipped Classroom

Through this mechanism of Flipped learning the instructional technique mechanized the whole learning environment systematically and deliver the instructional content outside and inside the classroom equally. The idea of this blended learning intentionally shifts the focus & direction of learning into students' centred zone. In which students are free up with exploration and in-depth knowledge of the topic and confronted with various learning opportunities. Flipped learning promotes a teachers' interaction with their students become more constructive, personalized, and less didactic. However, learners are actively involved in the acquisition and construction of knowledge throughout the process of learning and perform the role of a self-evaluator.

Literature Review:

Soon Tan *et al*. (2022) identified that model of a flipped classroom is developed as a popular tool, especially during this pandemic. It has practical application in multidisciplinary curriculum and pedagogical development. It works as an instructional design that makes learners engage and active throughout the process of learning. **Jebasingha (2021)** identified that flipped classroom model involving lecture and practice at home via computer-guided instruction and interactive learning activities in class can expand the curriculum. In addition to this student learning outcomes in the flipped classroom are mixed but positive, and can enhance the cooperative learning activities in class over lectures. **Yousufi (2020)** mentioned that flipped classroom is an excellent method and performed a terrific role in learning English grammar as well as improving students' performance. The idea of the flipped classroom can solve the problem of teaching English grammar since it allows its students to learn and practice the

language effectively and independently. **Atmojo & Ismaniati, (2020)**. identified a study on the implementation of FL that increases the motivation of high school students. The result highlighted that students are still bounded by a classical method such as the lecture method of learning and they are not familiar with the digital process of accessing the content. However, 80% of students favour online learning and want to continue the online process. 20% of students are in favour of offline or direct learning. So it is quite necessary to develop a blended learning model that integrates technology-based learning to increase the learning motivation among students. **Popova *et al.*, (2020)** have observed that the application of flipped classrooms provides an opportunity for students to acquire professional competencies that integrate technology in the classroom. The interactive form of the flipped classroom allows all students for creating conducive atmosphere of technology inside and outside the classroom. **Andrini (2019)** observed a study on teaching design to assess the student's learning achievement by utilizing the flipped classroom model. The result showed that the FL model could be designed by planning the steps of teaching by which students can independently learn at their home or in a class by video lectures systematically in various heterogeneous groups. This also helps to facilitate a cooperative style of learning and improve the cognitive domain of learning.**Wang *et al.*, (2016)** identified that flipped classroom method will be very effective for universities and colleges and reform the learner-centred teaching method in the current phase of education. In addition to this, personalized learning strategies not only meet the individual needs of learners but also support the diversified participation of teachers. **Guicai *et al.*, (2016)** have identified that the model of the flipped classroom and instructional design removes the dilemma from students' mind and found it as a useful model with a specific, practical, flexible wide-reaching tool that learners can relate to the process of collaborative learning. In addition to this, the theoretical and practical approach of this model is intended to promote understanding among learners and guide students' performance continuously.

From the above review of literatures it may be concluded that flipped classroom is a very innovative model of teaching -learning process and it is beneficial for the students to become independent learner and can enhance their learning. Not only for the students but also the teachers may develop innovative teaching-learning strategies for making their teaching more interesting.

Need of the Study:

In this current scenario, where flipped Classroom is considered a contemporary approach and an effective tool for blended learning **(Wang *et al.*, 2016)**. The blended model of FL integrates a face to face observation with online instruction**(Pal *et al.*, 2020)**. It combines Synchronous and Asynchronous activities of learning that students can learn outside the class and can interact with their peer groups and instructors **(Lee *et al.*, 2017)**. FL saves the time and energy of the instructor and provides the best opportunity to do the best use of technology and explore the smart techno-pedagogical environment inside the classroom. The substructure of FL and the instructional design model of FL are being crucial for effective implementation in the classroom without acknowledging the teachers' technological competency and dynamics of teaching. The amicable and collaborative development of FL over the years evolved into a new practice where instructors and students can share, enlarge their ideas, and challenges more transparently, and can solve it frequently through the embedded form of technology (**Journal**

& Education, 2022). Hamdan, McKnight, McKnight, and Arfstrom (2013) identified that FL serves as a pillar of education that represent free and flexible environment, learning culture, intentional content and professional education. Hence, the learning Model of FL meets the 21st century learners' need and explore a huge learning experiences and skills for higher educational institution. Therefore, the higher educational institutions address the demand of FL and different dynamics of teaching and instructional design model of FL that promotes and individualized system of instruction **(Atmojo & Ismaniati, 2020)**. In essence the purpose of this study is to identify the flipped model that occupies the instructional design, teaching learning activities and personalized system of learning with the constructive form of technologies as per the demand of current era of education and learners.

Methodology:

This conceptual study is based on the designing model of a flipped classroom and its integration into the process of teaching-learning. The idea of this model is taken from the various journals and literature studies related to this particular topic.

Objectives:

1. To explore the various teaching dynamics of Flipped Classroom Model.
2. To know the Instructional design model of Flipped Classroom.
3. To identify the Personalized Model of Learning that integrates Flipped Classroom Model.

Analysis of Objective:1:

Teaching Dynamics of Flipped Classroom Model: Teaching dynamics of flipped classroom models are developed by a. concept formation, b. experimental learning and c. practical application. As shown in figure 2
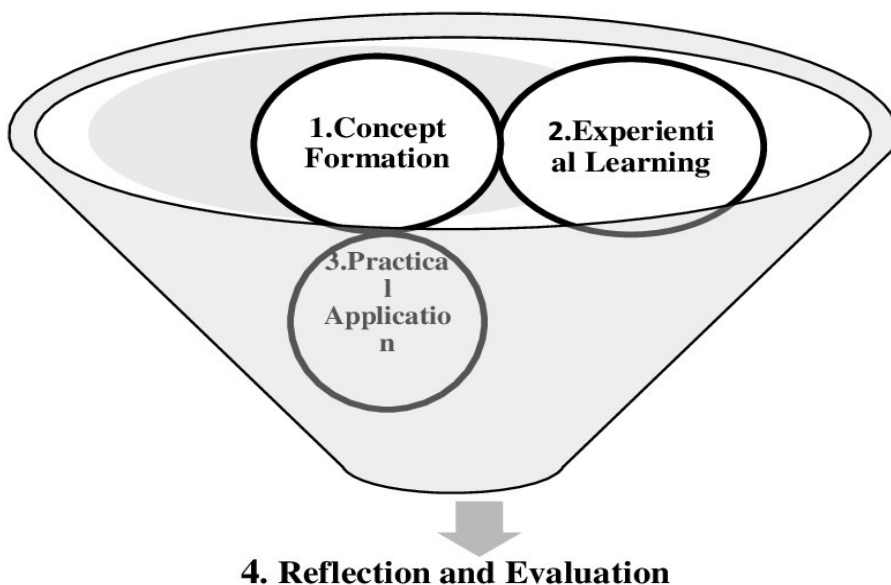
Figure 2

Table-1

Kolb's experimental learning cycle and a blended mixed model of teaching gave a momentum shape in different disciplines of higher education.

1. Concept Formation	It is the first part of this model which deals with teaching and learning pedagogy where students receive effective feedback and core information about their subject. This stage of flipped learning promotes a self-paced and individualized form of learning. The students used to gather learning material from various e-sources such as the internet, YouTube, social networking sites, web pages & content-rich websites e-learning for generating and exploring a new concept. These means of communication help to develop peer group interaction and motivation among learners to enrich their knowledge and tactics of teaching-learning.
2.Experiential Learning	The second step of this model tries to embed and engage teachers and learners in the different tasks of teaching-learning. In this constructive form of learning where the teacher can explore '5 E' models of learning like-engage, exploring, explaining, elaborating and Evaluating in different aspects of teaching. Here an individual can gather a comprehensive form of knowledge through practical experience. The prior task of learning provides exposure to students for gaining and enriching their knowledge making them independent learners.
3. Practical Application	The third step of this model signifies the demonstration and application of skill to analyse and discuss the problem systematically and critically to solve the problems. Through the skills of demonstration, a teacher can make understand the learners and detail the concept thoroughly. Video lectures and virtual libraries can also help to perform tasks technically and make them accessible for all.
4. Reflection Evaluation	In the reflective and last model of teaching where teachers and learners can evaluate their task and can give concluding remarks on the topic with the authentic result. Teachers and learners can reflect on their learning by blogging, podcast, and video tools e-tools that encourage self-evaluation.

Analysis of Objective 2: Instructional Design Model of Flipped Classrooms

The Instructional Design Model of a flipped classroom is explained below in figure 3.
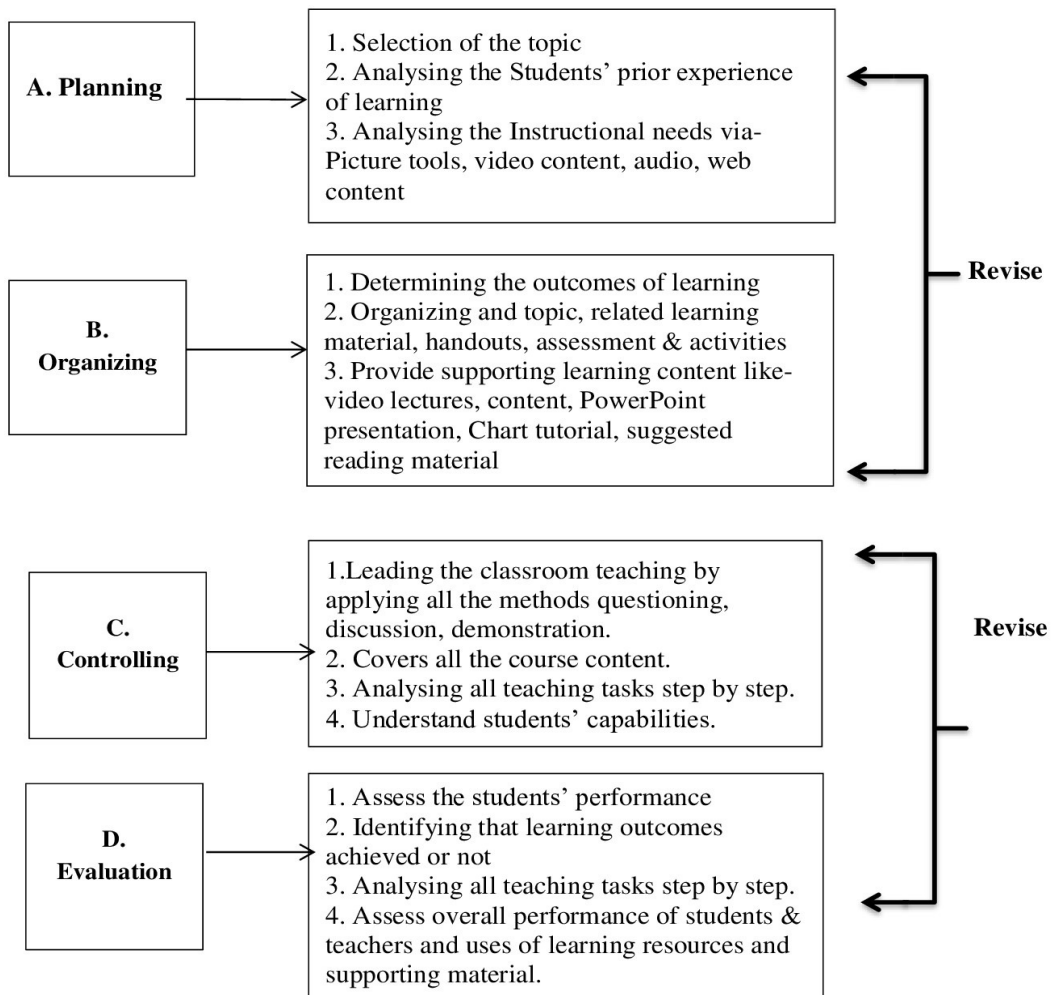
- The first phase of this model is planning which is used to deal with the selection of topics, organized activities, and learning outcomes. In this first part of planning where teachers should have a learner's prior knowledge and learning experience before finalizing the topic. The course structure should be designed in a way that helps to gain mastery of knowledge over the content. During this phase, instructors need to analyse the learner's learning experience and their contemporary knowledge and understanding capabilities. After collecting this kind of information teachers should create a unified work topic. The unit work plan in this context can assess the learning outcomes and develop the fundamental concepts.

- The second organizing phase of learning deals with designing the classroom teaching, reading material, assessment, and teaching-learning activities. It helps learners to do

the process, retain as well as improve the teachers' credibility. The process should be clear, active, and professional. The reading material should integrate video lectures, images, programming activities, and assessment links. Hence well-organized content should be concise, illustrative, and easy to learn that enhance comprehension sustainability.

- In the third phase of controlling and leading where Gagne described it as a support system and internal design process of learning. In this stage, instructors facilitate worthy information and an effective classroom environment. In this stage, learners acquire new information and motivation for further part of learning the topic. It helps to cater to the learning needs and flipped learning assists the teachers to provide multiple options as per students' responses and student-centric approach. It implies the following learning activities like-case studies, flow charts, quizzes, posters, and related videos.

- In the last phase, instructors measure the teaching outcomes, lesson plan, and teaching strategy to achieve the target. In this evolutionary phase, learner tries to find out students' opinion, learning experiences, mode of content delivery, overall performance of students and teachers, and related feedback. Hence in this last phase pre-test and post-test can be performed and achieve the learning targets.

Analysis of Objectives 3:

Personalized instruction of learning that integrates Flipped Classroom Model in higher education.

The core of this model is shown below in figure 4

Synchronous Learning   **Asynchronous Learning**

Online/offline mode of instruction focusing on cognitive and affective domain of learning.

Instruct students to watch Instructional Videos

Gather prior knowledge and develop a concept map

Attend online Quizzes

Review Process

Individual practice

Small Group activities

Conclusion/ Preview

Blended Learning

Figure 3: Personalized Instruction of Learning

A personalized system of learning is a kind of path that provides specific strengths, interests, and ideas that enable a learner to find their path of learning. Here instructors and learners work collaboratively together to customize a new learning platform for the students. Flipped classroom empower the students for self-learning and the role of teachers shift from knowledge provider to facilitators of deep learning. The variant of the flipped classroom provides great exposure and use of educational technology in various platforms of learning. The blended mixed method of teaching is one of the excellent approaches to teaching-learning that engage the learners from starting to the end parts of learning **(Guicai *et al*., 2016)**. Related literature Study also corroborated with our conceptual aspect that flipped classroom method will be very effective for the faculty members of higher educational institutions and reform the learner-centred teaching method in the current phase of education. Personalized learning strategies not only meet the individual needs of learners but also support the diversified participation of teachers. **Wang *et al*., (2016)**.

Discussion/Suggestions

1. Blended and mixed models of flipped learning have been gaining momentum in every field of higher education. Hence, its effective implementation in the field of higher education is inevitable.

2. Effective and strategic implementation of FL will give the desired shape to course design, content delivery, and process of evaluation and must enhance the personalized system of learning in a smart techno method.

3. The two important criteria of the flipped classroom such as face-to-face and indirect instruction can improve the student's academic achievement and student satisfaction which is also reported in the literature review and is highly effective for every discipline **(Pal *et al*., 2020).**

4. Flipped classrooms allow its users for the extensive use of technology and various open educational resources such as video lectures, MOOCs platform, Khan Academy, Coursera that assist and students and teachers to design their course content according to students' pace and style of learning.

5. Blended learning modes provide higher academic achievement and high retention among students as compared to face-to-face & classical methods of learning. However, blended learning has a tremendous effect on self-efficacy, peer group learning, and intrinsic motivation as compared to fully online learning **(Cabi, 2018)**.

6. The technological advancement in the field of education such as content-related videos with illustrative examples, video conferencing tools, social networking tools, and e-learning platforms students' interaction with their teachers and peer groups facilitates the widespread application of flipped classrooms. In the present context, flipped classrooms highly grab the attention of teachers, administrators, researchers & educators but still the level of awareness & readiness towards the use of technological equipment among academic group members is not up to the mark in many aspects **(Johnston, 2017)**. Hence it is suggested that the effective implementation of flipped classroom require techno-friendly knowledge of teachers, and academic heads, and an adequate ICT environment inside & outside the classroom. Without it, we cannot fully

integrate it at a global level.

Conclusion

Based on the above fact it is constructed that idea of a flipped classroom and its technological models were deliberately incorporated into the teaching-learning curriculum of the school and higher education. The collegial developmental aspects of FL demonstrate how effective classes can be designed and implemented in systems that are aligned with expected learning outcomes and assessments. The effective implementation of FL depends on the proper design of the pedagogical framework and well-structured engaging pre-classroom activities. The use of innovative technology facilitates pedagogical integrity and the collaborative idea of learning. However, technology has the power that can enrich and improve the knowledge of students and teachers. In this lane, teachers need to carry out the entire process of teaching with a detailed structure of discussed models such as the teaching model, instructional design model, and personalized form of learning. These models of FL are not driving the current process of learning. In this sense, many research documents claimed that FL is proven a practical multidisciplinary approach and needs to align with the current curriculum and pedagogical practices that make mandated for every educational institution. Nonetheless, stakeholders, policy makers, Govt. authorities need to take the initiative and implement it as a compulsory form.

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Human Development Status of the Fisher Folk: Evidence from Kerala

○ **Shameer M.D**[36]
○ **Sunija Beegum.N**[37]

Abstract

The main objective of the paper is to understand the human development status of traditional marine fishermen community using human rights approach to human development. There are three indicators used for the analysis of process such as the indicator index, the facility index, and the human rights based human development index. Thiruvananthapuram district is considered for primary survey as it has the highest number of fishermen families in Kerala. There are forty-two fishing villages in Thiruvananthapuram district, out of which six villages are selected randomly, two from each taluk. From each of the fishing villages, thirty samples are selected based on simple random sampling. Thus, on an aggregate, 180 samples are collected from six fishing villages. The primary data from the above said group was collected on the basis of interview schedule. The period of study is 2018-19. Statistical tools used are averages and composite index. Indicator index is different under each facility in terms of availability, adequacy, accessibility, affordability, possession, quality, and maintenance. It is found that indicator index of the own house is scored as high (3.94) whereas drinking water sources of housing facility is scored as low (2.62). Facilities such as education, occupation, economic opportunities, and health and family welfare are in the low category of the human development, while the facilities such as, housing, consumption, and transport, communication and information have high values of human development. The index of home environment for studies (2.73) and intrinsic skill development (2.34) is low; while indicator of food is high (3.55). The overall human rights based human development index of traditional fishermen communities is 2.88 which is marked as low in Kerala. Human Development Index is a composite index for measuring human development between countries which encompasses average achievement in key dimensions such as health, education and standard of living. The measurement of human development status of marginalized communities within countries such as fishermen is complex and varied. The present study attempts to provide a framework in which various indicators of human development based on human rights approach. It is a micro level study among fishermen in southern part of Kerala, India. The composite index was constructed by incorporating the availability, adequacy, accessibility, affordability, possession, quality, usage and maintenance aspects measured through a five-point scale. The indicators of housing, education, occupation, income, consumption, health, transport and communication are used for estimating facility index. Human rights based human development index was calculated by taking the average of facility

index values and found that human rights based human development index of fishermen communities in Kerala is low.

Introduction

Kerala is situated in the southwest corner of the Indian peninsula and one of the smallest states in India with an area of 39 thousand square kilometres has a coastline of 590 kilometres and a continental shelf of 40 thousand square kilometres rich in marine fauna. Fishing has naturally been the major occupation of the inhabitants of its coastal belt from time immemorial. Fishery is of vital importance to the state's economy judged in terms of its contribution to employment, income, foreign exchange earnings and protein intake of its people. Kerala boasts of the highest quality of life in the country as measured by human development indicators such as Human Development Index (HDI) and Multidimensional Poverty Index. The Kerala development model has been debated over the past 3 decades. In the 13th Plan period (2017-2022) the Government's effort in the marine fisheries sector was to improve livelihood security among the fish worker population; provide better amenities – sanitation, health care, drinking water, electricity, and library facilities – in the coastal regions and reduce mortality at sea [1]. A study was attempted to illustrate the extra ordinary development indices of Kerala through comparing it with other states in India and some of the developed countries. Unlike the other Indian states, Kerala have its human development indices equaling with the developed countries. The efforts of the renaissance movement leaders and revolutionary political reformations contributed to this high development indicators. The state has 93% of education, health facilities available in every corner of the state and has no slum dwellers. All children under the age of 14 are enrolled to school and has almost 100% electrified houses. However, the study disowned the human development status of fishermen communities per se [2].John Kurian [3] articulated Kerala state's positive achievements of public action as the major factor in its achieving a relatively high quality of life relative to economic backwardness. Against the central tendency of the Kerala model of development, it attempts to provide certain communities as outliers in the Kerala model of development such as tribal people and marine fishing communities. He explored some of the economic, social, and cultural characteristics specific to fishing communities that have placed restrictions on their members achieving a high level of capabilities. In the Kerala development report [4] of the planning commission, the government of India observed that the fisherman communities in Kerala are the outlier of the Kerala model of development.

The livelihood status and socioeconomic baseline study of marine fisherman in Jagatsinghpur District of Odisha also reached the conclusion that they are deprived. Data was collected with the aid of both primary and secondary sources. By applying anthropological tools and technique the study found that fishing is their only source of income. Change in climate makes them seasonally unemployed and they indebted mostly from relatives and merchants especially due to high interest rates. This is reflected in poor intake of food, poor health care, increased alcoholism, gambling and fight among men. The depleted marine resources forced the women to go for daily wage to maintain their family [5]. A study on livelihood vulnerability of fisherfolks in coastal and freshwater fishing communities of Ilaje Local Government area of Ondo state, Nigeria was conducted using structured questionnaires. Data were analyzed using the descriptive statistics, Livelihood Vulnerability Index data were aggregated using a composite index and

differential vulnerabilities were compared. The results showed that majority of the fisherfolks from freshwater and coastal communities were below 46 years old, respondents from the freshwater communities were 95% male, 5% females while all (100%) respondents in the coastal communities were male with majority assenting to fishing as their primary occupation. The freshwater communities showed greater vulnerability on the socio-demographic profile (SDP) index than coastal communities. Freshwater also showed greater vulnerability on the livelihood strategies component (0.45) than coastal communities (0.40). The social networks indicators were the same for the two communities. The overall health vulnerability score for freshwater communities (0.46) was higher than that for coastal communities (0.44). Overall, coastal communities had a higher Livelihood Vulnerability Index (LVI) than freshwater (0.357 versus 0.356) This logical approach may be used to monitor vulnerability, programs and resources to assist fisherfolks [6].

A critical examination of the behavioral foundations of livelihood pathways over a 50-year time period in a multispecies fishery in Newfoundland and Labrador, Canada was conducted through 26 narrative interviews with fishers. Fishers make difficult decisions to pursue, enjoy, and protect their livelihoods in times of change and uncertainty, and the resultant behaviors shape efforts to advance sustainability through coastal and marine fisheries governance. Fishers were asked about their behavioral responses to change and uncertainty in coastal fisheries across their entire lifetimes. Their narratives highlighted emotional, perceptual, and values-oriented factors that shaped how fishers coped and adapted to change and uncertainty. The contributions to theory and practice are two-fold. First, findings included variation in patterns of fisher behaviors. Those patterns reflected fishers prioritizing and trading-off material or relational well-being. With policy relevance, prioritizations and trade-offs of forms of well-being led to unexpected outcomes for shifting capacity and capitalization for fishers and in fisheries more broadly. Second, findings identified the influence of emotions as forms of subjective well-being. Further, emotions and perceptions functioned as explanatory factors that shaped well-being priorities and trade-offs, and ultimately, behavioral change [7]. A study was conducted to measure livelihood resilience of Ghana's declining small-scale fisheries with the three-dimensional livelihood resilience framework of buffer capacity, capacity for self-organization and learning. It proposed measurement indicators to the three dimensions of the framework and tested its structural and predictive validity using simultaneous equations. The data used for the analysis were collected from a random sample of 1180 artisanal fisherfolk in three fishing using a semi-structured questionnaire. Aside from the slight differences in the paths to livelihood resilience-building across communities observed, there were significant gender and community differences in the application of the framework. These findings suggest the usefulness of the framework for monitoring and evaluation of interventions aimed at building livelihood resilience of fisherfolks. The study contributes to sustainable fisheries and coastal management by providing insights on the pathways for enhancing livelihood resilience—reducing social vulnerability and promoting the adaptive capacities of fisherfolk to shocks [8]. However, the study confined to livelihood resilience not human development.

There has been numerous developmental intervention programmes aimed at improving the socio-economic and human development status of the fisher folk and it becomes important to understand how this vulnerable section fare in terms of human development. Most of the studies focus on livelihood status of fishermen. Hence the main objective of the Paper is to

understand the human development status of traditional fishermen community and a novel methodology based on a rights-based approach to human development is used.

Objective:

The major objective of the study is to understand the human development status of fisherman community in Kerala based on a rights-based approach.

Methodology

The analysis of the human rights approach to human development could be evaluated towards examining the positions of human development in the study area. Each opportunity component of life valued by the people enters the analytical phase of process evaluation. The formal process includes seven components such as availability, adequacy, accessibility, affordability and possession while the effective process includes two components such as quality, and usage and maintenance. Each opportunity indicator is arranged on a five- point scale reflecting the perceptions of people. 1 = Very Bad, 2 = Bad, 3 = neither Bad nor Good, 4 = Good, 5 = Very Good. The analysis of process aspects includes classification into high, medium, and low, the cluster being exclusive in nature. 1 to 3 = Low scores, 3 to 4 = Medium score, and 4 to 5 = High score.

There are three indicators used for the analysis of process such as the indicator index (S – index), the facility index (T – index), and the human rights based human development index (U – index). These are explained below.

The Indicator Index (S – Index)

All the seven process aspects related to each indicator have values perceived on a 5-point scale by the members of sample household in the study area. The values of all seven process aspects corresponding to each indicator were summed up and divided by seven. Thus,

The S index of an indicator or $S_i = \dfrac{\text{sum of the scores on 7 process aspects of i}}{7}$

For each household   is calculated in which each value corresponded to the respective indicator. The average value of each indicator was calculated for sample households together. These S indices were divided in to four categories. 1to 2 = Very low, 2 to 3 = Low, 3 to 4 = High, 4 to 5 = Very high.

1. The Facility Index (T index)

Each facility had one or more than one indicator. The S index values of all indicators under one facility were used to calculate the T index of that facility.

$T_j = \dfrac{\text{sum of the S index values of the indicators under the facility } j}{\textit{Number of Indicator Sunder the facility j}}$

Where, T_j = Index values of the facility j.

The T_j of each household was calculated. The average T index value corresponding to each facility was calculated for the whole of the sample household.

2. The Human Rights based Human Development Index (U index)

This index is derived from T indices. That is,

$$\text{U index} = \frac{\textit{sum of the T index values of all 7 facilities}}{7}$$

For each household in the sample, the U index was calculated and the average of the U index is then worked out. This gives single U index value for the whole sample and then is divided in to the following categories.

1 to 2 = Very low, 2 to 3 = Low, 3 to 4 = High, 4 to 5 = Very high.

There are seven facilities which the researcher identified such as housing, education, occupation, economic opportunities, consumption, health and family welfare, and transport, communication and information. Housing facility consists of six indicators such as own house, drinking water sources, lighting, cooking fuel, sanitation, and safe and secure residential environment indicators. Education facility consists of educational institutions from primary to higher levels, home environments for studies, and intrinsic skill development indicators. Occupation facility consists of opportunities to work indicator, while economic opportunities facility consists of four indicators such as ownership of asset, income, savings, and credit indicators. Consumption facility consists of food and non-food indicators, while health and family welfare facility consist of three indicators such as health care institutions, health awareness, and programmes for family welfare. The transport, communication and information facility consist of two indicators such as road and transport facilities and facilities for communication and information (See Table.1).

Table.1 Facilities and Indicators of the Human Right Approach to Human Development

Sl. No	Facilities	S. No	Indicators
1	Housing	1	Own House
		2	Drinking Water Sources
		3	Lighting
		4	Cooking Fuel
		5	Sanitation
		6	Safe and Secure Residential Environment
2	Education	1	Educational Institutions from Primary to Higher Levels
		2	Home Environment for Studies
		3	Intrinsic Skill Development

3	Occupation	1	Opportunities to work
4	Economic Opportunities	1	Ownership of Asset
		2	Income
		3	Savings
		4	Credit
5	Consumption	1	Food
		2	Non Food
6	Health and Family Welfare	1	Health Care Institutions
		2	Health Awareness
		3	Programmes for Family Welfare
7	Transport, Communication, and Information	1	Road and Transport Facilities
		2	Facilities for communication and Information

Source: Aspects identified by the Authors

3.1. Theoretical Background of the Study

The study is developed on the basis of Human Rights Approach to Human development. The human rights literature is not only concerned with political and civil liberties, but also with the rights based on essential needs in human life such as education, adequate health care and other freedoms that have revived the systematic investigation in Human Development Reports. The idea of capability can be helpful in understanding the opportunity aspects of freedom and human rights, since the two aspects of human rights and capabilities go well with each other. There are many human rights for which the capability perspective has much to offer and also, human rights are the important process in order to analyse the capability approach. Furthermore, both human rights and capabilities have to depend on the process of public reasoning [9].

The evaluation of right to development is eventually based on how the opportunities are created. It involves the framing of process indictors on standards of obligations. In the present evaluative mode of the right to development, the approach uses the process indicators in the analytical models employed by the Committee on Economic Social and Cultural Rights (CESCR), the monitoring body of the implementation of the international covenant on economic, social and cultural rights named as United Nations Economic and Social Council (ECOSOC). The general comments of the CESCR have elucidated the right to development in terms of the contents of the rights to food, education, health, water and sanitation in a 4-A's framework such as availability, accessibility, acceptability and adaptability [10].

The process aspect of participation of human rights was highlighted by Osmani. S. R [11].

He viewed that human development could be achieved by a progressive realisation of human rights. Each state in the world should take immediate action to fulfil all rights that are not much dependent on resources availability. The resources could be diverted from non-essential uses to those uses which that are essential for attaining the human rights. The approach also claims on human rights norms in policy formulation in which it is essential to give special consideration to the deprived groups. The state wants to identify the core obligations and set targets in order to attain human rights in development.

3.2. Area and Sample of the Study

Kerala is one of the leading fish producing states of India. In addition to its contribution to a flourishing export trade, the fishing industry is capable of providing cheap protein food to fight malnutrition. It also provides employment. Fisheries consist of two sectors - traditional and mechanized, the traditional including two areas, the marine and inland. The fishing economy consists of three operations: harvesting, processing and marketing of fish. There are mainly three fishermen communities in Kerala such as Dheevara community, Latin Catholic and Mappila communities. Latin community fishermen are concentrated in south Kerala consisting of Trivandram, Kollam and Alappuzha districts while Dheevara community is concentrated in Kollam, Alappuzha, Ernakulam, Thrissur and Kasargode districts. The Mappila fishermen community is highly concentrated in Malappuram, Kozhikode, Kannur and Kasargode districts [12].

Thiruvananthapuram district is considered for primary survey as it has the highest number of fishermen families in Kerala. (33,340 families based on marine fisheries census 2010). The coastal belt of Thiruvananthapuram district is situated in three Taluks of the district namely, Chirayinkeezh, Neyyatinkara, and Thiruvananthapuram. There are forty-two fishing villages in Thiruvananthapuram district, out of which six villages are selected randomly, two from each taluk. The fishing villages selected are Vizhinjam and Poovar from Neyyatinkara Taluk, Valiyathura and Beemapalli from Thiruvananthapuram Taluk, and Perumathura and Anchuthengu from Chirayinkeezh Taluk. From each of the fishing villages, thirty samples are selected based on simple random sampling. Thus, on an aggregate, 180 samples are collected from six fishing villages. The primary data from the above said group was collected on the basis of interview schedule. Secondary data is collected from reports, journals, economic review and economic survey. The information so collected is analysed by focusing attention on the human development status of fishermen communities by constructing human development indicators based on human rights approach to human development.

Results and Discussion

Indicator Index and Facility Index and are presented as low and high according to the scores obtained from sample respondents. Human Rights based Human Development Index is calculated on the basis of average score obtained.

Indicator Index

Housing

The availability aspects of the own house are scored as very high, while other aspects such as adequacy, accessibility, affordability, possession, quality, and usage and maintenance are

scored as high. It is found that indicator index of the own house is scored as high (3.94). In the case of drinking water sources, the availability aspects are scored high, while possession aspects are scored as very low. The other aspects such as adequacy, accessibility, affordability, quality, and usage and maintenance are scored as low. It is found that indicator index of drinking water sources of housing facility is scored as low (2.62).The availability aspect of lighting indicator of housing facility is scored as very high, mean while the other aspects such as adequacy, accessibility, possession, and quality are scored as high. Even though affordability and usage and maintenance aspects of lighting are scored as low the overall score of indicator index of lighting is high (3.15). Regarding cooking fuel indicator of housing facility, the availability and quality aspects of lighting indicator of housing facility is scored as high, whereas the other aspects such as adequacy, accessibility, possession and usage, and maintenance are scored as low. Thus, indicator index of cooking fuel is scored as low. The availability, usage and maintenance aspects of sanitation indicators are scored very high, while the affordability of sanitation is low. The other aspects of the sanitation indicator are scored as high, and the indicator index of the sanitation indicator is recorded as high. The availability, affordability and possession aspects of safe and secure residential environment indicator of housing facility is scored as high, while all other aspects are scored as low and thus overall score is low (2.73). As far as housing facility is considered, it is found that majority of the houses are constructed with asbestos and bricks. Own house, lighting, and sanitation of housing facility is recorded as high. But drinking water sources, cooking fuel, and safe and secure residential environment indicators of housing facility is low. The researcher observed that the absence of drinking water sources seen in the study area. Majority of the houses situated near by the sea and it eventually leads to unsecure residential environment situation.

Table.2 Indicator Scores Under Housing Facility

Process	Process Aspects	Score Category (Own House)	Score Category (Drinking Water Sources)	Score Category (Lighting)	Score Category (Cooking Fuel)	Score Category (Sanitation)	Score Category (Safe and Secure Residential Environment)
Formal	Availability	4.73 (Very High)	3.89 (High)	5.00 (Very High)	3.64 (High)	4.09 (Very High)	3.62 (High)
	Adequacy	3.92 (High)	2.20 (Low)	3.00 (High)	2.33 (Low)	3.51 (High)	2.05 (Low)
	Accessibility	3.92 (High)	2.69 (Low)	3.00 (High)	2.44 (Low)	3.19 (High)	2.57 (Low)
	Affordability	3.86 (High)	2.60 (Low)	2.49 (Low)	1.92 (Low)	2.97 (Low)	3.05 (High)
	Possession	3.70 (High)	1.00 (Very Low)	3.00 (High)	2.83 (Low)	3.45 (High)	3.05 (High)
Effective	Quality	3.54 (High)	2.93 (Low)	3.00 (High)	3.53 (High)	3.18 (High)	2.07 (Low)
	Usage and Maintenance	3.92 (High)	2.99 (Low)	2.56 (Low)	2.52 (Low)	4.18 (Very High)	2.70 (Low)
Indicator Index		3.94 (High)	2.62 (Low)	3.15 (High)	2.74 (Low)	3.51 (High)	2.73 (Low)

(Source: The Survey, 2018-19)

Education

The indicator index of the educational institutions from primary to higher levels is scored as high (3.19). In the formal process, availability is very high and accessibility is high, while the adequacy, affordability, and possession indices are scored low (See Table.3). In effective process, both the indices such as quality and usage are scored as high.

In formal process of home environment to studies indicator of education facility, the availability index is high, while all other aspects indices such as adequacy, accessibility, affordability, and possession indices are scored as low. In effective process, both the indices such as quality and usage are scored as low, while the indicator index of the home environment to studies is scored as low.In formal process of intrinsic skill development indicator of education facility, the availability index is high, while all other aspects indices such as adequacy, accessibility, affordability, and possession indices are scored as low. In effective process, both the indices such as quality and usage are scored as low.

In the case of home environment for studies and intrinsic skill development, index is low (2.73 and 2.34 respectively). Therefore, improvement is essential in education facility especially enhancing the condition for home environment for study and intrinsic skill development.

Table.3 Indicator Scores Under Education Facility

(Source: The Survey, 2018-19)

Occupation

The availability aspects of the opportunities to work indicator of occupation facility is scored as very high and the quality and usage aspects are scored as high. Whilst adequacy, accessibility, and affordability aspects of the opportunities to work indicator of occupation facility is scored as low and the possession aspect is scored very low. Even though, quality, usage and maintenance aspects are high, the indicator index of the opportunities to work indicator of occupation facility is scored as low (2.84).

Table.4 Opportunities to Work Indicator

Process	Process Aspects	Avg Score Category	Score
Formal	Availability	4.23	Very High
	Adequacy	2.23	Low
	Accessibility	2.90	Low
	Affordability	2.26	Low
	Possession	1.98	Very Low
Effective	Quality	3.08	High
	Usage and Maintenance	3.21	High
Indicator Index		2.84	Low

(Source: The Survey, 2018-19)

Economic Opportunities

The table 5 shows the indicator and aspects indices of the ownership of the asset, income, savings, and credit indicators of the economic opportunities facility. The availability aspects of the ownership of asset indicator of economic opportunities facility is scored as very high. In the other formal process, accessibility is scored as high, while adequacy, affordability, and possession are scored low. In effective process, the quality aspects of the ownership of asset indicator of economic opportunities facility is scored as low, while the usage index is scored as high. In formal process, the availability aspect of income indicator of economic opportunity facility is scored as very high, while the other aspects are scored low. In effective process, all the aspects such as quality and usage are scored as low, and in overall the indicator index of the income indicator of the economic opportunities facility is scored as low. In formal process of saving indicator of economic opportunity facility, availability aspect is scored as low, while all other aspects such as adequacy, accessibility, affordability, and possession are scored very low. In effective process, the quality and usage aspects are scored as very low. In formal process of credit indicator of economic opportunities facility, the availability index is very high, while the affordability index is very low. The adequacy, accessibility, and possession indices of the formal aspects are low. In effective process, the quality index is low, while the usage index is high.

The indicator index of economic opportunities such as ownership of asset, income and credit is low and savings is very low (Table.5). Majority of fisherman did not have ownership in fishing related equipment's such as fishing gear, fishing rod, fishing hook, fishing net, and bait. Income of the fisherman is directly related to the volume of fish.

Table. 5 Indicator scores and Index of Economic Opportunities

Process	Process Aspects	Score Category (Ownership of Asset)	Score Category (Income)	Score Category (Savings)	Score Category (Credit)
Formal	Availability	4.20 (Very High)	4.40 (Very High)	2.37 (Low)	4.21 (Very High)
	Adequacy	2.31 (Low)	2.16 (Low)	1.49 (Very Low)	2.38 (Low)
	Accessibility	3.21 (High)	2.82 (Low)	1.49 (Very Low)	2.59 (Low)
	Affordability	2.21 (Low)	2.17 (Low)	1.37 (Very Low)	1.33 (Very Low)
	Possession	2.49 (Low)	2.21 (Low)	1.21 (Very Low)	2.19 (Low)
Effective	Quality	2.59 (Low)	2.59 (Low)	1.32 (Very Low)	2.83 (Low)
	Usage and Maintenance	3.04 (High)	2.67 (Low)	1.86 (Very Low)	3.12 (High)
Indicator Index		2.86 (Low)	2.72 (Low)	1.59 (Very Low)	2.67 (Low)

(Source: The Survey, 2018-19)

It is explored that the interference of intermediaries among fishermen is very high for the marketing of fish so that they did not get a reasonable price. The saving habit among fishermen is recorded as very low (1.59) due to an irregular stream of income and low rate of profit prevailing in fishing. The majority of fishermen have credit liabilities. But main sources of creditworthiness are associated with money lenders. Pooja Gotham [13] highlights the human development and gender development of fishers to understand the role played by both men and women in fisheries-related activities in the upper Wardha reservoir of Maharashtra, India. She used conventional HDI dimensions comprising education, health, and standard of living indices through semi-structured interview schedules. The results on human development comprising education, health and standard of living show well performance in contrast to our results (education, occupation, economic opportunities, health and family welfare are in the low category of the human development). However significant gap has been observed in male HDI and female HDI which was mainly due to the gap in education and income index between males and females.

Consumption

Table 6 shows consumption indicator consists food and non-food indicators. Of the indicators of food, the availability indicator is very high, while that of other indicators such as adequacy, accessibility, affordability, possession, quality usage and maintenance is high. In the case of non-food indicators though adequacy, affordability, possession and quality are low while availability, accessibility and usage and maintenance are high. The indicator index for food is high (3.55) while the indicator index for non-food is also recorded as high (3.00).

Table. 6 Indicator scores and Index of Consumption

Process	Process Aspects	Score Category (Food)	Score Category (Non-Food)
Formal	Availability	4.30 (Very High)	4.23 (Very High)
	Adequacy	3.42 (High)	2.91 (Low)
	Accessibility	3.43 (High)	3.00 (High)
	Affordability	3.09 (High)	2.43 (Low)
	Possession	3.21 (High)	2.52 (Low)
Effective	Quality	3.45 (High)	2.75 (Low)
	Usage and Maintenance	3.95 (High)	3.23 (High)
Indicator Index		3.55 (High)	3.00 (High)

(Source: The Survey, 2018-19)

Health and Family welfare

In the case of health care institutions, the availability index is very high, while the other aspects indices such as adequacy, accessibility, affordability, and possession are scored as low. In effective process, the quality and usage and maintenance indices are scored as low. Regarding health awareness, except availability, all other indicator scores are marked low. The indicator and aspects indices of the programs for family welfare show that the availability index is high, while the adequacy index is low. Other aspects indices such as accessibility, affordability, and possession are scored very low. Overall indicators index of the programs for family welfare is scored as low (2.13). The indicator scores of all categories of health are recorded as low. This clearly indicates the existence of inappropriate facilities for health care in the study area. Health awareness among fishermen is recorded as low, and there exist insufficient programs for health awareness.

Table. 7 Indicator scores and Index of Health

Process	Process Aspects	Score Category (Health Care Institutions)	Score Category (Health Awareness)	Score Category (Programs for Family Welfare)
Formal	Availability	4.11 (Very High)	4.12 (Very High)	4.02 (Very High)
	Adequacy	2.56 (Low)	2.03 (Low)	2.02 (Low)
	Accessibility	2.57 (Low)	2.16 (Low)	1.88 (Very Low)
	Affordability	2.25 (Low)	1.74 (Very Low)	1.63 (Very Low)
	Possession	2.13 (Low)	1.89 (Very Low)	1.74 (Very Low)
Effective	Quality	2.39 (Low)	1.90 (Very Low)	1.78 (Very Low)
	Usage and Maintenance	2.67 (Low)	2.08 (Low)	2.05 (Low)
Indicator Index		2.67 (Low)	2.27 (Low)	2.13 (Low)

(Source: The Survey, 2018-19)

Transport, Communication, and Information

The table 8 shows Road and transport facilities and facilities for communication and information indicators index and aspects indices. In the formal process of road and transport facilities indicator of transport, communication, and information facility, the availability index is high and all other aspects indices such as adequacy, accessibility, affordability, and possession are scored as high. In the effective process, the quality index is low, while the usage index is high. In formal process of facilities for communication and information indicator of transport, communication, and information facility, the availability and adequacy indices are scored as high, while the accessibility, affordability, and possession indices are scored as low. In effective process, both the quality and usage indices are scored as low. It shows that, Road and transport facilities indicators index is high (3.76) while the indicator index of the facilities for communication and information is low (2.87).

Table. 8 Indicator scores and Index of Transport, Communication and Information

Process	Process Aspects	Score Category (Road and Transport Facilities)	Score Category (Facilities for Communication and Information)
Formal	Availability	4.67 (Very High)	3.88 (High)
	Adequacy	3.95 (High)	3.06 (High)
	Accessibility	3.78 (High)	2.96 (Low)
	Affordability	3.77 (High)	2.64 (Low)
	Possession	3.74 (High)	2.45 (Low)
Effective	Quality	2.75 (Low)	2.38 (Low)
	Usage and Maintenance	3.64 (High)	2.75 (Low)
Indicator Index		3.76 (High)	2.87 (Low)

(Source: The Survey, 2018-19)

Facility Index (T Index)

The facility index (T index) is derived from the indicators indices (S index) under each facility. Each facility had one or more than one indicators. The S index values of all indicators under one facility were used to calculate the T index of that facility. The facility indices of the human rights approach to human development are presented in Table.9. Facilities such as education, occupation, economic opportunities and health and family welfare are in the low category of human development, while the facilities such as housing, consumption, transport, communication and information have high values of human development.

Table 9: Facility Indices of Human Right Approach to Human Development

Facilities	Facility Indices	Score
Housing	3.11	High
Education	2.75	Low
Occupation	2.84	Low
Economic Opportunities	2.46	Low
Consumptions	3.28	High
Health and Family Welfare	2.37	Low
Transport, Communication, and Information	3.31	High

(Source: The Survey, 2018-19)

Human Rights based Human Development Index (U index)

$$\text{U index} = \frac{\text{sum of the T index values of all the 7 facilities}}{7}$$

U Index = 20.12 / 7 = 2.88

The U index was calculated by taking the average of 7 facility indices. It is divided in to the following categories.

1 to 2 = Very low, 2 to 3 = Low, 3 to 4 = High, 4 to 5 = Very high.

It was found the human rights based human development index of fishermen communities in Kerala is 2.88 which is marked as low. Most of the studies related to human development and livelihood status of fishermen communities marked as low and highlighted human rights advocacy can be an effective element of support for development in fisheries. The impact of climate change on the livelihood and food security of small-scale fishers in lake Kariba, Zimbabwe stipulate that fishing is the community's primary livelihood activity. More than 62 per cent of fishermen stated that fishing revenue is shrinking, owing to declining fish catches. Therefore, 78 per cent of the small-scale fishers perceive their households to be food diffident due to declining incomes from fisheries. These findings also suggest the need for policymakers and development agencies to draw up strategies that specifically target fishing communities whose livelihoods reckon on natural eco-systems [14]. A review of case law and other documentation of human rights issues in fishing communities' highlights forced evictions, detention without trial, child labour, forced labour and unsafe working conditions, and violence and personal security, including gender-based violence, as key areas of concern. Human rights violations is increasing in the fisheries sector in developing countries through rising vulnerability and marginalization of certain groups citing cases from India, Philippines, Cambodia and South Africa undermine need for reforms in this sector [15]. The findings from the recent study on livelihood conditions, health status and care-seeking behaviour of the fisherman communities during the on-going pandemic of Covid-19 show that the fishermen have experienced a reduction of income, as they have been obstructed from entering the Sundarbans mangrove forest during the pandemic, which has gradually affected their livelihoods. Their financial deprivation during the pandemic has affected their household capacity to afford basic household necessities, including food, fuel, education and health expenses [16].

Conclusion

The study made a novel attempt to assess the human development status of fishermen per se by adopting a human rights-based human development index (U index) to derive the human development status of the fishermen community. This micro level study provided an insight into the availability, adequacy, accessibility, affordability, possession, quality, usage and maintenance aspects of various facilities such as housing, education, occupation, economic-opportunities, consumption, health and family welfare, transport, communication and information among fishermen in southern part of Kerala, India. Under each facility appropriate indicators are used and measured through five-point scale. The composite index was constructed by taking the average of seven facility indices in order to reach human rights based human development index. The study gives reflection about the human rights approach to human development. In the housing facility, it was found that the indicator indices of own house (3.94) and sanitation (3.51) are recorded as high. And the indicator indices of drinking water sources (2.62) cooking fuel (2.74) and safe and secure residential environment (2.73) are recorded as low. The facility index of housing is recorded as high (3.31). Under education facilities, the indicator index of the

educational institutions from primary to higher levels is recorded as high (3.19) while indicator indices of home environment to studies and intrinsic skill development are scored as low (2.73). Nevertheless, the facility index of education is low. The indicator index of the opportunities to work indicator of occupation facility is scored as low (2.84). In economic opportunities facility, the indicator indices of ownership of asset, income, and credit are recorded as low, while the indicator index of saving is scored as very low (1.59) and thus the facility index of economic opportunities is recorded as low (2.46). The facility index of consumption is high as the indicator indices of food (3.55) and non-food consumption (3.00) are recorded as high. In health and family welfare facility, the indicator indices of the health care institutions, health awareness, and programs for family welfare are recorded as low. Thus, the facility index of the health and family welfare is recorded as low (2.37). In transport, communication, and information facility, the indicator index of road and transport facilities is recorded as high, while the facilities for communication and information is recorded as low. The overall facility index of transport, communication, and information are recorded as high (3.31). Accordingly, facilities such as the education, occupation, economic opportunities, and health and family welfare are in the low category of the human development, while the facilities such as, housing, consumption, and transport, communication and information have high values of human development. The human rights based human development index (U index) comprising the average of seven facility index is 2.88 which is marked as low. The study found that the human development status of traditional fishermen community in Kerala is deplorable which is evident from the various indices and requires concerted effort from stakeholders to ameliorate the situation.

Policy Suggestions

Government initiatives are indispensable in improving the infrastructural as well as the human development of fisherfolks. Housing projects specialized for fisherman communities should be implemented for rehabilitation without affecting their livelihood and fishing. Specialized institutions for intrinsic skill development are essential. Implement appropriate plans in order to increase the saving habits and restrict external forces lending loans at high-interest rates and start interest-free lending institutions. It is crucial to adjust development processes in such a way that the identity of the fisherman community is retained.

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Equity Participation wise effect of FDI Firm's on India's Current Account of Balance of Payments

○ **Justine George**[38]

This article analyses the equity participation-wise effect of FDI firms on India's Current Account of Balance of Payments. The study analysed the impact of foreign equity ownership on seven variables such as the ratio of imported raw materials consumed to total raw material, the ratio of export to sales, ratio of research & development to sales, ratio of profit after tax to sales, ratio of total forex earning to sales, the ratio of total forex spending to sales, ratio of net foreign exchange earning to sales. The study used the same data of 192 FDI firms from PROWESS database of CMIE and then categorized according to equity share ownership of foreign promoters into different classes such as 0-25, 25 to 50, 50 to 75, 75 to 100. The study is divided into three sections, in which second section discusses regression and correlation analysis, third section discusses ownership wise analysis with respect to each variables, which followed by summary of findings and conclusion

II) Regression and Correlation Analysis

Graph 1 : *Equity wise scatter*

Ratio of imported raw materials consumed to total raw material

Ratio of export to sales
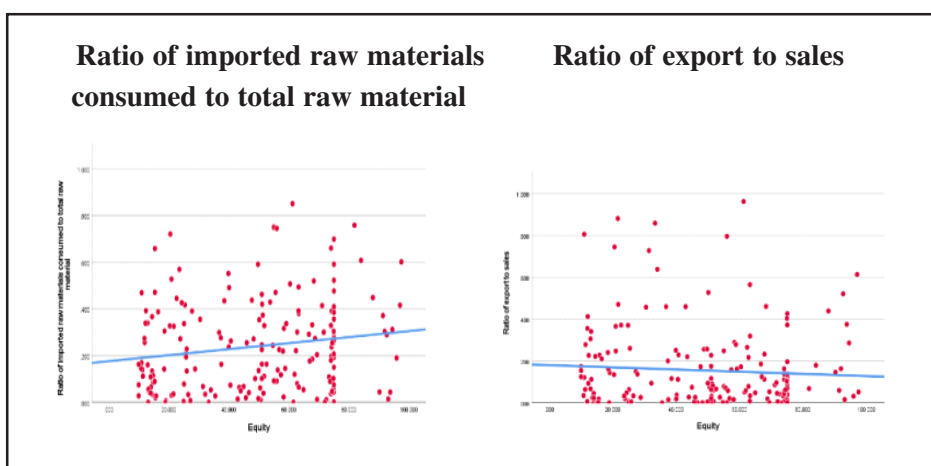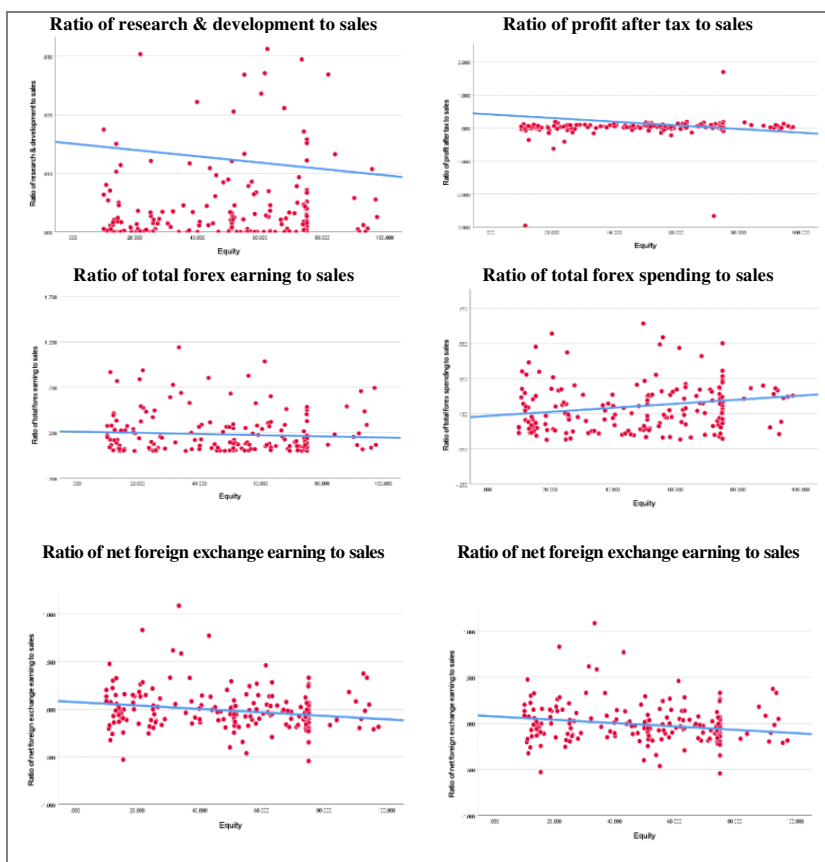
Source: Calculated from PROWESS (CMIE) Database

Table 1 *Correlations*

		Ratio of imported raw materials consumed to total raw material	Ratio of export to sales	Ratio of research & development to sales	Ratio of profit after tax to sales	Ratio of total forex earning to sales	Ratio of total forex spending to sales	Ratio of net foreign exchange earning to sales
Equity	Pearson Correlation	.170	-.068	-.016	-.101	-.074	.164	-.196
	Sig. (2-tailed)	.018	.350	.823	.164	.307	.023	.006
	N	192	192	192	192	192	192	192

Source: Calculated from PROWESS (CMIE) Database

Table 2 *Regression Coefficients*

No.	Dependent Variables	Regression Coefficient of Equity as independent variable
1	Ratio of imported raw materials consumed to total raw material	1.29E-3
2	Ratio of export to sales	-5.22E-4
3	Ratio of research & development to sales	-5.4E-5
4	Ratio of profit after tax to sales	-5.55E-3
5	Ratio of total forex earning to sales	-6.54E-4
6	Ratio of total forex spending to sales	1.16E-3
7	Ratio of net foreign exchange earning to sales	-1.81E-3

Source: Calculated from PROWESS (CMIE) Database

The scatter diagram reflected the causal relationship between the share of equity holding and the variables selected for the study. The share of foreign equity holding is taken as the dependent variable, and seven of each variable are taken as the independent variable. The scatter diagram and regression trend line shows (See Graph 1) that the ratio of imported raw material to total raw material purchase and the total foreign exchange spending is positively associated with foreign equity shareholding. The positive relationship indicates that the ratio of import of raw material to total raw material purchases and ratio of foreign expenditure spending to sales are slightly increasing with foreign equity holding. Though the relationship is positive, the regression coefficient value is almost closer to zero (See Table 2). However, all other five variables are negatively related to foreign equity holding, such as the ratio of export to sales, ratio of research & development to sales, ratio of profit after tax to sales, ratio of total forex earning to sales, the ratio of net foreign exchange earning to sales. However, though the study found negative relationships, the strength of the negative relationship is weaker because the value of regression coefficients is closer to zero (See Table 2).

The Pearson correlation analysis also indicates that the same results corroborate with regression analysis. The ratio of imported raw materials consumed to total raw material and the ratio of total forex spending to sales are positively associated with foreign equity shareholding (See Table1). However, the value of the correlation coefficient is less than two indicates that the strength of positive association between the share of foreign equity holding and the ratio of imported raw materials consumed to total raw material, the ratio of total forex spending to sales are lower. The probabilistic value of the two-tailed test for the above variables is lower, and it is closer to a 10 % level of significance. Therefore there is some statistical validity of that positive merger relationship of two variables with foreign equity holding (See Table 1).

On the other hand, the ratio of export to sales, ratio of research & development to sales, ratio of

profit after tax to sales, ratio of total forex earning to sales, and ratio of net foreign exchange earnings to sales are negatively associated with foreign equity holding. Still, the negative correlation coefficient value is less than two, which indicates that the strength of the relationship is not strong. Unlike other variables, the value of negative correlation coefficient of the ratio of net foreign exchange earning to sales is -.196, which is statistically significant at 10 % level, which means that there is a slight, but clear inverse relationship between foreign equity shareholding and net foreign exchange earning to sales.

III) Compare the Foreign Ownership Classification of FDI Firms with Respect to Each Variables

a) Imported raw materials consumed to total raw material consumed

In the case of the companies that had a foreign promoter share of less than 25 %, it started initially with a positive trend and maintained a constant movement during 2006- 2008 and ended on a lower note. The companies that had a foreign promoter share between 25 to 50 % showed a negative trend most of the time and then steadily dropped after 2014 till the end of the decade. When considering the companies that had a foreign promoter share between 50 to 70 %, there was an increasing trend till 2016, and then it steeply declined to the end. While the companies with a foreign promoter share above 70 %, there was a sharp rise until 2016. It was a steep fall after that.

There are apparent differences among different levels of foreign equity holding with regard to the ratio of imported raw materials consumed to total raw material consumed. It is clear that the ratio of imported raw material to total raw material consumed is relatively higher for the equity holding class of above 75 % compared to other classes in the study period. Interestingly, the ratio of equity class of 50 to 75 is relatively higher than below 25 and 25 to 50, but it is certainly lower than the class above 75 %. But the equity class of below 25 % is higher than 25 to 50 class in the ratio of imported raw material consumed to total raw material purchased. From the analysis, it is clear that when the equity holding level increases significantly after 50%, then the study could find a clear positive association between equity class and the ratio of imported raw material consumed to total raw material purchased. There is a fair amount gap between equity class of above 75 % and 50 to 75 % in the ratio of imported raw consumed to total raw material purchased.

b) Export to sales

The study could notice an overall negative trend over the 20 years with respect to export to sales. The companies that had a foreign promoter share of below 25 % made a positive trend in the beginning and started to fall from 2013 till the end of the decade. A decreasing trend could be found in the case of the companies that had a foreign promoter share between 25 to 50 %, and it reached its highest value in 2014 and then declined rapidly. While the companies with foreign promoter share between 50 to 75 % remained almost unchanged most of the time, it fell from 2016. In the case of the companies that had a foreign promoter share of above 70 %, it rose steadily and then peaked in 2008 and gradually declined towards the end.

There is apparent differences among different levels of foreign equity holding with regard to the ratio of export to sales. The ratio of export to the sale is significantly higher for the equity class of above 75 %. The equity class of below 25 % reported a high ratio of export to sales

after the class of above 75 %, but certainly higher than other classes. The ratio is relatively lower for the equity class of 50 to 75 compared to other classes.

c) Research & development expenses

The analysis depicts the ratio of research and development expenses. It could be seen from the graph that the majority of companies showcased a constant trend—considering the group of companies where foreign promoter share was below 25 % and in cases where it was between 50 to 75 %, there was a constant trend from the beginning till the end of 2020. But the companies that had foreign promoter share between 25 to 50 % started initially with a consistent trend and slowly began to rise in 2004 and reached its peak in 2008 and then afterward it declined and finally ended in a lower note. In the case of the companies that had a foreign promoter share of above 75 %, the trend slumped in 2004 and then slightly grew till 2012 and finally ended lower.

There is not much clear trend reflected among different equity classes with respect to the ratio of research and development to sales. However, the equity class of above 75 stands higher in all periods except between 2004 and 2012, where the equity class of 25 to 50 class stays higher than that.

d) Profit after tax to sales

The companies that had foreign promoter share below 25 %, even though they stayed constant at the beginning, the study could see a rapid rise in 2004, followed by a substantial decline and towards the end of the decade, there was a negative trend. While in the case of groups that had foreign promoter share between 25 to 50 % and 50 to 75 %, there was a steady trend, apart from some exception of moderate increases during 2007 and 2009. In addition to all this, companies that had a foreign promoter share of above 70 % highlighted a stable and consistent trend throughout the period.

e) Total forex earnings to sales

The companies with a foreign promoter share below 25 % grew slightly in the initial 2000s and then rose gradually in 2003, followed by several variations in the trend and then substantially decreased from 2018. On the other hand, the companies with a foreign promoter share between 25 to 50 % commenced with a fall, climbed up in 2007 and again dropped towards the end. However, the companies with a foreign promoter share between 50 to 75 % remained constant most of the time. In contrast, the companies with a foreign promoter share above 75 % exhibited a positive trend, where it achieved its peak in the year 2008 and dropped steeply. But gradually maintained a healthy trend after that.

There is a clear trend reflecting among various equity classes with respect to the ratio of foreign exchange earnings. The equity class of above 75 reported higher foreign exchange earnings in all the periods instead of other classes. But 50 to 75 stands lowest among other classes. However, below 25 stands higher than 25 to 50 and 50 to 75 in all the periods under study.

f) Total forex spending to sales

The companies with a foreign promoter share below 25 % showed a gradual declining trend, whereas those with a foreign promoter share between 25 to 50 % stayed almost unchanged. However, moderate growth can be seen in companies with foreign promoter shares between 50

to 75 %. In the case of the companies with foreign promoter share above 75 % it started with a declining trend, gradually it steadily increased in 2008 and dropped sharply.

There is some clear trend visible among various equity classes with respect to the variable total foreign exchange spending to sales. The ratio of equity class above 75 stands higher than all other classes in all periods. And 50 to 75 equity stands lower than below 25 % in the early period but crossed and reached the second position in the year after 2013. 25 to 50 stands lowest among all other equity classes in all periods. Therefore, all the equity class except below 25 varies positively with foreign exchange spending, which means foreign exchange spending increases with equity class

g) *Net foreign exchange earning to sales*

The companies with a foreign promoter share of below 25% showed a positive trend, even though there were fluctuations in 2007, 2011, and 2016. The companies with a foreign promoter share between 25 to 50 % mainly exhibited a negative trend apart from a hike in 2007. Moreover, the companies with a foreign promoter share between 50 to 75 % displayed a gradually decreasing trend towards the end. Again, the companies with a foreign promoter share above 75 % initiated with a strong positive trend but plunged significantly in 2008 and again climbed up in the next year and maintained a positive trend till the end.

Some inferences can be made even though there are some fluctuations in the data. However, some clear trends can be seen among the different equity classes about the net foreign exchange earning to sales. Both equity classes of above 75 and Between 50 and 75 are lying below zero and lying negative throughout the period. In contrast, the equity class below 25 and between 25 and 50 are above zero and staying positive in almost all the periods under study.

Summary of Findings and Conclusions

This article analyses the equity participation-wise effect of FDI firms on India's Current Account of Balance of Payments of India. The study analyzed the impact of foreign equity ownership on 7 in the variables such as the ratio of imported raw materials consumed to total raw material, the ratio of export to sales, ratio of research & development to sales, ratio of profit after tax to sales, ratio of total forex earning to sales, the ratio of total forex spending to sales, ratio of net foreign exchange earning to sales. The study used the same data of 192 FDI firms from PROWESS of CMIE and then categorized according to equity share ownership of foreign promoters into different classes such as 0-25, 25 to 50, 50 to 75, 75 to 100.

The scatter diagram and regression trend line shows (See Graph 1) that the ratio of imported raw material to total raw material purchase and the total foreign exchange spending is positively associated with foreign equity shareholding. The positive relationship indicates that the ratio of import of raw material to total raw material purchases and ratio of foreign expenditure spending to sales are slightly increasing with foreign equity holding. Though the relationship is positive, the regression coefficient value is almost closer to zero (See Table2). However, all other five variables are negatively related to foreign equity holding, such as the ratio of export to sales, ratio of research & development to sales, ratio of profit after tax to sales, ratio of total forex earning to sales, the ratio of net foreign exchange earning to sales. However, though the study found negative relationships, the strength of the negative relationship is weaker because the value of regression coefficients are closer to zero.

The Pearson correlation analysis also indicates that the same results corroborate with regression analysis. The ratio of imported raw materials consumed to total raw material and the ratio of total forex spending to sales are positively associated with foreign equity shareholding (See Table 1). However, the value of the correlation coefficient is less than two indicates that the strength of positive association between the share of foreign equity holding and the ratio of imported raw materials consumed to total raw material, the ratio of total forex spending to sales are lower. The probabilistic value of the two-tailed test for the above variables is lower, and it is closer to a 10 % level of significance. Therefore there is some statistical validity of that positive merger relationship of two variables with foreign equity holding (See Table 1).

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Challenges and Barriers Faced by Individuals Working in Virtual Teams: A Critical Study

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Abstract:

Many organizations are making use of the opportunities to utilize emerging technologies to become extra, reliable and effective. Especially after the emergence of the Coronavirus Pandemic in the year 2019, companies have become over-dependent on virtual meetings, online cross platform collaborations, and work with well- harmonized virtual teams. Virtual teams comprise participants who do not operate at the same location or even at the same time. They might be spread across many time zones and may function through different parts of the world. Advancements implement these types of groups in computer-mediated interaction and software application that permits people to work collaboratively on jobs without being co-located or even working at the same time. Taking care of teams of this sort presents numerous and, in some cases, one-of-a-kind, difficulties. When time zone differences are significant, as in a particular employee's day is another employee's night, collaborating can become especially tricky. The study's objective was to find out the significant barriers and challenges that virtual teams encounter regularly. A structured questionnaire was used to collect primary data from 150 randomly sampled senior employees from 5 different IT Companies based in Mumbai City that extensively use virtual teams to manage their projects. The study's findings revealed several difficulties arise due to the poor implementation of communication solutions on the hardware and software level. The study identified that virtual teams often struggle with distracting environments; most team members work from home. The study found that virtual teams suffer from slow response rates and internet lags due to network issues while video conferencing or uploading specific reports on servers. The study found that for virtual teams to function successfully, there must be a period when everyone is online and available to communicate. The study found that Stable technology, ease in sharing data knowledge and information, and the ability to track commitments are positively correlated to creating trust in the virtual team environment. It was found that maintaining discipline, proper workload management, and cohesiveness in the virtual team environment are positively correlated to the creation of a team bonding. The element of Trust and Team Bonding was found to be positively correlated to enhancing harmony which leads to more incredible speed and efficiency of virtual teams Finally, and the researcher has used the findings of the study to discuss opportunities and implications for designing team ware that better support collaborative tasks in virtual teams and create a healthy virtual environment.

Introduction:

A few years earlier, people would not have thought of sitting at a single area and to be able to interact with others freely. The discovery of the web and mobile phones has actually completely modified the communication pattern. One can comfortably sit at his house and work, get in touch with close ones, purchase whatever is needed. Innovation has eased our existence in lots of ways. Many enterprises are utilizing the opportunities to use developing innovations to become additional dependable and efficient. Specifically, after the Coronavirus Pandemic in the year 2019, businesses have ended up being over depending on using virtual conferences, online cross platform collaborations, and deal with well- harmonized virtual teams.[8] Virtual groups are comprising of participants that do not run at the specific same place or even at the same time.1 They might be spread across many times zones and might function through various parts of the world. These groups are released with the help of advancements in computer-mediated interaction and software that allow people to work collaboratively on jobs without being found at the same place or perhaps working in the same time zone.

A virtual team can be specified as a group of people working in the same workplace or spread across numerous places- which can be various cities, countries, and hence different time zones. People of varied cultures, backgrounds, and expertise come together to deal with a common goal.[2]

Typically, virtual teams are formed to find solutions to critical problems, develop a brand-new product/service, and solve other structured and unstructured problems. With the advent of decentralization and globalization, organizations felt the requirement to adapt to something responsive and agile in solving the issues. The Virtual team uses flexibility and quick delivery of positive outcomes.

For this reason, Virtual Teams have ended up being famous and being utilized extensively by organizations worldwide. The IT market and the industries like construction, manufacturing, engineering, finance etc. have been following virtual teams' trend.

The use of virtual teams is a far more prevalent practice today, and it is being used in several kinds of companies and not merely in the "high tech" arena. According to Bal, J., & Teo, P. K. (2000), virtual groups operate "... without the physical restrictions of range, time, and organizational boundaries.[5] They utilize electronic cooperation technologies and other techniques to lower travel and centre expenses, decrease project schedules, and enhance decision-making time and interaction (p. 4)." Gould (2006) streamlines this picture with the following formula:

Virtual groups= groups+ electronic links+ groupware[3]

This equation mentions that the three parts of virtual groups consist of individuals on the group, some kind of CMC that will allow them to interact interactively, and a software application platform that will permit them to at the same time deal with a project at various times and from different locations and still track and integrate the work in a meaningful and effective way.

Computer management corporation is an organization that delivers various professional multimedia services to small and medium-sized businesses. There are numerous modifications

and consider organizational environments that make distributed work and virtual teams more appealing today. As companies end up being more geographically distributed and work with people in various areas and various time zones, these alternatives end up being far more attractive. Also, as companies combine, get other organizations, are obtained by another organization, or subcontract work to various websites worldwide, these kinds of groups are not only appealing; however, might be a necessity. Other realities like expense containment will likewise drive the decision to use these brand-new forms of group management. Numerous companies are discovering that telecommuting and virtual work can considerably decrease expenditures and time and allow travel to be more tactically focused. These types of teams can often lower the time-to-market cycle, which can be a significant advantage to clients (Chavarria & Nydegger, 2009).4.

There are several kinds of groups that can be virtual. For instance, they can, and frequently are, joint workgroups. Still, they can likewise be executive groups and even groups comprised of managers who work at different websites in the same organization. There is also a brand-new type of group emerging in the virtual community called the " neighbourhood of practice team." It involves a group of people from different companies who might be dealing with similar jobs or problems that get together to support the work that they are all doing, even if it is for different companies (Kimball, 1997). The opportunities for enhanced efficiency frequently drive numerous companies to think about and execute virtual teamwork. Boiney (2001)[6] found that over 2/3 of Fortune 1000 companies utilize self-managed and virtual teams. Cascio (2000) further argues that there are lots of excellent service reasons for utilizing virtual teams:

a. Reduced real estate expense
b. Increased productivity
c. Higher profits
d. Improved customer service
e. Access to global markets
f. Environmental benefits[7]

As good-looking as these things are, the change to virtual teams is often very problematic for organizations. First, particularly in organizations with strong cultures, it may be quite alien to shift to this form of work and management. Further, many managers might find these types of changes threatening and may resist because they fear that this will reduce their power and impact in the organization. While the virtual teams can offer increased flexibility, responsiveness, and diversity of perspectives that differ from "normal and typical workgroups," the differences between these teams and more traditional ones are sometimes a problem.

Research Problem:

Keeping any team collaborating and communicating efficiently is always tricky; however, these challenges are far more of a concern with virtual groups. We know that it is needed and essential for people in organizations to communicate on a regular basis, and in most companies today that is ending up being increasingly difficult even with improved interaction innovations.

Even in " typical" co-located teams, group membership is not uncommon to be dynamic and modification as needs dictate. Another pattern that prevails today is for teams to have members or experts who function as members of the team, but who are from beyond the moms and dad company. They are included in the team since they possess details, abilities, or proficiency

that is essential for the team to access and which may not be available inside the company.

Further, it prevails for workers to be associated with numerous teams simultaneously and deal with various projects simultaneously. Typically, workgroups had particular tasks with a beginning, a limited life expectancy, and an end. Today it is more typical for tasks to be big, dynamic, and progress and change as circumstances determine. Provided these increased sources of intricacy and complication for lots of (perhaps most) teams today, by adding the additional issues of having teams that are distributed (not co-located), working at different times, and possibly working from various countries and time zones, and even with different native languages, one can see how quickly the levels of intricacy drastically. The present research study focusses on the various challenges that the virtual teams deal with for handling projects.

Objectives:

1. To find out the various barriers that virtual teams face in collaborating the effort to achieve project goals.
2. To identify the key elements that contribute to the success of virtual teams.
3. To analyse the solutions that can help teams manage and eliminate such barriers.

Hypothesis

H1: Stable technology, ease in sharing of data knowledge and information and the ability to track commitments are positively correlated to creating trust in the virtual team environment.

H2: Maintaining discipline, proper workload management and cohesiveness in the virtual team environment are positively correlated to creating a team bonding.

H3: The element of Trust and Team Bonding is positively correlated to enhancing harmony, which leads to more incredible speed and efficiency of virtual teams.

Research Methodology:

A structured questionnaire was used to collect primary data from 150 randomly sampled senior employees from 5 different IT Companies based in Mumbai City that extensively use virtual teams to manage their projects. The method of sampling that was used was stratified random sampling. The following were the results of the data analysis:

The profile of the respondents:

Variables	Attributes	Count	%	Total %	Count
Gender	Male	99	66.00%		
	Female	51	34.00%	100.00%	150
Age	Less than or = 20 yrs	3	2.00%		
	21-30 yrs	22	14.67%		
	31-40 yrs	88	58.67%		
	41-50 yrs	33	22.00%		
	51 years and above	4	2.67%	100.00%	150
Education level	Diploma/Advanced diploma with a Bachelor's Degree	10	6.67%		
	Bachelor's degree with a professional qualification	108	72.00%		

	Post Graduate	32	21.33%	100.00%	150
Marital status	Single	18	12.00%		
	Married	132	88.00%	100.00%	150
Designation	Project Leader	25	16.67%		
	Senior Software Engg.	125	83.33%	100.00%	150
Annual Income	4 to 5 lakhs	12	8.00%		
	5 to 6 lakhs	33	22.00%		
	6-10 lakhs	44	29.33%		
	10-15 lakhs	36	24.00%		
	15 lakhs and above	25	16.67%	100.00%	150

The above table shows that 66% of the respondents were male. Almost 60 per cent of the respondents were from the age group of 31-40 years. 72% of the respondents had a Bachelor's degree, and professional qualification and 88% were Married. 83.33% of the respondents were senior software engineers while the rest were project leaders who look after the project management affairs. 29.33% of the respondents had an annual income of Rs. 6-10 lakhs, whereas 24% of the respondents had an annual income between 10-15 lakhs.

A structured questionnaire was prepared for the respondents, which required the respondent to respond on a scale of 10. Cronbach's alpha was calculated to check the internal consistency of the measures.

The following were the results:

Sr. no	Construct	Variables	Cronbach's Alpha
1	Stable Technology	1. Lag in Communication 2. Network Lag 3. User-friendliness of the communication platform, 4. Bugs and Errors 5. Ease of use 6. Overall technical efficiency 7. Operational efficiency	0.89
2	Cohesiveness	1. Suitability for office culture 2. Team cooperation 3. Collaborated problem Solving 4. Team spirit 5. Team Building	0.78
3.	Sharing of data, knowledge and information	1. Sharing of Common Databases 2. Errors in database management 3. Database access 4. Data Availability 5. Relevance of information shared 6. Correctness of information, data and other aspects of projects 7. Avoiding misunderstandings.	0.76

Sr. no	Construct	Variables	Relevant items	Value
6	Discipline	1. Avereage response time 2. Excuses for not being able to connect 3. Disturbances (other than technical) 4. Fake attendances 5. Poor listening incidences		0.88
7	Tracking commitments and deadlines	1. Managing deadlines 2. Commitment to work and responsibilities. 3. Completion of tasks on time 4. Delivering timely reports. 5. Ability to track project completion 6. Using network diagrams and other charts in the software.		0.69
8	Workload Management	1. Even Distribution of workload. 2. Tracking of workload and responsibilities 3. Workload Management 4. Time required for workload allocation and distribution 5. Accuracy in workload allocation and distribution		0.77

Barriers faced by Virtual Teams:

To get a fair idea of the various barriers faced by the virtual teams, a structured questionnaire was prepared, and the respondents were asked to respond an a scale of 1 to 10. The scale of 1 to 10 represented the intensity of the problems faced in the concerned areas. Then, the mean scores were calculated for 150 respondents, and the results are shown below:

Sr. no	Construct	Variables	Mean Score (Higher the score, more intense is the problem/ barrier)	Grand Averages
1.	Stable Technology	1. Lag in Communication	6.3	
		2. Network Lag	7.1	
		3. User-friendliness of the communication platform,	4.1	
		4. Bugs and Errors	5.2	
		5. Ease of use	3.2	
		6. Overall technical efficiency	4.5	
		7. Operational efficiency	5.5	5.1

2.	Cohesiveness	1. Suitability for office culture	7.9	
		2. Team cooperation	6.3	
		3. Collaborated problem Solving	7.2	
		4. Team spirit	8.5	
		5. Team Building	5.6	
		6. Communicating in different time-zones	7.2	7.1
3.	Sharing of data, knowledge and information	1. Sharing of Common Databases	5.5	
		2. Errors in database management	3.2	
		3. Database access	3.5	
		4. Data Availability	3.5	
		5. Relevance of information shared	5.5	
		6. Correctness of information, data and other aspects of projects	2.6	
		7. Avoiding misunderstandings.	4.3	4.0
4.	Discipline	1. Average response time	6.8	
		2. Excuses for not being able to connect	6.9	
		3. Disturbances (other than technical)	5.6	
		4. Fake attendances	2.1	
		5. Poor listening incidences	7.4	5.8
5.	Tracking commitments and deadlines	1. Managing deadlines	5.5	
		2. Commitment to work and responsibilities.	4.2	
		3. Completion of tasks on time	4.4	
		4. Delivering timely reports.	2.3	
		5. Ability to track project completion	2.6	
		6. Using network diagrams and other charts in the software.	2.3	
		7. Overall accountability in work	2.5	3.4
6.	Workload Management	1. Even Distribution of workload.	3.3	
		2. Tracking of workload and responsibilities	3.2	
		3. Workload Management reports	5.5	
		4. Time required for workload allocation and distribution	3.2	
		5. Accuracy in workload allocation and distribution	2.2	3.5

Major findings of the study:

A. Findings related to the hurdles that are faced by Virtual Teams:

1. With regards to the issue of stable technology, communication lags and network lags present the most intense barriers and challenge the functioning of virtual teams.
2. Achieving team cohesiveness seems to be one of the major barriers for the functioning of virtual teams. According to the opinion of the respondents, virtual teams do not seem to be suitable in building a proper office culture that promotes team cooperation, collaborative problem-solving, team building and maintaining a healthy team spirit. Communicating in different time zones also seems to hinder the performance of virtual teams.
3. As far as sharing of data, knowledge and information is concerned, teams can function properly on the if the databases that are common are available and readily accessible. It is also important, that in a virtual team environment, the information that is shared must be relevant. The table shows that the relevance of information shared and sharing of common databases seem to be causing certain issues with regards to sharing of data, knowledge and information.
4. Poor listening incidences, poor average response time and petty excuses for not being able to connect due to network issues are the other barriers that virtual teams seem to encounter according to the opinion of the respondents. This hinders the discipline of the workplace and creates several challenges in managing the virtual teams successfully.
5. As far as tracking of commitments and deadlines is concerned, is to be problems related to managing deadlines. Otherwise, when it comes to completion of tasks on time and delivering timely reports or ability to track the project completion, the barriers faced by the respondents seem to be less intense. There also seem to be lesser problems related to maintaining overall accountability of work.
6. With regards to workload management, the major barriers are faced while preparing and submitting workload management reports.

B. Findings related to the essential elements that are needed to for the efficiency and success of Virtual Teams:

Through the same structured questionnaire, the respondents were asked to respond on a scale of 1 to 10, to express their opinion about the importance of various elements for achieving, speed, harmony and maximum efficiency in the working of Virtual Teams. Their responses were summarized and a correlation matrix shown below was constructed.

Table 7b.1. Correlation Matrix- Karl Pearson's Correlation Coefficient

Construct	Trust	Team Bonding
Stable technology	0.48**	0.44
Sharing of Data	0.63*	0.22*

Tracking Commitments	0.77**	0.18
Discipline	0.12	0.58*
Workload Management	0.13*	0.68**
Cohesiveness	0.24	0.79**

**- Correlation is significant at 0.01 level
 *- Correlation is significant at 0.05 level

Table 7b.2. Correlation Matrix- Karl Pearson's Correlation Coefficient

Construct	Trust	Team Bonding
Harmony – Speed, Efficiency and timing	0.65**	0.71**

**- Correlation is significant at 0.01 level.
 *- Correlation is significant at 0.05 level.

Figure 7.1. Correlation Diagram
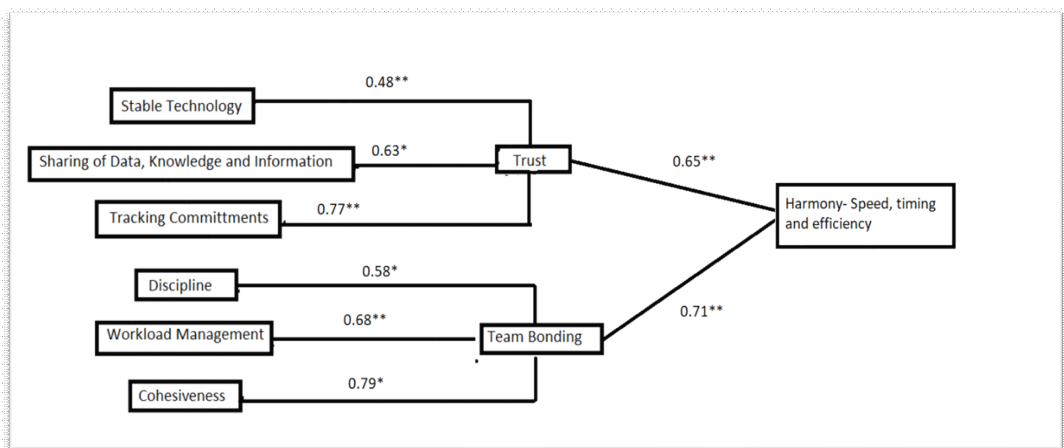
The above table and diagram show that:

A. Stable technology, ease in sharing of data knowledge and information and the ability to track commitments are positively correlated to the creation of trust in the virtual team environment.

B. Maintaining discipline, proper workload management and cohesiveness in the virtual team environment are positively correlated to creating a team bonding.

C. The element of Trust and Team Bonding is positively correlated to enhancing harmony, which leads to more incredible speed and efficiency of virtual teams.

The above findings conform to the hypothesis of the study.

Limitations of the study:
1. The study was limited to software professionals who were based in Mumbai.
2. The study is based on senior software engineers who use Virtual teams for managing their projects. The study focusses on IT-based projects only.
3. The study does not involve any experimental analysis and is an opinion survey.

Future scope of the study:
1. The geographical scope of the study can be extended.
2. Virtual teams that are used for managing non-IT based projects can also be studied.
3. A model can be developed, and an experimental study can be performed to check the integrity of the model in improving the overall efficiency of virtual teams.
4. The same study can be done with a larger sample size for multiple industries.

Conclusion:

The study has covered the various issues that arise for virtual teams. It can be concluded that to inculcate the element of trust in the functioning of Virtual Teams, it is necessary that the technology must be stable and data, knowledge and information must flow freely throughout the virtual team environment. In order to create the element of trust the software professionals who are managing projects must be able to track commitments that are related to different tasks that are necessary for the success of the given project. To create a proper team bonding, workload must be evenly distributed and properly managed. There must be a sense of discipline and cohesiveness in teams so that there would be a proper team bonding. When the element of trust and team bonding are established in a virtual team environment, it certainly leads to higher speed, efficiency and harmony in virtual teams.

Suggestions:
1. There can be communication lags due to the difference in time zones as virtual teams work globally. The members who are working with virtual teams must be given a certain level of flexibility in deciding the timings for meetings. A particular algorithm must be used to find out the most suitable time for a virtual meeting so that the timings become feasible for people working across the globe.
2. Since virtual teams work in a virtual environment, they never meet face-to-face. All the interaction that happens between the virtual team members is mostly formal in nature. To create a healthy virtual team environment, certain informal meetings must be purposefully arranged so that the team members get to know each other's well. They should be given space to interact freely and informally at least once a week.
3. Through videoconferencing, certain teambuilding exercises must be practiced with the team members to enhance the team spirit and create a sense of belongingness towards the enterprise. The software that manages virtual teams must allow the aspect of sharing problems to enhance collaborated problem-solving and create lesser barriers for virtual teams.
4. Working from home presents its own challenges. Several distractions can cause problems regarding the proper functioning of virtual teams. To solve this problem, the team members must be told to create a small office environment within their house

where they would be free from any distractions.

5. Since virtual teams work with different time zones and geographical areas, there would always be problems that are related to the bandwidth on offer. For example, a person who lives in a remote location in India, would not have the same bandwidth and connectivity as compared to a person living in a metropolitan area where 4G networks provide decent speeds. In such cases, the employees who operate from remote areas must be told to hire a place that can offer reliable bandwidth and connectivity, which is the closest to their current place of residence. The management can give an extra allowance or reimburse the extra expenditure that has been spent by the employee out of his own pocket.

6. Fake attendances must be dealt with very seriously so that employees get virtually no thoughts of arranging fake attendances for meetings. The software that is used for team meetings must have AI capabilities of proctoring and detecting incidences of fake attendance.

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Telecommuting During the COVID-19 Pandemic: A Manager's Perspective

⭕ **Adarsh. K.B**[40]

Abstract

Telecommuting is a method of working in which an employee works outside of the office. Working from home or a nearby location, such as coffee shops, libraries, or co-working spaces, is also an option. Instead of travelling to work, the employee "travels" via telecommunications lines, staying in touch with colleagues and employers via mobile, online chat services, video meetings, and email. Many unforeseeable events, such as pandemic breakouts, epidemics, natural catastrophes, and so on, force both employees and employers to work from home rather than go to work. Progress in information technology enables businesses to overcome these obstacles. When these conditions occur, the IT industry benefits the most from the usage of telecommuting. However, there may be a disadvantage to working from home rather than at a company. In these conditions, the organization's administrators are having difficulty managing the personnel. The purpose of this study was to learn about managers' attitudes on working from home and the obstacles they experience durng the COVID-19 pandemic. For the study, 50 managers from Technopark Thiruvanathapuram were chosen. Data was gathered using self-administered questionnaires. The findings revealed that managers confront challenges in communication, staff engagement, and employee productivity.

Key Words:work from home, telecommuting, management, work at home, covid-19, virtual work

Introduction

Telecommuting, often known as work from home, is a digital work environment in which individuals do their jobs outside of the business area using telecommunications or computer technology. Jack Niles used the term "telecommuting" in 1973 to describe a contract between a company and employees that allows employees to work from home or wherever else they like. There may be various strategic implications for telecoms, and top executives must outline the business case for developing an employee telecommuting programme. Telecommunications may have numerous advantages, but it may also have downsides and difficulties that must be addressed. Concepts like this might be useful in situations where it is not feasible to go to work. The COVID-19 pandemic is one such circumstance, which largely concerns the health issue, the economic problem, the social issue, and so on. This unforeseeable event (COVID-19) forces people to work from home, regardless of the sort of firm for which they work. Companies, large and small, all around the globe have implemented required remote-working rules in order to establish social boundaries and keep their employees safe.

When this type of circumstance develops, the IT industry benefits the most from the usage of telecommuting. Working from home rather than the office, on the other hand, has certain drawbacks. While the concept of telecommunications has grown increasingly prevalent in industrialised nations, it is less familiar in developing countries like as India. Because of the COVID-19 pandemic, numerous companies have asked their staff to work from home or via telecommuting. However, expecting all workers to be equally motivated, devoted, and efficient is unrealistic. Some employees are likely to remain slow and steady, and they may consider the chance as an extended vacation. Even for those who are already productive, extending the telecommuting cycle might lead to boredom. As a result, they will struggle to stay motivated. Telecommuting reduces administrative costs and office space while also providing opportunities for sharing and connecting the necessary human resources, information, expertise, and systems across networks in order to build values that allow employees to make more productive use of organisational resources. Despite the claimed benefits of telecommunications, some managers have yet to recognise it as a viable alternative for traditional work arrangements. In her research paper (Bose, 2020)discovered that sustaining productivity and employee engagement at home is a significant difficulty that businesses are now confronting. Because Technopark Thiruvanathapuram is India's largest IT metropolis, it is critical to have access to managers' perspectives on managing telecommuting during the COVID-19 Pandemic. This can provide a new perspective on perception and aid in problem-solving.

Review of literature

In his research article (Mahmoud M. Watad, 2003)found that most managers viewed cultural adjustment as the most difficult problem to address when implementing a telecommuting programme. Findings by (Timothy D. Golden, 2018) suggest that the degree of telecommuting had a positive correlation with work performance for telecommuters who held complex jobs, for those in jobs with a low level of interdependence and for those in jobs with low levels of social support. In their study (Hudson, 2018)they revealed that the primary obstacle for telecommuters was setting boundaries between work and home. In her research (Bose, 2020) found that maintaining productivity and employee engagement at home is a big challenge companies are facing right now. (Beno, 2018) pointed out that effective managerial communication is essential for improvements in productivity,profitability, and customer service. In his research (Owens, 2017)identified that a lack of face-to-face interaction and direct performance monitoring were identified as two major challenges of supervising employees. (Howard, 2019)emphasised that telecommuting will reduce the cost of organisational travel and energy consumption while also promoting work-life balance.

Statement of the problem

Advances in information and communication technologies have allowed for greater flexibility in employment arrangements. The new COVID-19 pandemic outbreak has forced people to work from home rather than the workplace. IT firms will make the most use of this work-from-home opportunity because they rely on the internet and computer technologies. Managing these scenarios is a difficult assignment for managers because most businesses do not practise it. Because of the scarcity of literature on the subject, nothing is known about telecommuting or homework issues. The purpose of this study is to explore managers' perceptions about

telecommuting and the issues they confront in these situations.

Objectives:

- To measure the perception of managers to telecommuting.
- To identify the challenges faced by mangers.

Methodology

The research was empirical in nature. Both primary and secondary data have been used. Since the population under study was large, a sampling technique was used to collect information from the respondents. convenient sampling technique was used for the collection of data from 50 respondents by means of a self-administered questionnaire. The statements given to the respondents are assessed on a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). Descriptive statistics were used to summarise the data collected, such as the mean and standard deviation.

Results and discussion

Table 1 *Demographic Profile of Respondents.*

	FREQUENCY	PERCENTAGE
GENDER		
Male	46	92%
Female	4	8%
Total	**50**	**100%**
AGE		
21-30 Years	5	10%
31-40 Years	17	34%
Above 40 Years	28	56%
Total	**50**	**100%**
EDUCATION		
Degree/ Diploma	31	42%
Post Graduate	19	24%
Total	**50**	**100%**

Source: *primary data*

Table 1 shows the demographic profile of respondents. The demographic analysis showed that most respondents were over 40 years of age (56%), and had completed a degree, diploma, or post-graduate degree. It was found that female representation was very small (8%).

Table 2 *Perception of managers towards telecommuting*

SN	Statement	Number	Mean Score	Standard Deviation (SD)
1	Reduced productivity	50	3.87	0.71
2	Communication problems	50	3.93	0.83
3	Data protection issues	50	2.65	1.03
4	Worklife balance	50	4.25	0.98
5	Employee motivation	50	2.93	0.71
6	Employee engagement	50	3.56	1.03
7	Problems with customer service	50	2.57	0.93
8	Decline in Energy usage	50	4.21	0.91
9	Supervising problems	50	3.95	0.87
10	Reduction in expenses	50	3.97	0.81

Source: primary data

Table 2 represents the perceptions of managers towards telecommuting. The respondents agree that they are facing productivity issues on the part of employees (Mean = 3.87; SD = 0.71), which shows conformation to the points identified in the literature. They also agree with the statement that there exist communication problems between employers and managers (Mean = 3.93; SD = 0.83), however, they are sceptical about data protection (Mean = 2.65; SD = 1.03). As confirmed by previous studies, the work-life balance of the employees has improved considerably (Mean = 4.25; SD = 0.98). In contrast to the previous studies, the majority of the managers believe that there is employee engagement (Mean = 3.56; SD = 1.03). Owners disagree with the statement that there are problems relating to customer service (Mean = 2.57; SD = 0.93). Managers express their agreement that there exist problems related to supervision (Mean = 3.95; SD = 0.87). As identified from the review, energy usage (Mean = 4.21; SD = 0.91) and overall expenses (Mean = 3.97; SD = 0.81) have been reduced due to telecommuting.

Findings

The data gathered clearly demonstrate that managers have some concerns with telecommuting. Reductions in production, lack of communication, and lack of direct supervision are the key difficulties encountered by managers. Most managers were negative about data security and effective customer support. Managers are persuaded of the nature of work-life balance, employee engagement, and employee motivation. They also acknowledge that telecommuting has helped decrease energy use and total cost reductions.

Suggestions

Employee engagement on social media could boost their work engagement. Connecting

them to the co-workers helps them feel like a team. Timely communication and regular feedback may reduce communication difficulties and increase productivity. Proper policy documents should be written and distributed to staff in order to ensure data security. Companies use collaboration software and time-tracking apps to efficiently manage remote work on a 24/7 basis. Frequent conduct of video conferencing, Skype calls, and Google Meets can keep workers linked to the team and ensure that they do not feel isolated and lonely.

Conclusion

Research focused on the exploration of manager's views of telecommutingduring the COVID-19 pandemic.This has demonstrated how advances in information and communication technologies allow companies to address challenging circumstances such as the COVID-19 pandemic. Results have shown that managers face difficulties in terms of communication, employee engagement, and employee productivity. However, the proper implementation of the above advice could improve the current situation. The research was restricted only to the managers of Technopark Thiruvananthapuram, and the findings differed in other regions. Due to time constraints, only data from 50 respondents was collected for the study.

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A Study on Customer's Perception towards Web Application Firewall with Special Reference to Strongbox it Private Limited

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Abstract:

Web application firewalls (WAFs) are the primary front-end protection mechanism for Internet-based infrastructure which is constantly under attack. Therefore, this paper aims to provide more insights into the performance of the most popular open-source WAFs, including Mod Security, WebKnight, and Guardian, which we hope will complement existing knowledge. The key contribution of this work is an in-depth approach to conducting such a study. Our experiments show that open source WAFs are not yet totally reliable for protecting web applications despite many advances in the field. Mod Security appears to be the most balanced open-source solution. The attackers are using methods that are specifically aimed at exploiting potential weak spots in the web application software itself – and this is why they are not detected or are not detected with sufficient accuracy, by traditional IT security systems such as network firewalls. Additional protection against attacks, in particular for already productive web applications, is offered by what is still an emerging category of IT security systems, known as Web Application Firewalls a web firewall is a system for detecting web application attacks. Web firewalls are used for a variety of purposes. Most prominently, they are one of the main barriers between stored databases and clients accessing the data to prevent. This paper will also cover the findings of a survey conducted in India about the Perception of Web Application Firewalls gathering relevant information

Key Words: Applications, Security, Firewall, Perception, Information, etc.

Introduction

The application of security in web applications is of profound importance due to the extended use of the web for business. Most of the attacks are either because the developers are not considering security as a concern or due to the security flaws in designing and developing the applications. Web Application Firewall (WAF) helps guard web applications by monitoring and filtering HTTP traffic between web applications and the Internet. Web Application Firewalls exist in physical or virtual appliances form. They are also nowadays frequently delivered from the cloud as cloud web applications. While proxies or firewalls protect clients, Web Application Firewalls protect servers. WAFs are deployed to defend a web application or a collection of web applications. WAFs are commonly deployed in-line, as a reverse proxy, one of the easiest

ways to perform policy enforcement and full inspection. Other deployment procedures include WAF plug-ins and out-of-band deployment.

Web application firewalls (WAFs) are the primary front-end protection mechanism for Internet-based infrastructure which is constantly under attack. Therefore, this paper aims to provide more insights into the performance of the most popular open-source WAFs, including Mod Security, Web Knight, and Guardian, which we hope will complement existing knowledge. Web applications are associated with different types of vulnerabilities such as Cross-Site – Scripting (XSS), SQL Injection, File Inclusion, and Brute Force among other vulnerabilities. The most common technique by which web applications can be prevented malicious requests is to deploy web application firewalls. A web firewall is a system for detecting web application attacks. Web firewalls are used for a variety of purposes. Most prominently, they are one of the main barriers between stored databases and clients accessing the data to prevent it from SQL injection attacks. SQL injection attack that is attacked can be performed against web driving database application to execute unauthorized data manipulations and retrievals.

REVIEW OF LITERATURE

- **Ke-Wei Huang (2020)** Stated that the study was indicative that PL if improperly implemented, may severely affect the usability of the web application. The experiment done by Oberoi et al. started out by configuring mod Security with and without CRS, then by running multiple tests, were able to determine the change in response time of the firewall. According to the obtained results, the increase in CRS drastically decreased the firewall's performance in serving requests.

- **Rod cope (2020)** described that the securing development is a tough challenge due to the increasing complexity of software, the volume of code, multiple contributors, distributed teams and the pressure to deliver to tight deadlines. Plus, developers traditionally have not been focused on security. That is changing with the emergence of DevSecOps, which focuses on implementing software security practices and tools at every stage of the lifecycle, explains Rod Cope of Perforce Software.

- **Owasp top 10 web apps and vulnerabilities, (2021)** - stated that injections become more expansive the first modification involves injections. Injection attacks happen when a hacker tries to send data to a web application, such that the web application performs an unintended action. These may include SQL, operating system, and lightweight directory access protocol (LDAP) injection flaws.

- **Ahmed Abbasi, Anthony Vance (2021)** described that phishing is a significant security concern for organizations, threatening employees and members of the public. Phishing threats against employees can lead to severe security incidents, whereas those against the public can undermine trust, satisfaction, and brand equity. At the root of the problem is the inability of Internet users to identify phishing attacks even when using anti-phishing tools. We propose the phishing funnel model (PFM), a design artifact for predicting user susceptibility to phishing websites.

- **RonTorten, CarmenReaiche (2021)** showed that the Protecting digital assets is a growing concern for corporations, as cyber attacks affect business performance, reputation, and compromise intellectual property. Information technology (IT) security

in general and cyber security, in particular, is a fast- evolving area that requires continuous evaluation and innovation.

- **Devendra Shanbhag (2022)** described that the focuses on addressing a transversal detection system to be able to protect at the same time, infrastructures, tenants and 5G users in both edge and core network segments of the 5G multi-tenant infrastructures. A novel approach which significantly extends the capabilities of commonly used IDS, to accurately identify attacking nodes in a 5G network, regardless of multiple network traffic encapsulations, has been proposed in this paper.

- **ZeeshanPervez (2022)** showed that the susceptible-exposed-infected- recovered-susceptible (SEIRS) epidemic model. The scheme is based on a concrete connection pattern between nodes defined by both a particular neighborhood that fixes the connection between devices and a local rule which sets whether the link is infective or not. The results corroborate the ability of our model to perform the behavior patterns provided by the ordinary differential equation (ODE) traditional method.

NEED FOR THE STUDY

The researcher has observed that the use of web application firewalls has been important in several industries. Organizations no longer accept misconduct against them in the legal, social, or economic spheres the market has provided industry more authority. The cyber security market is more connected with the industry, informed, educated, alert, and aware even though they have the urge to stand up against the network, the reason behind all these changes is cyber security but there are limitations associated with cyber security-related privacy, more security on the internet and secured data on the server. Therefore, there is a need to study the effect of the Web Application Firewall on cyber security social life and how the Web Application Firewall contributes to the Security testing of Web Applications.

OBJECTIVES OF THE STUDY

- To evaluate the use of a Web Application Firewall.
- To know the factors regarding challenging barriers of Web Application Firewall
- To study the perception of Web application Firewall with special reference to ModShield SB in India.
- To find out the reason for preferring Web Application Firewall.

SCOPE OF THE STUDY

The possibilities for the study of customer perception about Web Application Firewall with special reference ModShield SB. From among the complex available variants, the present study has its scope on the customer perception and awareness towards Web Applications Firewall because Web Application Firewall in India is in a growing phase, which means that not all the customers are aware of the WAF network, the developing stage of Web Application Firewall, there could be problems in satisfying the customers, Hence it is important to consider and study the customer awareness and satisfaction towards Web Application Firewall, which could help in the betterment of the ecosystem. The Web Application Firewall users are broad. It covers Software Development, Financial service, SMGC, IT Services, Logistics, Real estate, Healthcare,

Cyber security, E-Commerce, Education, etc.., The present study covers the Web Application Firewall, the scope of the study has been limited to India. The study covers the technological means of the internet web browser in its scope because, during the initial study period, the Web application was not quite common, During the period of the study, rapid new technological innovations have led to new products, services, and platforms which are not covered in the scope of the study.

RESEARCH METHODOLOGY

Research methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining, and predicting phenomena are called research methodology. It is also defined as the study of methods by which knowledge is gained. Its aim is to give the work plan of research.

RESEARCH DESIGN

Research design is a basic framework, which provides guidelines for the whole research process. The research design specifies the methods for data collection and data analysis. As the research uses primary data for the study, it relates to a descriptive research study.

SAMPLE DESIGN

Sampling is simply the process of learning about the population on the basis of a sample drawn from it. Under this method, a small group of the universe is taken as the representative of the whole mass and the results are drawn. "A Statistical sample is a miniature picture or cross-section of the entire group or aggregate from which the sample is taken".

SAMPLE SIZE

Sample size refers to the number of items to be selected from the population to constitute a sample an optimum sample size is one that fulfills the requirements of efficiency representatives, reliability, and flexibility. By using simple random sampling technique respondents are selected for the purpose of the study. The questionnaire is collected from 120 respondents.

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST

To find the relationship between the Web Application Firewall using respondents and WAF help to secure the entire attack surface area.

H0 (Null Hypothesis)

There is no association between the using Web Application Firewall of the respondents and WAF helps to secure the entire attack surface area.

(Alternate Hypothesis)

There is an association between the using Web Application Firewall of the respondents and WAF helps to secure the entire attack surface area.

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson chi-Square	209.424[a]	32	.000
Likelihood Ratio	150.388	32	.000
Linear-by-linear Association	6.984	1	.008
N of Valid Cases	120		

Inference:

Since the p-value (0.000) is less than the level of significance (0.008), the null hypothesis is rejected. Therefore, there is an association between the using Web Application Firewall of the respondents and WAF helps to secure the entire attack surface area.

PEARSON CORRELATION ANALYSIS

To find the correlation between the years of using WAF and the cost affordability of Web Application Firewall

Null hypothesis (H0): There is no significant relationship between the years of using WAF and the cost affordability of Web Application Firewall

Alternative hypothesis (H1): There is a significant relationship between the years of using WAF and the cost affordability of Web Application Firewall

TABLE 2.2.24 SHOWING THAT THE CORRELATION BETWEEN THE YEARS
OF USING WAF AND THE COST AFFORDABILITY OF WEB APPLICATION
FIREWALL

		Years of Using WAF	Cost of WAF affordable
Years using WAF	Pearson Correlation	1	.418[**]
	Sig. (2-tailed)		.000
	N	120	120
Cost of WAF affordable	Pearson Correlation	.418[**]	1
	Sig. (2-tailed)	.000	
	N	120	120

Inference:

It is inferred that there is no significant relationship between the years of using WAF and the cost affordability of Web Application Firewall.

CONCLUSION

It is concluded that most of the respondents are using cloud flare WAF and also mostly aware of web application firewall on LinkedIn. Phishing attacks continue to grow in the market the goal is to steal sensitive data like credit card and login information. The attractive way of gaining knowledge of web application firewall is given by content/blogs and news or events also easily attract to the people. In the market, challenges faced in a network like the cost of security service, lack of knowledge, third party code vulnerability, and miscellaneous traffic, majority of the respondents faced the most popular challenges in the networks is blocking and preventing attacks in their network. This Research analyzes the customer perception of Web Application Firewall in expected future growth in the market is lifetime free support. An unlimited number of domains with extra zero cost is also the most expected future growth feature of WAF. There is no difference exist in the number of attacks targeted in the web application or networks. Web application firewall installed on some of the networks in the organizations. On the basis of primary data collection, WAF Protects the web application from layer seven attacks, Zero-day attacks, and OWASP Top 10. Market pricing of web application firewall is not acceptable in the most of industry. WAF Helps to secure the entire attack surface area of the web application and malicious bots that bypass conventional detection techniques can be detected with WAF.

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Performance of Professional APP: A Study with Select APP

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Abstract

Online learning has revolutionized the knowledge of the economy on a global scale. With technological advancements at their peak, Indian Education System went through some much needed modifications in the recent past years. One of them being the introduction of online education. The objective of present study to find the performance of professional app with the help of some of its features. Online learning has revolutionized the knowledge of the economy on a global scale. With technological advancements at their peak, Indian Education System went through some much needed modifications in the recent past years. One of them being the introduction of online education.

Keywords : Professional app, on- line learning and performance

Introduction

Online/virtual learning is a novel knowledge platform with workings of electronic devices and the internet so on. Online learning is also termed as E-Learning. E-learning has systematic education technology with the aid of electronic resources. In e-learning teaching can take place in or out of the classroom setting but the electronic devices and internet forms the major components. E- Learning is an innovative method that enables transfer of knowledge, ideas, skills, social integrity to a huge amount of learners at the same time at anywhere, anytime. In earlier days, there have an assumption that learning needs teacher in personal. But e-learning by using well organised technology, perished such assumption.

Statement of the Problem

Even online/virtual learning has many benefits, it also faces certain challenges. Like, after learning from conventional classroom for long period, learners find difficult to adapt online learning immediately. Online learning environment has many different elements as of, from conventional learning, even small disturbance can confuse learners a lot. The high or strong internet connection is most important thing in online learning but many learners unable to get it. And the lack of computer knowledge is also a serious problem in online learning. The human interaction is less in online coaching and this leads to less discussion of doubts. Duration of virtual learning hours are the other major problem in online/virtual based learning. Hence present study focuses some of the features encourage online learning by the learner to get success in their career.

Scope of the Study

The scope of this study is to analyze the performance of online coaching app. Online learning has revolutionized the knowledge of the economy on a global scale. With technological advancements at their peak, Indian Education System went through some much needed modifications in the recent past years. One of them being the introduction of online education.

Objectives of the Study

- To find out the reasons for preference towards particular online coaching app
- To evaluate the problem faced by the learners while using online coaching app.
- To measure the learners satisfaction towards online coaching app.
- To identify the performance of online coaching app

Review of Literature

- Yu-Chang Hsu and Yu-Hui Ching (2013)[1] reported that Visual programming can be a good solution to help non-programmers learn programming more easily. They reported that it is difficult for learners to get instant instructor feedback in online environment, while this type of feedback is especially important for learners.
- Cynthia Carson and Jeffrey Choppin (2021) says that, they focus on video annotations builds from research in which video has emerged as a prominent medium to develop teacher's capacity to reflect on their own practice. The use of video is typically accompanied by activities in which the viewer records their reflections in writing and often includes tagging or annotating the video.
- Kiri Tasp and Arindam Chakrabarty (2021) The World community is committed to achieve 17 goals popularly known as United Nation Sustainable Development Goals (UNSDGs) of which education has been given major thrust that has been earmarked in Goal 4. As a member country, India has also attempted to address the issues of education with highest priority that is envisaged by the responses of the government for drafting New Education Policy in 2019.

Research Methodology

This Descriptive research study was undertaken to examine the quality of online learning and the performance of the online coaching app like **LearnCab, Superprofs, Vasudha Jain and Indigo Learn**. A structured questionnaire was prepared to collect the required data and it was gathered in the most efficient manner as possible. An offline as well as online survey was used to collect data for this study.

Sources of Data

Two types of data collection method have been used for this project

• Primary data

Primary data are first handed information collected by the candidates. The data so collected are pure and original and collected for a specific purpose. They can be collected from respondents through observations, or through direct communication with the respondent in one form or another or through personal interviews. In this field work, a structured questionnaire has been used.

- **Secondary data**

Secondary data are the data that are already available that is the data that are collected and analyzed by someone else. Secondary data may either published data or unpublished data. In this study secondary data are also used to analyse the online coaching app.

Statistical Tools

A well structured questionnaire (google form) is used as a tool for collection of data. Percentage and Mean Score are used to analyse the data.

Area of the Study

The area of the study is confined to Tirunelveli city. the area of the study is confined to tirunelveli city

Period of the Study

The time period taken for performing the study on Performance of Professional Coaching App was five months starting from February 2022 – May 2022.

Limitation of the Study

- The respondents may skip some questions. However, they may not respond to every question correctly.
- The respondents may answer improperly due to lack of understandability of the questions
- The important constraint is the time limit. Since the study should be conducted in a short span of time, the accuracy may be affected.

Data Analysis and Interpretation:

For this research data are collected from 50 respondents in Tirunelveli city and analysed.

Demographic factors and App relevant factors

Studying about the demographic factors are vital for the present study. Hence, some important demorgraphic factors are taken and presented in the below table no 1.1.With addition to the those factors below table covers some basic details about the online app used by the sample respondents and their opinion are also given.

Table.1 Demographic Factors

	Educational / Occupational Status		
1.	Professional Student	11	22
2.	College Student	34	68
3.	Working Person	5	10
	Total	50	100
	Professional Course		
1.	CA	8	16
2.	CMA	25	50
3.	CS	17	34
	Total	50	100
	Level Of Professional Course		

From the table no 1.1, it is clear that majority of female respondents are using online app for their professional course. Out of fifty percent respondents 24 percent are Learn cab app users. Factors stimulating to online study are analysed with the help of percentage analysis shown in the table.

1.12.2 Preference towards online app

Preference towards online app is analysed with mean score and given in table no 1.2

Table 1.2 Mean Score of preference towards Professional course app

App	1	2	3	4	Average Score	Rank
Learncab	13 (949)	16 (896)	13 (572)	8 (216)	53.54	1
Vasudha Jain	6 (438)	28 (1568)	10 (440)	6 (162)	52.16	2
Superprof	4 (292)	12 (672)	24 (1056)	10 (270)	45.8	4
Indigo Learn	8 (784)	14 (784)	12 (528)	16 (432)	46.56	3

Primary Data Source

From the above table no 1.2 it is clear that out of 50 respondents.

♦ The majority of respondents has given 1st rank to Learncab, 2nd rank toVasudha Jain and 3rd rank to Indigo Learn.

Figure 1.1 Chart showing preference towards Professional course app
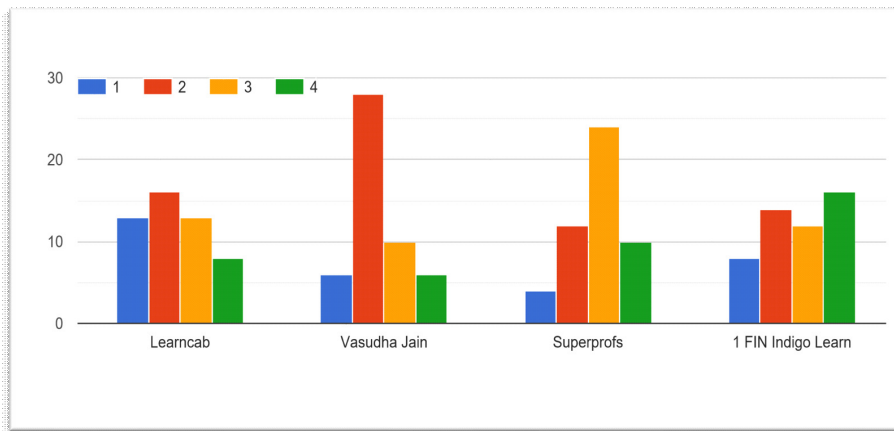
Findings of the Study:

From the findings it is clear that

- 60 percentage of respondents are under the age of 16-20 years.
- 50 percentage of respondents are studying CMA.
- 50 percentage of the respondents are started studying online at Foundation level.
- 54 percentage of the respondents are chosen 4 to 6 months pack for study.
- 48 percentage of the respondents are picked up to Rs.8000 money pack.
- 34 percentage of the respondents spent 30 minutes for study per day.
- 50 percentageof the respondents are chosen online mode for convenient feature.
- 66 percentage of the respondents are said that high quality learning can take place without face to face interaction.
- 44 percentage of the respondents are faced slow/ bad internet connection problem in online learning.
- 64 percentage of the respondents are satisfied with quality of visual is moderate.
- 74 percentage of the respondents are satisfied with the technology and software in online coaching app.
- 72 percentage of respondents are female are students of online coaching app.
- 42 percentage of respondents parents/guardian are doing business.
- 70 percentage of respondents parent's/guardian monthly income is Rs 26000 to 50000.
- 68 percentage of respondents are college students.
- 50 percentage respondents use other app for online coaching.
- 58 percentage respondents are use mobile for learning.
- 38 percentage of respondents are introduced online coaching app by old user/learner.
- 42 percentage of respondents are attracted by the feature of convenient.

- 50 percentage of respondents are experience is learning at own place peacefully.
- 30 percentage of respondents are interact for queries through email.
- 60 percentage of respondents are encouraged by the faculty to perform better.
- 52 percentage of respondents are engaged in solving problem activity in online coaching app.
- 56 percentage of respondents are managing time by well organised time schedule.
- 66 percentage of respondents are said that the online faculty guide in developing strategy to achieve the target.
- 78 percentage of respondents are said that percentage for innovative teaching methodology is 50 percentage to 80 percentage.
- 42 percentage of respondents are want to use additional material in online coaching app.
- 48 percentage of respondents are want professionally qualified faculty in online coaching app.
- 50 percentage of respondents are pass with exceptions is the achievement in online coaching app.
- 46 percentage of respondents are satisfied with the online coaching app.

Suggestions:

An attempt has been made to suggest to the online coaching apps a few measures. The suggestions have been made within the preview of the data available.

- The learners suggest that, online coaching apps can provide more additional materials.
- Online coaching apps can provide more guidance and test series.
- Virtual learning app needs to provide more interaction and communication ways.
- Online coaching app can give an option to download materials for later purpose.
- Online coaching apps can provide certain trial period for the learners to understand the app.
- Online coaching app's faculty can have interaction with learners and vice versa, in the end of every session.
- Virtual coaching apps can improve and adapt to the new technology.

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A Study on Business Sector Preparedness in Disaster Management with Reference to Kerala State

⚪ **Abin P Jose**[45]
⚪ **Satheesbabu A T**[46]

Abstract

Whatever be the type of disaster, business sector is the most impacted sector among the possible vulnerable parties, when considering the importance of contribution provided by this sector towards the national income. Therefore, this study focuses on identification of major natural and technology related hazards faced by businesses in Kerala. It also analyses existing contingency plans of businesses.The study attempts to assess whether the business firms are prepared enough to manage disasters which they have to face during their business operations. A thorough attempt is made to analyse the key success factors for businesses to manage such disastrous situations. As a rule, there should be a provision for preventing or facing unexpected disasters and the Management needs to keep a provision through their disaster management plan. Neverthless, the real implementation of it remains as a question mark still Therefore, the study seeks to evaluate the methods of disaster management taken up by some selected business firms. Data have been collected from the experiences of prior disaster situations and their measures adopted to mitigate the negative effects of them. The study has been limited to the Kerala State. Some specific areas of the state affected by various kinds of disastersduring the last few years have been selected for the study.

Keywords: Disaster, Disaster management, Business Sector, Man made disasters

Introduction

Disasters, whether natural or anthropogenic, are sudden adverse unfortunate extreme events or hazards which cause greater damage to human beings as well as plants and animals. Disasters occur rapidly, instantaneously and indiscriminately. Disaster management is a complex multidisciplinary approach to tackle the pre and after effects of a disaster which occurs in a particular area or a region. In fact, comprehensive disaster management planning consists of 2 major components of pre disaster components having 3 aspects. Eg: Disaster preparedness, Mitigation and Disaster prevention and Post disaster component of disaster response. All over the world, both types of disasters were reported during the recent past. To effectively face the challenge of disasters, community needs to be ready for such situations with proper understanding. Natural disasters were increased due to the imbalance of the natural environment where in

some cases it is indirectly related to the human caused activities. Technological crisis also increased with parallel to the more use of technology as a result of the development of technology. Obviously disasters cannot be stopped as most of the causes for such disasters are beyond the control of human. So that, the damages due to those disasters are unable to eliminate, but will manage the possible disaster situations or mitigate the losses due to damages. Therefore, the Disaster Management is considered as a critical subject area in every aspects of modern society.

Objectives:

a. To examine whether the manufacturing firms are prepared enough to manage disasters
b. To identify major natural and manmade disasters faced by manufacturing firms in Kerala and the existing disaster management plans of businesses

Hypothesis

- There is no significant relationship between business sector preparedness and man made disasters
- There is significant relationship between business sector preparedness and man made disasters

Statement of the problem

Recently, the intensity and frequency of natural and man-made disasters in Kerala have been much greater than before. Other disasters cause much negative impacts on the manufacturing companies of state of Kerala. Many business firms in the state resort to certain disaster management measures. Yet, it has to be realized how much effective and efficient are the existing measures. The present study focus on only certain worst affected districts and only some of the business firms in these districts. The data collected in this manner have been analyzed.

Methodology:

- **Research Design:** The study has adopted a Descriptive and Analytical Research Design so as to gather relevant knowledge on business sector preparedness in Disaster Management
- **Sample Design:** In order to determine an appropriate sampling technique, it is necessary to identify the population and the sample in the context of our study. We have chosen manufacturing firms in Kerala to be our population. We have chosen a sample of 100 manufacturing firms, a part of the population that is to be examined, which we believe is adequate to represent the whole population.
- **Sample Techniques:** We have applied Convenient Sampling Method. The questionnaire was given to 100 respondents.
- **Data Collection:** Primary data is collected through survey method. Survey was conducted using well-structured questionnaire. The secondary data was collected from journals, magazines, publications, reports, books, dailies, periodicals, articles, research papers, website, manuals and booklets.
- **Framework of Analysis:** The primary objective of the study was to understand the

business sector preparedness in disaster management with reference to Kerala state. The respondents were asked to give their opinions on business sector preparedness in disaster management. A pilot study was conducted in order to validate the questionnaire and to confirm the feasibility of the study.

- **Tools of Analysis:** Tools used for the purpose of this study are mathematical and statistical such as percentages, graphs, etc. for the purpose of analysis and interpretation. Primary data was collected and analyzed using the SPSS.

Theoretical Background:

Disaster Management: Disaster Management is primarily concerned with the steps taken by an organization or a country in response to unexpected sudden or anticipated extreme events to provide quick rescue and relief facilitates and to initiate steps for disaster recovery and rehabilitation.

Types of Disasters: Disasters are normally divided into two broad categories:

a) **Natural Disasters**

When disasters occur due to natural forces they are called natural disasters, over which man has hardly any control. Some common natural disasters are earthquakes, landslides floods, droughts, cyclones, etc. Tsunamis, volcanic eruptions and wildfires are also included under natural disasters. These disasters cause enormous loss to life and property.

b) **Man made Disaster**

When the disasters are due to carelessness of human or mishandling of dangerous equipment's they are called man-made disasters. Common examples of these disasters are train accidents, aero plane crashes, collapse of buildings, bridges, mines, tunnels, etc.The disasters are in the form of accidents, which occur all of a sudden and take a huge toll on life and property. Mostly such disasters cause injuries, diseases and casualties where they occur.

Man-made disasters are mainly of two types:

- **Local disasters:** These are small-scale disasters such as train accidents, plane crashes and shipwrecks.

- **Industrial and technological disasters:** These are much larger in scale and are the result of technology failures or industrial accidents. Such disasters affect both local population and may even cover a much larger area. Industrial disasters result due to accidental leakage of water or air pollutants. Many of the chemicals are extremely toxic and carcinogenic which affect the human population in an adverse way. Some people die instantly while others are crippled for whole life in the form of blindness, paralysis and many other chronic diseases.

Impact on the environment:

Leakage of toxic chemicals from the industries and accidents in the nuclear reactors has short-term and long-term effects on the environment and human health. Short-term effects on human health relate to casualties and diseases like blindness, cancer, paralysis, heart trouble, gastric and respiratory abnormalities. Long-term effects include

genetic imbalances in humans and its impact on the future generations. Soil and water sources also remain polluted for long durations of time.

Prevention, control and mitigation:

Man-made disasters can be minimized to a large extent by adopting the following measures:

1. Proper training of personnel working in the hazardous industries.
2. Proper maintenance and care of safety measures.
3. Removing human encroachments around hazardous industries.
4. Making the people aware about the first-aid methods in case of accidents.
5. Applying wet cloth over the mouth and nose in case of gas leakages minimizes the health hazards.
6. Remaining indoors in case of radioactive accidents.
7. Providing the people with proper medical care, in some cases throughout their life.
8. Providing adequate compensation to the affected people by way of money and employment.

Phases of Disaster Management

A. Mitigation

Mitigation involves steps to reduce vulnerability to disaster impacts such as injuries and loss of life and property. This might involve changes in local building codes to fortify buildings; revised zoning and land use management; strengthening of public infrastructure; and other efforts to make the community more resilient to a catastrophic event.

B. Preparedness

Preparedness focuses on understanding how a disaster might impact the community and how education, outreach and training can build capacity to respond to and recover from a disaster. This may include engaging the business community, pre-disaster strategic planning, and other logistical readiness activities. The disaster preparedness activities guide provides more information on how to better prepare an organization and the business community for a disaster.

C. Response

Response addresses immediate threats presented by the disaster, including saving lives, meeting humanitarian needs (food, shelter, clothing, public health and safety), cleanup, damage assessment, and the start of resource distribution. As the response period progresses, focus shifts from dealing with immediate emergency issues to conducting repairs, restoring utilities, establishing operations for public services (including permitting), and finishing the cleanup process.

D. Recovery

Recovery is the fourth phase of disaster and is the restoration of all aspects of the disaster's impact on a community and the return of the local economy to some sense of normalcy. By this time, the impacted region has achieved a degree of physical, environmental, economic and social stability.

The recovery phase of disaster can be broken into two periods. The short-term phase typically lasts from six months to at least one year and involves delivering immediate services to businesses. The long-term phase, which can range up to decades, requires thoughtful strategic planning and action to address more serious or permanent impacts of a disaster. Investment in economic development capacity building becomes essential to foster economic diversification, attain new resources, build new partnerships and implement effective recovery strategies and tactics. Communities must access and deploy a range of public and private resources to enable long-term economic recovery.

Disaster Management Authorities

1. **National Disaster Management Authority**

   Emergence of an organization is always through an evolutionary process. NDMA has also gone through the same stages. The Government of India (GOI), in recognition of the importance of Disaster Management as a national priority, set up a High-Powered Committee (HPC) in August 1999 and a National Committee after the Gujarat earthquake, for making recommendations on the preparation of Disaster Management plans and suggesting effective mitigation mechanisms. The Tenth Five-Year Plan document also had, for the first time, a detailed chapter on Disaster Management. The Twelfth Finance Commission was also mandated to review the financial arrangements for Disaster Management. On 23 December 2005, the Government of India enacted the Disaster Management Act, which envisaged the creation of National Disaster Management Authority (NDMA), headed by the Prime Minister, and State Disaster Management Authorities (SDMAs) headed by respective Chief Ministers, to spearhead and implement a holistic and integrated approach to Disaster Management in India. The National Disaster Management Authority (NDMA), headed by the Prime Minister of India, is the apex body for Disaster Management in India. Setting up of NDMA and the creation of an enabling environment for institutional mechanisms at the State and District levels is mandated by the Disaster Management Act, 2005. India envisions the development of an ethos of Prevention, Mitigation and Preparedness. The Indian government strives to promote a national resolve to mitigate the damage and destruction caused by natural and man-made disasters, through sustained and collective efforts of all Government agencies, Non-Governmental Organizations and People's participation. This is planned to be accomplished by adopting a Technology-Driven, Pro-Active, Multi-Hazard and Multi-Sectoral strategy for building a Safer, Disaster Resilient and Dynamic India.

2. **Kerala State Disaster Management Authority**

   State Disaster Management Authorities are statutory bodies constituted under the Disaster Management Act, 2005 (Central Act 53 of 2005). Kerala State Disaster Management Authority is a statutory non-autonomous body under the Chairmanship of the Chief Minister of Kerala.

   Recent Disasters occurred in Manufacturing firms of Kerala

   Frequent disasters, natural or man made cause much terrible impact on the business sector on the state of Kerala. Some such incidents are given below:

1. **Rahman Bazar, Kozhikode**

   On 28th December 2021, a horrible fire broke out in a footwear manufacturing factory at Rahman Bazar in Kozhikode's Kolathara. The employees came to know about it by 2am. At that time, only migrant workers were present there. Fire and Rescue units from Kozhikode and Malappuram districts together managed to put out the fore only by 6am. No emergency measures were available in the factory. Also, the fire force entered the building after breaking the wall with an excavator. The intensity of fire was very huge because of the presence of raw materials and chemicals used in the manufacturing of shoes. Six fire units struggled hard for around four hours to extinguish the fire. Fortunately, the dreams filled with fuels for footwearing manufacturing processes did not catch fire. This averted a very big calamity. The cause of the fire is still unknown. This types of disasters could have been prevented if proper precautions had been taken in time.

2. **Orion Chemicals, Ernakulam**

   A massive fire broke outEdayar industrial belt in Ernakulam at midnight recently. The fire broke out in Orion Chemicals, an Organic solvent factory and it soon spread to the nearby rubber processing factory. Luckly, no casulaties occurred. Edayar industrial belt is a region along the periyar river near Eloor. Hundreds of industries are housed in that area. From the visuals of social media, it could be seen that dense smoke was emanating from the factories. In one of the videos, a gigantic ball of fire could be seen rising up from a factory. Around 30 fire fighters from various fire and rescue stations in the district reached and struggled for more than two hours to bring the fire under control. Three workers inside the chemical factory during the accident had runout on spotting the fire. The exact reason for the fire is yet unknown. The police guessed that it might have been sparkled by lightning. Some people of locality also shared the same view. "The chemical factory had inflammable solvents and it is assumed that is why a major miscap occurred" said a police officer. This tragedy could also have been avoided if proper precautions had been taken in time.

3. **Hindusthan Insecticides Limited factory at Eloor**

   On 6th July 2004, at around 2am a massive fire broke out in the Hindusthan Insecticides Limited factory at Eloor. Toxic gases and smoke spreads allover Eloor, Pallipurachal and Chowka North end as well as to the VarapuzhaPanchayath area hurting thousands of people. People from pallupurachal area rushed to the Eloor ferry and crossed the river in fright and helplessness. Numerous helpless people were running with small babies to escape from the toxic smoke. The HIL management declared that the palnt was not badly affected and that only a small quantity of toluence, a little bit of endosulfan and some rubbersheets were burnt. Whatever the company say, the inhabitants of the area are still suffering serious health problems. A team comprising of 8 doctors assessed the situation and give immediate medical help under the additional District Magistrate, who was the first offici\fficeisit the site. He too could reach there around 8 hours after the incident. More than 200 people were given initial medical assistance. A 16 year old girl developed convulsions, chest pain and dizziness. So many similar were also reported. So, it can be inferred that a lot of longterm health problems would arise in days ahead.

The Eloor industrial area houses about 250 industries. There are a dozen large chemical factories. The Hindusthan Insecticides Limited has always been a disaster prone plot. In 1999, green peace surveyed and sampled the factory outskirts especially a stram coming out of the factoryinto the community water body and it as found that chemicals were present in the stream. 39 of those chemicals were hazardous organo chlorine compounds including DDT and metabolites, endosulfan and metabolites and their degradation products. This factory is the only one plant in Indiawhich produces DDT (a persistent organic pollutant) and endosulfan and dicofol. The Green peace again conducted a study in the area in 2003. Then, it was found that the people living there were badly affected and that the probabilities of falling ill with various diseases were much higher than normal control values.

Data Analysis & Interpretation:

CORRELATION			
	Insured Loss	**Employees**	**Assets**
Insured Loss	1		
Employees	0.830486645	1	
Assets	0.870362233	0.804343442	1

Regression Analyasis

SUMMARY OUTPUT	
Regression Statistics	
Multiple R	0.897613
R Square	0.805709
Adjusted R Square	0.801575
Standard Error	187265.1
Observations	120

	Coefficients	*Standard Error*	*t Stat*	*P-value*
Intercept	67530.15729	26322.13655	2.565527	0.011884
X Variable 1	2.545422995	0.527226222	4.827952	5.33E-06
X Variable 2	0.313307125	0.041821809	7.491477	3.67E-11

Interpretation:

From the above results from regression and correlation analysis, it is clear that business sector preparedness and man made disasters has a significant relation between each of them. From the correlation analysis, we can understand how strongly the variables are correlated. From the regression analysis, we consider the size of business such as Total employees and

Assets as independent variables and Insured loss as dependent variables. So here there is a significant relationship between size of business and Insured loss(Man Made Disaster) ie, (<0.05).

Findings:

Business Sector Preparedness shows size of business and Man Made Disaster shows Insured Loss

- Size of the business is the strongest predictor of business disaster preparedness and smaller businesses usually have lower level of preparedness due to the lack of staff and time to engage in emergency preparedness activities.

- Business has an emergency plan mainly depends on its size and financial factors, so large businesses are more likely to have emergency plans than smaller ones.

Conclusion:

This study mainly covers precautionary action against natural and man made disasters. Kerala state faces both natural and man made disasters. Large manufacturing firms have strong emergency plan than smaller manufacturing firms. Thus, it will make suggestions to contribute for possible intervention by universities and other related institutions for mitigating technology related disasters, that will contribute the corporate social responsibility.

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The Comprehensive Study on Challenges in Organic Product Marketing and Innovative Marketing Strategies towards Food Industry

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Abstract

Purpose: Food fraud, food terrorism, food waste, food adulteration, food poisoning, food contamination, and food injustice have all profited from our planet's growing industrialization, paving the way for green, smart, and organic goods. Organic foods are categorized as "credibility products" since some of the qualities that buyers may appreciate are not obvious or easily verified. As a result, these three ideas are interwoven since they share a significant common denominator - healthfulness.

Objective: The goal of this project is to: 1. Research and explain worldwide organic production potential. 2. Learn about the environmental benefits, biodiversity preservation, soil conservation, food quality, and safety that organic agriculture systems give. 3. Research and study the history and development of organic agriculture. 4. Describe and evaluate the characteristics of organic production, marketing, consumer behaviour, and some marketing approaches for increasing organic product usage.

Design/methodology/approach: We used a variety of internet sources for our study, including web pages and blogs that guide and review organic production, innovative marketing andthe quality and safety of food products.

Findings/result: Organic food supporters assert that it is better for the environment than conventional foods, although there is no clear proof or explanation for this assertion. Nonetheless, the organic food sector has grown at a phenomenal rate in recent years. Customers choose organics for various reasons, including health, flavor, environmental friendliness, safety, and support for local farmers.

Originality/value: The researchers discovered that organic foods have their own set of advantages using secondary data. We have collected all the information from government websites and journals.

Paper type: Organic production problems and an inventive marketing future with quality and safety food goods is a piece of case study analysis

Introduction

Quality of food and safety in ordinary people are two key issues that constantly attract attention. Customers' trust in food quality has decreased considerably because of increased understanding of the subject and numerous dietary hazards. The food chain may be contaminated by intensive conventional farming[1]. That is why customers are asked for safer and healthier food produced by local systems more environmentally and genuinely. These requirements are considered to satisfy organically farmed food and food items Organic in the last several years. Organic farming is becoming more popular as a cultivation method. Organic food has become one of consumers' and producers' top options. Bio-cultivated food is part of green lifestyles[2]. However, what is organic farming? What do we mean?They pointed out that organic products are never produced using synthetic pesticides, antibiotics, growth hormones, genetically modified (GM) technology, sewage sludge, or chemical fertilisers[3].However, using conventional agricultural methods is nothing but the cultivation of synthetic fertilisers and chemicals to achieve a greater return on crops and profit. The absence of insects, weeds, pests, and growth stimulants such as synthetic hormones and fertilisers in synthetic farming increases growth rates.[2]

We also know that more excellent knowledge of energy security and sustainability concerns helped create organic agriculture in recent years.A sustainable regional economy is also connected with organic agriculture. Sustainable development should involve food production, the preservation of finite resources, and the reduction of greenhouse gas emissions to fulfil current needs without jeopardising the developing nations' abilities to cope using their resources[4].Organic agriculture is a technique of production without the need for manufactured chemicals as defined by the Rules. It is based on a comprehensive perspective on healthcare, ecosystem and species conservation, uniqueness, livestock infrastructures, and academic life[5].

Related Works:

The study will cover the Challenges of organic product and innovative marketing future with quality &safe food products. It gives detailed information about organic farming challenges, strategies and opportunities.it gives information about the future scope of organic farming, production and marketing.

Table No : 1 *Challenges and innvotivestratagiesof organic product marketing*

Sl.no	Specific challenges in organic production	Focus	Reference
1	Organic Production and Marketing Difficulties	People's Needs The current situation can be addressed without jeopardizing future generations' ability to meet their own needs.	Colom-Gorgues, A. (2009).[34]
2	Yield of Crops	The primary focus of an organic farming system has been conventional farming.	Wiggins, Z., & Nandwani, D. (2020).[36]
3	Controlling pests	This shows that the most important motive for customers purchasing organic fruit is a concern for their health and safety, rather than other aesthetic aspects of the product.	Govindasamy, R., & Italia, J. (1997).[38]

4	**Disease Control.**	People eat their own health.	Falguera, V., Aliguer, N., & Falguera, M. (2012).[39]
5	**Innovative Methods**	Global organic product expansion	Bazaluk, O., Yatsenko, O., Zakharchuk, O., Ovcharenko, A., Khrystenko, O., & Nitsenko, V. (2020).[41]
6	Organic Vertical Gardening	They eliminate dangerous VOCs (volatile organic compounds) as well as other poisons including benzene and formaldehyde.	T. A. Moya, A. van den Dobbelsteen, M. Ottele, and P. M. Bluyssen (2019). [43]
7	Organically produced food is expensive	Approximately half of the respondents were pleased with the availability of organic goods.	K. Magnusson, A. Arvola, U. K. K. Hursti, L. Berg, and P. O. Sjödén (2001). [43]
8	It is harder to search in market organic product	Organic agriculture requires that products reach the market as quickly as possible in order to remain fresh and nutritious. Farmers should also invest in high-quality climate-control cars to allow for longer transit.	Landry, P. (2021).
9.	Organic Food is in Short Supply	Producers, merchants, and consumers are unaware of the broader scope of organic production and processing requirements in local marketplaces.	L. M. Vieira, M. D. De Barcellos, A. Hoppe, and S. B. da Silva (2013).

Objective:

The objective of this work is:

- To Study and Explain the CustomerBehaviour Towards Organic Product In Mangalore city.
- To find out the challenges of Organic Product and what organic agriculture methods provide in terms of environmental benefactions, biodiversity preservation, Soil protection, food quality and safety are all priorities.
- Research and examine the history and development of organic agriculture.
- Describe and evaluate the characteristics of organic production, marketing, consumer behaviour, and some new marketing approaches for increasing organic product use.

Methodology:

The research is descriptive. It is a vital part of the research and will aid in the methodical solution of the issue. The approach consists of the study design and the collecting of secondary data. Attempts are being made to obtain information on Organic Production and, in particular, our research studies through journals, magazines, and the internet.

MAJOR CHALLENGES ÝN ORGANÝC FARMÝNG

Global health awareness has increased the international popularity of organic farming and organic goods. Organic food is not a product itself but a health element. The new face of Indian

agriculture is organic farming, but it confronts numerous difficulties.[6] Intelligent strategies, scientific planning, public responsibility and government backing will soon help to address such problems. Sophisticated chemical fertilisers, modern agricultural technology, and improved seed management were introduced in the Green Revolution, which increased farming grain output.[7].

a) Farmer's belief

Bio agriculture is a little costly, with ongoing expenses involved. Most farmers are unable to pay organic farming costs. Due to their cost-effectiveness, they continue to depend on chemical fertilisers. Organic seeds are pricier and require longer cultivating and costly storage of the final goods.[8]

Supply and demand discrepancies

Non-perishable grains can be grown and transported anywhere, but fruits and vegetables cannot. It should be created locally, using volunteer companies, aggregators, and farmers in the region where the demand is derived. However, demand comes mostly from metropolitan areas where farmlands do not produce organic fruit. Intelligent transportation and specialised supply channels are two solutions to this imbalance[9]

Organic seed shortage

Seeds and inputs are strictly controlled and subject to the regulations of the Government. Government subsidies for chemical fertilisers and pesticides are provided, but organic inputs are not provided. Certification programmes for organic seeds are available; however, certified seeds are not recognised.[10]

Confused Framework for Certification :

There was no organic food marketing policy or structure in India. Consequently, under the term 'organic,' anybody may sell anything. This caused consumers to have problems with confidence. Every farm product is customer-focused, and consumer confidence is the key to organic food. To build consumer confidence, the regulatory structure should be adequate, the rules should be complied with, and customers should be informed of it. [11]

The High Price of Organic Produce

Organic items often have a greater final cost than conventional goods, and buyers choose less expensive options. It has a significant impact on India's organic goods sector.[12]

The International Institution of IFOAM :

IFOAM has created formal organisations and extremely large groupings with particular objectives, from standard Agricultural production growth to simplifying in poor nations, aiming to achieve the task and address the complexity of many aspects of the global organic agricultural movement.

Advantages for Organic Production

1. Agriculture in a variety of different agricultural soils in India is not extremely intense in terms of the use of agrochemicals. The usage of agrochemicals is quite low, particularly in mountainous and tribal regions, which helps the transition to organic production.[16]

2. In comparison to participation costs, labour in India is comparatively inexpensive, favouring adaptability to the less input-dependent but more labor-intensive production environments,

assuming they generate adequate yields.[17]

3. India's NGO sector is robust and has developed strong ties with a huge number of marginal farmers. Numerous non-governmental organisations (NGOs) promote organic agriculture by conducting education, agricultural extension, information, and advertising to rural communities.

Different major Opportunities in organic agriculture[13]

- Ecological benefits like plant protection, production consistency, and system resiliency are provided.
- Chemical levels in food as well as the ecosystem are reduced.
- There are few potential adverse environmental effects.
- Economic growth is often comparable to traditional agriculture.
- Adherence to strict animal welfare standards.
- Reliable and reputable basic and certification procedures and schemes.
- Constant re-evaluation of guidelines and regulations.
- Strong customer demand and awareness of the brand.
- Knowledge is regarded as valuable.
- Possibility of co-development of rural and remote areas.

Organic Products Marketing Future:

The "Indian Organics Foods & Possibilities 2020" was recently published on India's Natural Foods Industry as per TechSci analysis is expected to expand by over 25% in 2015-20, and the Indian economy has seen a fast development of the organic market in recent years. Consumers in India are more aware of their health, which has changed their tastes.[14]

The increasing demand for organic products :

The advantages of organic products are becoming more aware and acquainted today, attempting to prevent negative effects of pesticides and fertilisers used for framing in India. Awareness of organic farming techniques is making significantly, which makes food healthier and nutritious.

E-Commerce: Organic Industry Facilitator

Certainly, the ever-growing e-commerce sector facilitates the organic food industry. This business enables organic food and products to reach prospective consumers, both rural and urban, in India.

E-commerce breaks the geographical boundaries, but also ensures that organic products are accessible to everyone, regardless of where they are situated. The low-cost Internet access also enables consumers to learn about the main advantages of organic products, which may compel them later on to purchase such products.

Findings:

A specific number of people in the village of households are given preference for organic products. It demonstrated improved family members' health and a more concentrated product.

Organic Product Marketer's Modern Trend Strategy in the Depth of Consumer Shopping Behavior.

The chosen Organic Products are two vital components that have natural hygienic consumption and regularly acquire healthy things.

Recomendations:

- Organic product marketers should focus on the client's goals and requirements, as well as brand and brand outlet, in order to impress the consumer and encourage repeat purchases.
- Excellent services should be provided to customers in order to raise purchase intensities and purchasing habits, as well as to build customer loyalty to organic products.
- Health assurance is an essential factor in launching deals, and word of mouth may also expose buying decisions or the selection of recurrent Organic Stores.

Conclusion:

Organic farming produces food that is more nutrient rich and safe. Organic food is gaining popularity as customers search for natural produce that they believe are safer and healthier. As a result, organic food may ensure food security through farm to plate. Organic agriculture is more efficient than the conventional farming. Organic agriculture helps consumer health by preserving the health of the land and the purity of the environment. Furthermore, the organic produce business, including India, is presently the world's fastest growing market.

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Impact of Entrepreneurship among the Scheduled Caste Community in Kerala

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Abstract.

The paper explores the factors that lead people from Scheduled Castes to choose entrepreneurship as a career over other viable options like employment. This understanding is required to create interventions that will have an impact on these factors and promote entrepreneurship in this community. The study also sheds light on the various elements that contributes to the success or failure of the business from the perception of the respondents. Even though the Scheduled Castes have been given preference in government employment, the aggregate of such positions is manifestly low in comparison to their population size. Given the situation, self-employment or entrepreneurship become significant sources of income. These may provide prospects for both employment and increased earnings. The study mainly focuses on the impact of entrepreneurship among the scheduled castes in Kollam and Thiruvananthapuram districts in Kerala

Keywords: Entrepreneurship, Scheduled Castes, Governing factors, Entrepreneurial success

Introduction

With the advent and rapid advancement of technology and the forces of globalization, the world has become a global village, marked by a meteoric rise in worldwide business and rivalry. Participation in the global economy presents many and serious challenges to organizations and sectors worldwide. On the one hand, it is difficult to survive, keep up with technological improvements, and lead in a demanding society, but on the other side, this creates numerous undiscovered chances. Entrepreneurship, one of the most potent economic forces known to humanity, enables individuals to uncover opportunities where others see insurmountable obstacles. Entrepreneurship exemplifies business perseverance and success; it is a crucial agent of change in all aspects of society. With their inherent intelligence, ambition, and perseverance, entrepreneurs have made the most of existing chances. The Indian Constitution ensures that all of its inhabitants are treated equally under the law in all spheres of national life, including social and economic ones. This clause was intended to be a weapon, specifically for the upliftment of those groups of people who had historically endured adversity because of the evil caste system. The Scheduled Castes also referred to as "Harijans" or "Dalits," are one such group. Scheduled castes are castes or races in the nation that experience extreme social, economic, educational, political, and cultural backwardness as a result of the long-standing practise of untouchability, and certain others as a result of a lack of infrastructure and geographic

isolation. These groups require special consideration in order to protect their interests and to accelerate their socioeconomic development. In accordance with the terms of Clause 1 of Article 341 of the Indian Constitution, these communities were declared Scheduled Castes. Despite policy initiatives and social programmes, the socio-economically disadvantaged class is underrepresented in the corporate sector. One of the most successful economic activity is entrepreneurship, which not only creates employment prospects but also helps the individual concerned gain financial independence. Entrepreneurship is crucial since the scheduled caste community have long controlled and run a variety of small scale businesses. Also, the sense of independence and self-worth that business fosters is another factor that makes it appealing in this community.

Scope

The present study is confined to the entrepreneurs who belong to the Scheduled caste community with reference to Kollam and Thiruvananthapuram Districts in Kerala. The primary data relating to the factors inducing choice of entrepreneurship and the factors contributing to the success as well as the reasons for failure of entrepreneurship are taken .The Secondary data relating to the concept and relevance of entrepreneurship among the scheduled castes are taken for the study.

Objectives

- To analyse the key factors governing choice of entrepreneurship among Scheduled castes in Kollam and Thiruvananthapuram districts.
- To analyse the factors influencing the success of entrepreneurship among scheduled castes in the districts under study.
- To examine the reasons for failure of the business among the scheduled caste entrepreneurs in the selected districts.

Methodology

The current study relies heavily on primary data and is both empirical and explanatory. The primary data is collected with the help of a structured questionnaire and also interactions with selected scheduled caste entrepreneurs in Kollam and Thiruvananthapuram districts. A sample of 50 respondents are chosen through simple random sampling method from both the districts combined. The secondary data is collected from various sources like books, journals, articles, newspapers, official websites of Govt., NSFDC, SC/ST development corporation other supporting institutions etc.

Data Aalysis:

Simple Percentage Analysis

Table 1: Demographic Profile

Particulars	Variables	No. of Respondents	Percent
Age	30 & below	3	6
	31-40	16	32
	41-50	23	46
	51 & above	8	16

Gender	Male	38	76
	Female	12	24
	Transgender	0	0
Marital status	Married	43	86
	Unmarried	7	14
	Separated	0	0
	Widowed	0	0
Educational Qualification	Upto Higher Secondary & Diploma	34	68
	Degree/ Professional Degree	13	26
	Post Graduation	3	6
	Others	0	0
Annual Income	Upto 50000	16	32
	50000-250000	25	50
	250000-400000	7	14
	above 400000	2	4

Source: Primary data

Demographic profile of the Respondent

32% of the respondents are between age group of 31-40 and 46% are between 41-50.16% of the respondents belongs to the age group of 51 and above where only 6% belongs to30 and below. 76% of the respondents are Males and 24% are Females. There is no one from transgender. 86% of the respondents are married and 14% are unmarried. None belongs to widowed and separated. 68% of the respondents' educational qualification are upto higher secondary and diploma. 26% respondents have a degree or professional degree and 6% hold post graduation. 50% of the respondents are having annual income between 50 thousand and 2,50,000. 32% of the respondents have annual income upto 50 thousand and 14% have annual income between 2,50,000 and 4 lakh. 4 % of the respondents have annual income of above 4 lakh.

Descriptive Analysis

Table 2: Reasons for entering into entrepreneurship

Reasons for entering into entrepreneurship	Mean	Standard Deviation	Variance
No alternative	1.1	0.68	0.46
Considered a good opportunity	0.9	0.56	0.31
Unable to get a job	0.4	0.25	0.06
For being self-sufficient	0.3	0.19	0.04
Family in business	0.2	0.12	0.01
Business is preferable to job	0.7	0.43	0.18
For personal prestige	0.2	0.12	0.01
For making a contribution to society	0.1	0.07	0.00
Attracted to Government initiatives	0.6	0.37	0.14
For social recognition	0.5	0.31	0.10

Source: Computed from primary data

The main reason for choice of entrepreneurship are recorded as no alternative with the mean score of 1.1, S.D. of 0.68 and variance of 0.46; as considered a good opportunity with mean score of 0.9, S.D. of 0.56 and variance 0.31; business is preferable to job recorded a mean value 0.7, S.D of 0.43 and variance 0.18; as unable to get a job with mean score 0.4, S.D. of 0.25 and variance 0.06 ;among them ,for social recognition recorded mean score of 0.5,S.D. of 0.31 and variance 0.10.Attracted to govt. initiatives recorded mean score of 0.6,S.D. of 0.37 and variance 0.14 while the least values recorded for reason- for making a contribution to society. The reasons family in business and personal prestige recorded the same values- a mean score of 0.2, S.D of 0.12 and variance 0.01.The factor for being self-sufficient has a mean score 0.3, S.D 0.19 and variance 0.04

Table 3: Factors contributing to entrepreneurship success

Factors	Mean	Standard Deviation	Variance
Personal Business Acumen	0.88	0.31	0.10
Favourable business Environment	1.12	0.40	0.16
Availability of Financial assistance	0.75	0.27	0.07
Government Policies	0.75	0.27	0.07
Social and community participation	0.63	0.22	0.05
Following a custom and tradition	0.50	0.18	0.03
Knowledge & Training	1.25	0.44	0.19
Consistency and Resilience	0.37	0.13	0.02

Source: Computed from primary data

The respondents indicated the aspects that contributed to their company's success. The most influenced factors were Knowledge and training which recorded a mean score of 1.25, S.D. of 0.44,variance of 0.19 and Favourable environment with mean score 1.12,S.D. of 0.40,variance 0.16. Personal business acumen recorded a mean score of 0.88, S.D of 0.31 and variance 0.10 whereas following a custom and tradition recorded mean score 0.50, S.D 0.18, variance 0.03.Availability of financial assistance and Govt. policies recorded the same values: mean sore 0.75, S.D of 0.27 and variance 0.07.The least influencing factor consistency and resilience recorded a mean score of 0.37, S.D of 0.13 and variance 0.02. The factor social and community participation recorded a mean score 0.63, S.D of 0.22 and variance 0.05

Table 3: Reasons for failure of entrepreneurship

Causes	Mean	Standard Deviation	Variance
Inadequate financing	0.9	0.48	0.23
Inability to obtain raw materials	0.5	0.27	0.07
Limited storage & production space	0.3	0.16	0.03
Lack of Marketing expertise	0.5	0.27	0.07

Lack of proper education	0.4	0.21	0.04
Excessive Competition	1.0	0.54	0.29
Inadequate Business Training	0.1	0.05	0.00
Insufficient Infrastructure	0.2	0.11	0.01
Lack of acceptance in society	0.6	0.32	0.10
Outdated technology	0.5	0.27	0.07

Source: Computed from primary data

The main reasons for the failure of entrepreneurship are recorded as excessive competition and inadequate financing. Excessive competition with mean score of 1.0, S.D of 0.54 and 0.29 as variance; Inadequate financing with mean score of 0.9, S.D of 0.48 and variance 0.23. The causes inability to obtain raw materials, lack of marketing expertise and outdated technology drawn same values with a mean score of 0.5, S.D of 0.27 and variance 0.07. Limited storage and production space recorded mean score of 0.3, S.D of 0.16 and variance 0.03; lack of proper education indicated a mean score of 0.4, S.D of 0.21 and variance 0.04. Another important cause for failure is lack of societal acceptance which recorded a mean score 0.6, S.D of 0.32 and variance 0.10. The least recorded reasons inadequate business training with mean score 0.1, S.D of 0.05 and zero variance; insufficient infrastructure has mean score 0.2, S.D of 0.11, variance 0.01

Findings

The study investigated the factors that lead people from Scheduled Castes to opt entrepreneurship over other professions like employment. The study reveals that the decision to pursue entrepreneurship was mostly found to have been motivated by favourable factors such as possibility of a good opportunity; business is preferable to job, attracted to govt. incentives, for social recognition and desire for being self-sufficient. The key factors remarkably influencing entrepreneurial success includes knowledge and training, favourable business environment, personal business acumen, availability of financial assistance, Govt. policies, social and community participation. The least contributing factors were- following a custom and tradition, consistency and resilience. From the study it was revealed that the main reasons for failure of entrepreneurship as per the respondent's perspective are excessive competition and inadequate financing. The other relevant causes include lack of acceptance in society, outdated technology, lack of marketing expertise, inability to procure raw materials and lack of proper education, Limited storage and production space, insufficient infrastructure and inadequate business training also indicated as reasons for break down of entrepreneurship. To implement interventions to change these determinants and promote entrepreneurship within this group, it is important from the perspective of policymaking to have this understanding.

Suggestions and Conclusion

There are provisions for providing the scheduled caste entrepreneurs with concessional financing in the current government policies .In order to prevent negative effects on scheduled

caste entrepreneurs' future growth and viability, it is necessary to increase awareness of these programmes and their actual coverage. It is vital to design effective tactics for raising their awareness, motivating them, providing them with assistance, and eventually maintaining their efforts in the right direction in order to fully realise their potential and ensure their ongoing growth and development. A plan like this must be in line with the realities of the sector today and should be aware of any issues that present and potential entrepreneurs may have had with the current system. The necessity for government entities, supporting institutions and research organisations to pay attention in issues relating to entrepreneurship among SCs is due to this. The importance of entrepreneurship should be given the same weight as that of research and technology because it is the entrepreneur who turns scientific and technological discovery into financial success. As a result, entrepreneurship ought to be seen as a crucial component of production, on par with land, labour, and capital, since only the entrepreneur is capable of fusing all the other variables to create wealth.

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Factors Influencing Adoption of Internet Banking in Nationalized Banks and New Generation Banks: A Comparative Study

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Abstract

This study focuses on the factors influencing consumer adoption of internet banking in Nationalized Banks and New Generation Banks – A Comparative Study. The banking industry has undergone a dramatic change since internet penetration and the concept of internet banking. Internet banking is defined as an internet portal through which customers can use different kinds of banking services. The researcher has selected 700 customers from both Nationalized Banks and New Generation Banks. The researcher selected five Nationalized Bank and five New Generation Banks. This study covers five districts of southern Tamilnadu. Finally the researcher has selected 70 customers from each district for analyzing consumer adoption of both banks. This study will be helpful to improving and promoting internet banking services to the southern districts of Tamilnadu.

Keywords: Internet banking, Consumer Awareness, Social Influence, Service Quality

Introduction

The Internet has revolutionized the way we live, shop, entertain and interact and also the way we save and invest. Internet banking arrived in India in the late 1990s. ICICI was the first bank to champion its usage and introduced internet banking to its customers in 1996. With lower internet costs and increased awareness about electronic media, online banking established itself only in 1999. Other banks followed suit, including HDFC Bank, Citibank, IndusInd Bank and the now redundant Times Bank. Internet banking changed both the banking industry as well as banks' services to its customers. 'Anywhere banking' came to be recognized as an opportunity also for differentiated and competitive services. Ancillary online services like checking account status, fund transfer, ordering demand drafts, loan applications, credit card verifications, shopping portals etc. as well as not requiring a visit to the branch during office hours were viewed as high-value offerings and increasingly started to become a necessity rather than a service. Once banking institutions recognized the low processing cost per transaction via the internet, they began viewing online banking as an extension of the bank rather than as an add-on service. The motivation to introduce online banking now also included new business potential, additional funds from new and existing customers, expansion in geographical reach, image as a tech-savvy bank especially if targeting the youth and the threat of customers shifting loyalty if they did not introduce it. Nationalized banks initially viewed online banking as insecure

and counterintuitive and were therefore hesitant. But eventually, SBI, Canara Bank, Allahabad Bank, Punjab National Bank, Bank of Baroda, Syndicate Bank and others introduced it. SBI launched internet banking in 2001 and experienced good response. In general, internet banking saw an exponential rise in users. Today, banks encourage their customers to use online banking. Besides cost and revenue impacts, this paradigm shift is because they also recognize that self-control transactions have greater potential for customer satisfaction and retention. Online banking has thus come to be among essential banking services.

Objectives:

1. To identify the factors that influence internet banking towards Nationalized Banks and New Generation Banks.
2. To suggest Internet Banking Services improving Southern Districts of Respective Banks and Respective Consumers.

Methodology:

For this analysis the researcher used the primary data. A questionnaire was used by the researcher to collect primary data. For the present study, The branches of nationalized banks are selected based on simple random sampling using lottery method and the branches of New Generation Banks are selected based on census method, All the selected branches which are located at the southern districts of Tamilnadu are included for the study The respondents of both banks are also chosen based Convenience sampling method. The researcher has selected 700 customers from both the Nationalized Banks and the New Generation Banks. The researcher selected five Nationalized Banks namely Indian Overseas Banks, Indian Banks, Corporation Bank, Canara Bank and Syndicate Bank and five New Generation Banks namely ICICI Bank, HDFC Bank, Axis Bank, Indusind Bank and Kotak Mahindra Bank. This study covers five districts of south Tamilnadu, namely kanyakumari, Thirunelveli, Thoothukudi, Viruthunagar and Madurai. The researcher has selected 70 customers from each district for analyzing consumer adoption of both banks. The statistical tools used for the present study was percentage analysis and Martin Fish bin Model.

Result and Discussion:

Table: 1 Gender wise classification of the respondents

Gender	Percentage of Respondents	
	Nationalized Banks	**New Generation banks**
Male	53.14	70.43
Female	46.86	29.57

Source: Primary Data

The above tables 1 the Gender-wise classification of the respondent's shows that 70.43 percent of the respondents are male in New Generation Banks and 53.14 percent of the respondents are male in the Nationalized Banks. The majority of the respondents are male in

New Generation Banks. The majority of the female respondents in the Nationalized Banks from 46.86 percent and 29.57 percent of the respondents are female in New Generation Banks. Hence, it is concluded that most of the respondents are male and fewer respondents are female.

Table: 2 Classification of the respondents based on Age

Age	Percentage of Respondents	
	Nationalized Banks	New Generation banks
Less than 25 years	13.7	32.7
25-35 Years	21.6	47.7
35-45 years	32.3	15.5
45 – 55 Years	21.9	4.1
55 and above years	10.5	-

Source: Primary Data

The above table 2 shows that the majority of the respondents in the New Generation Banks come under age group of less than 25 years and 25 to 35 years. The majority of the respondents in the Nationalized Banks belong to the age group of 35 to 45 years, 45 to 55 years and 55 and above and less in New Generation Banks.

Table: 3 Income wise classifications of the respondents

Income/ Annum (in Rs.)	Percentage of Respondents	
	Nationalized Banks	New Generation banks
Below 25,000	3.8	0.0
25,000 – 50,000	9.3	0.0
50,000 -75,000	12.7	0.0
75,000 –1,00,000	16.2	14.8
1,00,000 -1,25,000	21.9	18.2
1,25,000 – 1,50,000	12.6	27.2
1,50,000 -1,75,000	10.4	21.4
1,75,000 -2,00,000	8.4	13.1
2,00,000 and above	4.7	5.3

Source: Primary Data

The above table 3 reveals that the income wise classification of respondents in the Nationalized and New Generation Banks, have income below 25000 and 100000 to 125000 the majority of the respondents in Nationalized Banks have less income as compared to New Generation Banks, whose income of 125000 to 15000 and 200000 and above, the majority of the respondents in New Generation Banks as compared to Nationalized Banks.

Table: 4 Occupation wise classifications of the respondents

Occupation	Percentage of Respondents	
	Nationalized Banks	**New Generation banks**
Self employed	21.3	20.3
Farming and relate	22.8	9.6
Private	16.4	52.7
Government	39.5	17.4

Source: Primary Data

The above table 4 reveals the respondents, the self employed and farming respondents have high percentage in Nationalized Banks and less in New Generation Banks. The majority of the respondents have private occupation in New Generation Banks and high percentage of government occupation in the Nationalized Banks.

Table: 5 Classification of the respondents based on Banking Experience

Banking Experience in Years	Percentage of Respondents	
	Nationalized Banks	New Generation banks
Less than 5 years	10.4	59.8
5-10 Years	17.8	34.3
10-15 years	36.6	5.9
15 – 20 Years	25.9	-
20 and above years	9.3	-

Source: Primary Data

The above table 5 shows that the banking experience in is less than 5 years and 5 to 10 years of the majority of respondents in the New Generation Banks and less in Nationalized Banks. The banking experience is 10 to 15 years, 15 to 20 years and 20 and above years for the majority of the respondents in the Nationalized Banks.

Table: 6 Mean and Standard deviation of variables related with consumer adoption of internet banking towards Nationalized Banks

Variable	N	Minimum	Maximum	Mean	Standard deviation
Convenience	350	1	5	2.1686	1.11473
Quick Transaction	350	1	5	2.4630	1.14843
Prior Internet Knowledge	350	1	5	1.1441	1.09419
Easy to Use	350	1	5	1.8195	1.10592
Security	350	1	5	1.8971	1.0592
Perceived Credibility	350	1	5	2.2393	1.19514
Intention to Use	350	1	5	2.1326	1.19738
Service Quality	350	1	5	2.0259	1.09751
Visualizing Issue	350	1	5	1.8127	1.02731
Secure Transaction	350	1	5	1.9484	1.00403
Reliability	350	1	5	2.1519	1.06262
Usage of Security Tools	350	1	5	2.2989	1.19120
Lack of Awareness from Benefits	350	1	5	1.0514	0.93174
Delivery Channel Preference	350	1	5	1.8195	1.10592
Lack of Technological skill	350	1	5	1.4381	1.16485
Perceived Risk	350	1	5	1.9218	1.39547
Regular Security Updates	350	1	5	1.8671	1.05480
Social Influence	350	1	5	1.2000	1.07325
Online User	350	1	5	1.0654	1.9532

Source: Primary Data

The above table 6 shows that consumer adoption of internet banking varies according to the nature of the services and in this case, favorable is shown in such areas like convenience, Quick Transaction, Perceived Credibility, Intention to Use, Service Quality, Reliability, and Usage of security tools. The attributes like Prior Internet Knowledge, Easy to Use, Security, Visualizing Issue, Secure Transaction, Lack of Awareness from Benefits, Delivery Channel Preference, and Lack of Technological skill, Perceived Risk, Regular Security Updates, Social Influence and Online User are the least rated variables with regard to consumer adoption of internet services towards the nationalized banks.

Table: 7 Mean and Standard deviation of variables related with consumer adoption of internet banking towards New Generation Banks

Variable	N	Minimum	Maximum	Mean	Standard deviation
Convenience	350	1	5	2.0754	1.13147
Quick Transaction	350	1	5	2.6723	1.01372

Prior Internet Knowledge	350	1	5	2.2359	1.20115
Easy to Use	350	1	5	2.3025	1.13954
Security	350	1	5	2.2947	1.08722
Perceived Credibility	350	1	5	2.2487	1.22180
Intention to Use	350	1	5	1.6321	0.76850
Service Quality	350	1	5	2.3256	1.07259
Visualizing Issue	350	1	5	2.2201	0.00233
Secure Transaction	350	1	5	1.7242	1.20021
Reliability	350	1	5	2.1714	1.04231
Usage of Security Tools	350	1	5	1.4138	1.16485
Lack of Awareness from Benefits	350	1	5	2.2138	1.36845
Delivery Channel Preference	350	1	5	2.3352	1.15081
Lack of Technological Skill	350	1	5	2.0521	1.11157
Perceived Risk	350	1	5	2.0231	1.22310
Regular Security Updates	350	1	5	1.3479	0.99371
Social Influence	350	1	5	2.2659	1.11472
Online User	350	1	5	2.1364	1.9879

Source: Primary Data

The above table 7 shows that consumer adoption of internet banking varies according to the nature of the services and in this case, favorable is shown in such areas like Convenience, Quick Transaction, Prior Internet Knowledge, Easy to Use, Security, Perceived Credibility, Service Quality, Visualizing Issue, Reliability, Lack of Awareness from Benefits, Delivery Channel Preference, Lack of Technological Skill, Perceived Risk, Social Influence and Online User. The variables like Intention to Use, Secure Transaction, Usage of Security Tools and Regular Security Updates Influence are the least rated variables with regard to consumer adoption of internet services towards the New Generation Banks.

Table: 8 Comparisons between the Consumer Adoption of Internet Banking towards Nationalized and New Generation Banks

Variable	Factors Influencing Consumer Adoption	
	Towards Nationalized Banks	Towards New Generation Banks
Convenience	10.53	24.57
Quick Transaction	11.78	18.07
Prior Internet Knowledge	7.94	21.02
Easy to Use	11.37	20.58
Security	15.32	16.04
Perceived Credibility	14.49	16.13
Intention to Use	10.80	14.33
Service Quality	12.16	17.01
Visualizing Issue	16.32	9.82
Secure Transaction	22.44	22.44
Reliability	18.25	21.32
Usage of Security Tools	20.83	13.02
Lack of Awareness from Benefits	10.06	20.01
Delivery Channel Preference	18.07	19.19
Lack of Technological Skill	9.62	19.25
Perceived Risk	11.23	13.23
Regular Security Updates	7.25	14.24
Social Influence	11.17	15.86
Online User	10.21	21.62

Source: Primary Data

Convenience: From the analysis of the attribute of convenience it is found that customers have more positive view about New Generation Banks (24.57) than the Nationalized Banks (10.53).

Quick Transaction: Customers are highly satisfied with the Quick Transaction of the New Generation Banks (18.07) than that of the Nationalized Banks (11.78).

Prior Internet Knowledge: Customers are more satisfied with the Prior Internet Knowledge by New Generation Banks (21.02) than the Nationalized Banks (7.94).

Easy to Use: Customers are more satisfied with the Easy to Use of the New Generation Banks (20.58) than that of the Nationalized Banks (11.34).

Security: From the analysis of the survey we have found that customers believe that the Nationalized Bank**s** (15.32) are more reliable and credible than the New Generation Banks (16.04).

Perceived Credibility: From the analysis of the survey we have found that customers believe that the Nationalized Bank**s** (20.83) are more reliable and credible than the New Generation Banks (13.02).

Intention to Use: According to the survey customers identified customer intention as the interest of individuals in using the system offered for future banking transactions that the New

Generation Banks (14.33) than the Nationalized Banks (10.80).

Service Quality: Customers strongly believe that the New Generation Banks (17.01) provide better services than the Nationalized Banks (12.16).

Visualizing Issue: From the analysis of the survey we have found that customers believe that visualizing issue is the most common process of people are involved in during a troubleshooting effort in Nationalized Banks (16.32) than New Generation Banks (9.83).

Secure Transaction: From the analysis of the survey we have found that customers believe that both the banks are more secure from the transaction of online banking service towards New Generation Banks (22.44) and Nationalized Banks (22.44).

Reliability: From the analysis of the survey we have found that customers believe that the New Generation Banks (21.32) are more reliable than the Nationalized Banks (18.25).

Usage of Security Tools: According to the survey customers believe that the Nationalized Banks (20.83) exercise higher degree of Usage of security tools than the New Generation Banks (13.03).

Lack of Awareness from Benefits: From the analysis of the survey we have found that customers believe that the New Generation Banks (20.01) are better awareness from online benefits than the Nationalized Banks (10.06).

Delivery Channel Preference: Customers strongly believe that the New Generation Banks (19.19) keep their promise more in delivery channel preference than the Nationalized Banks (18.07).

Lack of Technological Skill: According to the survey customers believe that the Nationalized Banks (9.62) most difficult positions to fill the l*ack of technical skills* than the New Generation Banks (19.25).

Perceived Risk: According to the survey customers believe that the New Generation Banks (13.23) exercise higher degrees of risk that consumers perceived than Nationalized Banks (11.23).

Regular Security Updates: According to the survey customers believe that the New Generation Banks (14.24) exercise higher degree of Regularly Security Updates than the Nationalized Banks (7.25).

Social Influence: According to the survey customers believe that the New Generation Banks (15.86) exercise higher level of *social influence* than the Nationalized Banks (11.17).

Online User: From the analysis we can find that the New Generation Banks (21.62) have more online user than the Nationalized Banks (10.21).

Findings:

New Generation Banks have got better value in Convenience, quick transaction, internet knowledge, easy to use, security, perceived creditability, intension to use, service quality, reliability, delivery channel preference, technical skill, perceived risk, social influence and online user comparing to Nationalized Banks. Nationalized Banks have received better score in visualizing

issue and usage of security tools. Nationalized Banks and New Generation equal in the value of secure transaction.

Suggestions:

The following are the suggestions made by the researcher based on the findings of the study.

- Nationalized Banks should make sure that the consumer is aware of benefit and advantages of using internet banking.

- New Generation Banks the security tools should be moderate in level as to ensure ease and security of internet banking.

- Steps to be taken are improving technical skill related to internet banking for customer of both Nationalized Banks and New Generation Banks.

- Service quality of Nationalized Banks should be advance.

Conclusion:

This study more effective and efficient way to increase bank business in the long run and encourage their bank consumer to adopt Internet banking. Bank managers can make use of such information to develop appropriate strategies to attract new customers to use Internet banking services. While analyzing the factors influencing consumer adoption of internet banking in both banks, it was found that the Nationalized Banks have been able to implement the some factors more effectively when compared to their New Generation Banks counterparts. In general, if the bank management has greater knowledge about the factors affecting their consumer's adoption of Internet banking, then they have greater ability to develop appropriate strategies and hence increase the Internet banking adoption rate.

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A Study of Value Hierarchy and Priority Using Schwartz's Theory

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Abstract

Values are what is desirable and worthy. Knowing values of the employees, human resource strategies can be planned accordingly. Schwartz has worked extensively on values. Researcher has taken base of schwartz's value theory to identify value priority and value hierarchy of post graduate management students who are about to enter the workplace. Descriptive statistics were used to serve the objective of the study. Moreover, it was researched that do demographic variables such as gender, place of upbringing and annual family income have effect of values or not. For the purpose Kruskal-wallis test was conducted. It was found in the research that universalism and hedonism are the two dominant values while tradition and achievement stand at last number.

Key Words: Schwartz's Theory, Volue Hierarchy, Value Priority, Value, Hedonism

Introduction

"Value" the concept is used widely in psychology, sociology, philosophy, political science and anthropology. (Hitlin &Piliavin, 2004) (Schwartz, 2012) Human Resource Management is an integrated management stream that uses concepts of all these subjects. To manage human resource one need to understand "values" of employees. Each person holds many values but degree of importance is different. (Bardi & Schwartz, 2003) Individually and a group can have "priorities" and "hierarchy" of values. (Schwartz, 2012) (Schwartz, 2007). This study tries to identify dominant values in post graduate management students. These set of students will soon enter the organization. By knowing which value is dominant for your employees, employer can formulate HR policies accordingly.

Review of Literature

Simplest definition of values is given by Sagiv (2011) that states that, "Values refer to what is desirable and worthy." Schwartz & Bilsky (1987) have explained values as "values are concepts or beliefs, it is about desirable end states or behaviors, that transcend specific situations, guide selection or evaluation of behavior and events, and are ordered by relative importance." Schwartz (1992) has given ten universally accepted human values. Schwartz ten values are recognized in around 70 countries of the world (Hitlin & Piliavin, 2004). Schwartz has divided values under four dimensions. Hedonism, stimulation and self-direction value are covered under "openness to change." While security, conformity and tradition values are covered under

"conservation." Openness to change and conservation are two opposite dimensions. Same way universalism and benevolence values are covered under "self-transcendence." Last two values achievement and power are covered under "self-enhancement." All sets of values are distinct from each other.

Across the world studies are conducted on value hierarchy by using Schwartz's value theory. Marušiæ, & Oikonomou (2013) have conducted study on future subject teachers in Serbia to identify value hierarchy in them. Ró¿ycka-Tran, Ha, Cieciuch, & Schwartz, (2017) have studied Vietnamese adults for value priority within the three regions of the country.Schwartz, & Bardi, (1997) have studies eastern European students and teachers for the same purpose. Schwartz, Struch, & Bilsky (1990) have studied German and Israeli students for their values similarity. Watson, Lysonski, Gillan, & Raymore (2002) have studied citizens of USA and New Zealand for values and possessions so that it can be used in marketing and advertisement. Mishra, (2018) has used Schwartz theory of values to understand Indian beauty products' customers.

Methodology

For the study sample size stands to 253 postgraduate management students. To collect the data PVQ-RR (Portrait Value Questionnaire) was adopted. To set the hierarchy of values, descriptive statistics was used. Mean of each value was calculated and later on values were arranged from most significant to least significant value for postgraduate management students. To identify whether various demographic variables effect on postgraduate management students' value priorities, Krushkal-Wallis test was conducted, as data was fount not to be normally distributed.

Results and Discussion

4.1 Demographic profile

Table I – Demographic profile of sample

Gender (N=253)	Male	138
	Female	115
Place of Upbringing (N=253)	City	196
	Town	35
	Village	22
Annual family Income (N=253)	Less than 5,00,000	115
	5,00,000-10,00,000	98
	More than 10,00,000	40

4.2 Value Hierarchy

Value hierarchy states that which value is most important and which value is least important for an individual and putting it into a hierarchical format. "Universalism" is most important for the postgraduate management students of Surat. (Table-II) Universalism is "Tolerance, and concern for the welfare of allpeople and nature." (Schwartz, 2010). These people are broadminded, believe in social justice and equality, they want world at peace, they believe in

beauty and unity of nature (Schwartz, 2012). Employer who will be dealing with this new set of employees should develop their HR policies accordingly. They can hire diverse workforce but at the same time they need to focus on equality and justice.

Table-II Value hierarchy

Overall	Gender		Place of Upbringing			Annual Family Income		
	Female	Male	City	Town	Village	Less than 5,00,000	5,00,000-10,00,000	More than 10,00,000
UL	UL	UL	UL	ST	UL	BN	UL	HD
HD	HD	HD	HD	SC	SC	UL	HD	UL
BN	SC	BN	BN	BN	BN	HD	BN	SC
SC	BN	SC	SC	UL	HD	SC	SC	BN
ST	ST	ST	ST	HD	PW	ST	ST	ST
CN	CN	CN	CN	SN	ST	CN	SD	PW
SD	SD	PW	SD	SD	SD	PW	CN	CN
PW	PW	SD	PW	PW	CN	SD	PO	SD
TD	TD	TD	TD	TD	TD	TD	TD	TD
AC	AC	AC	AC	AC	AC	AC	AC	AC

(Universalism –UL, Hedonism-HD, Benevolence-BN, Security-SC, Stimulation-ST, Conformity –CF, Self-direction- CD, Power=PW, Tradition-TD, Achievement-AC)

"Hedonism" also stands tall in value hierarchy. It means that these people value pleasure, enjoyment in life as well as self-indulgence (Schwartz, 2012). Making work life fun for these people as well as designing their work such as they can get more time for enjoyment as well as self, will improve job satisfaction in these type of employees. For students who have brought up in town, "Stimulation" is the most important value, whereas it is not that important for other groups of students. If annual family income is considered, students with lower income background have "benevolence" as the most important value. Students with high family income background have "hedonism" as the most important value. In all the cases "Tradition" and "Achievement" are least preferred values. That implies that they are less committed to their culture and customs and are less ambitious and influential.

4.3 Value difference in-between male and female

To identify if gender affects different values, Kruskal-Wallis test was performed. In all the cases p>0.05, so Ho is accepted. It states that gender has no effect on values. Male and female of postgraduate management students have same value preferences. As an employer either you hire a male of female, there will be no difference in their value priorities.

Table-III Gender and values

Null Hypothesis	P Value	
Gender does not affect Self-Direction	.525	Accept Ho
Gender does not affect Simulation	.196	Accept Ho
Gender does not affect hedonism	.139	Accept Ho
Gender does not affect achievement	.688	Accept Ho
Gender does not affect power	.149	Accept Ho
Gender does not affect security	.701	Accept Ho
Gender does not affect conformity	.652	Accept Ho
Gender does not affect Tradition	.406	Accept Ho
Gender does not affect Benevolence	.239	Accept Ho

4.4 value difference among students brought up in village, town and city

Table-IV shows effect of upbringing on all different values. P>.05 in all the cases. So, we reject null hypothesis. Students, born in city, town or village do not have different priorities for values.

Table IV Place of upbringing and values

Null Hypothesis	P Value	
Place of upbringing does not affect Self-Direction	.964	Accept Ho
Place of upbringing does not affect Simulation	.997	Accept Ho
Place of upbringing does not affect hedonism	.278	Accept Ho
Place of upbringing does not affect achievement	.544	Accept Ho
Place of upbringing does not affect power	.332	Accept Ho
Place of upbringing does not affect security	.982	Accept Ho
Place of upbringing does not affect conformity	.861	Accept Ho
Place of upbringing does not affect Tradition	.749	Accept Ho
Place of upbringing does not affect Benevolence	.786	Accept Ho
Place of upbringing does not affect Universalism	.351	Accept Ho

4.5 value difference among students with low, medium and high annual family income

"Self-direction", "Hedonism", and "Universalism" values are affected by Annual family income. In these cases p<0.05. Annual family income of students' does not affect other value priorities.

Null Hypothesis	P Value	
Annual family income does not affect Self-Direction	.001	Reject Ho
Annual family income does not affect Simulation	.344	Accept Ho
Annual family income does not affect hedonism	.003	Reject Ho
Annual family income does not affect achievement	.112	Accept Ho
Annual family income does not affect power	.130	Accept Ho
Annual family income does not affect security	.056	Accept Ho
Annual family income does not affect conformity	.270	Accept Ho
Annual family income does not affect Tradition	.594	Accept Ho
Annual family income does not affect Benevolence	.205	Accept Ho
Annual family income does not affect Universalism	.009	Reject Ho

Conclusion

The results of this study imply that most important values for postgraduate management students of Surat are Universalism and hedonism. The least important values are Tradition and Achievement. "Self-transcendence" values are more dominating than "Self-enhancement" values. Results also indicate that gender and place of upbringing of these students' have an effect on their values priority. For annual family income affects values such as universalism, self-direction and hedonism.

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Does Gold Reign Supreme in Fine Jewellery?: An Analysis

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Abstract:

Jewellery refers to the ornaments worn by people, the world over. Fine jewellery and fashion jewellery are the two broad categories of jewellery. While jewellery made of precious metals are fine jewellery, jewellery made of non-precious metals and other materials are fashion jewellery. This study focuses on the consumer purchase preferences for different categories of jewellery. A structured questionnaire is designed and data are collected through email. SPSS and MS-Excel software packages are used for data analysis. It is revealed through analysis that the most preferred jewellery for purchase is plain gold jewellery, followed by ordinary stone studded jewellery, precious stones studded jewellery, diamond jewellery, fashion jewellery, silver jewellery, and platinum jewellery.

Key words: consumer preference, fine jewellery, gold, jewellery, ornaments.

Introduction

Jewellery is a piece of personal ornament worn to enhance the attractiveness of the wearer. Anything precious and rare has become a material for jewellery. Early man used stones, shells, feathers and the like, which were considered precious in those days, to make jewellery. As the civilizations developed, and with the discovery of metals, two major categories of jewellery emerged namely, fine jewellery, and fashion jewellery. Fine jewellery refers to jewellery made of precious metals and fashion jewellery refers to jewellery made of non-precious metals and other cheap materials. Gold, Silver and Platinum are the widely used precious metals for making fine jewellery. Gold jewellery accounts for the majority of gold demand globally. The demand for high-caratage gold is higher in the Asian and Middle East markets ("Gold", n.d). It is the culture of Indian women to wear gold ornaments during ceremonies, festivals and functions. Gold remains to be the primary preference for weddings in India, ("Gold jewellery", 2019). The preference for gold jewellery is higher in South India, ("There", 2018). Diamond studded and light weight gold jewellery are predicted to be the top preferences of Indians, ("Diamond", 2021). The demand for gold has increased globally in the second quarter of 2021, post-COVID, ("How", 2021). Hence, it is imperative that the purchase preference of the jewellery consumers is studied. In this paper, the findings of the purchase preferences of consumers with regard to various types of jewellery is discussed.

M. Lakshmi Priya et al (2009) made a joint study on the customers' preferences and satisfaction towards jewellery. There is a significant relationship between, the age of the respondents and the jewels preferred by the respondents, between the frequency of purchase and the jewels preferred by the respondents, between the source of awareness and the need for purchasing by the respondents, between the education of the respondents and their level of preference towards the purchase of jewellery and between single and married respondents regarding their preference towards the purchase of jewellery.

Ramachandran K.K et al (2014) made a study on the perception of consumers of Malabar Gold in Thiruvananthapuram city, Kerala. The study stated that there is a significant relationship between preference for type of ornaments and age, educational qualification and income of the consumers.

Bhuvanesh Kumar et al (2014) made a joint study on the customer behavior towards gold jewellery purchase. It was found that quality is the vital factor which decides the purchase of gold jewellery. Friends and family were the major sources of awareness about jewellery. Investment was the major reason for purchase and wedding was the major occasion of which jewellery was purchased.

K. Asha et al (2014) have made a joint study about the buyer behavior of customers towards branded and un-branded gold jewellery. The results reveal that marriage in the family is the first motivating factor and jewellery for own use in the household is the second motivating factor for purchase of jewellery.

Xavier A Joseph et al (2016) in their study state that consumers give moderate importance to advertisements in purchase of jewellery. The study reveals that consumers seek for knowledge about branded jewellery from their friends and relatives. It is also found that local TV channels provide information to consumers about unbranded jewellery.

Chaisuriyathavikun et al (2016) made a joint study on the factors influencing customers' purchasing behavior of gold ornaments. It was found that buyers' preference and expected future value are the two major factors that are significantly related with customers' intention to purchase gold ornaments.

Ajai Krishnan et al (2017) made a joint study on the factors leading to purchase of gold jewellery among the working women. It was found that purity of gold was the most influencing factor in purchase of gold jewellery.It was also found that investment was the main purpose behind the purchase of gold jewellery among working women.

T Chitradevi(2017) in her study stated that ear ring is the most preferred jewellery. There is a relationship between consumer preference for type of jewellery products and gender, educational qualification and the monthly family incomeof the consumers.

Krishnasamy.S et al (2020) made a joint study on the perception of consumers towards readymade jewels. Awareness about the ready-made jewels was obtained through advertisements.Visual merchandising played an important role in customers selecting readymade jewels. Customers prefer to purchase during the offers offered by the jewellers.

Types of Jewllery:

The types of jewellery identified by the researcher were plain gold jewellery, ordinary stone

studded jewellery, precious stones studded jewellery, diamond jewellery, platinum jewellery, silver jewellery, and imitation jewellery.

Plain gold jewellery refers to jewellery made of the gold metal. There may be intricate designs and workmanship of the jeweller, with no stones embedded on it. Ordinary stone studded jewellery refers to fine jewellery made of gold, with ordinary, low-priced stones embedded on the jewel. The embedded stones do not have any resale value. During purchase of the stone studded jewellery, the customer is charged separately for the stone work involved. Precious stone studded jewellery refers to fine jewellery made of gold, with precious stones embedded on the jewel. Precious stones have a high resale value. Diamond jewellery refers to fine jewellery made of gold, embedded with diamond stones. Diamond jewellery have a high resale value. Platinum jewellery refers to fine jewellery made of the metal platinum. Silver jewellery refers to jewellery made of the silver metal. Imitation/fashion jewellery refers to jewellery made of cheaper metals and other materials.

Methodology:

The study used primary data. A structured questionnaire was developed for this purpose, in an electronic form using Google forms and emailed to 135 respondents. The author received 132 fully filled in questionnaires and took it as the sample size. Convenience sampling method was used for the study. The questionnaire consisted of the various types of jewellery and the preference for each type of jewellery. The preference was measured using the Likert's five-point scale with the following options namely Very Strongly Prefer, Strongly Prefer, Prefer, Slightly Prefer, and Do not Prefer. The data was analysed using SPSS 20 package. Weighted average method was used to analyse the data.

Preferences for Purchase of Different Types of Jewellery

The consumer preferences to purchase the various types of jewellery were obtained through the questionnaire. The respondents are asked to give their preferences to purchase different types of jewellery. The responses obtained are tabulated, coded and analysed. Weighted average technique was used to find out the weightage given to each type of jewellery. Table 1 shows the weighted average of the preferences of the respondents.

Table 1:Preferences for purchase of different types of jewellery

(R-Remarks;VSP-Very Strongly Prefer; SP-Strongly Prefer; P-Prefer; SLP-Slightly Prefer)

It is found that plain gold jewellery and ordinary stone studded jewellery are strongly preferred

for purchase. Precious stones jewellery, diamond jewellery, and imitation jewellery are preferred. Platinum jewellery and silver jewellery are slightly preferred by the respondents. It is inferred that there is a dislike for platinum and silver jewellery among the respondents as they only slightly prefer it. However, precious stones jewellery and diamond jewellery are preferred.

Sex Based Preference of Jewellery

Male and female consumers differ in the way they purchase products. The author analyses the preferences of both male and female respondents in their preferences for purchase of jewellery products. The author aims to find out if there is any difference in the preferences between male and female respondents with regard to jewellery purchase.

Table 2: Sex based Weighted Average

Factors	Male	Remarks	Female	Remarks
Plain gold Jewellery	4.5	VSP	4.39	SP
Ordinary Stones Studded Jewellery	3.5	SP	3.55	SP
Precious StonesStudded Jewellery	2.93	P	3.24	P
Diamond Jewellery	2.29	SLP	2.90	P
Platinum Jewellery	2.04	SLP	2.36	SLP
Silver Jewellery	2.61	P	2.37	SLP
Imitation/Fashion/ jewellery	2.79	P	2.56	P

(VSP-Very Strongly Prefer; SP-Strongly Prefer; P-Prefer; SLP-Slightly Prefer)

It is found that the female respondents strongly prefer plain gold jewellery whereas, the male respondents very strongly prefer it. It is inferred that men give more importance to the metal value of the jewel while women may give importance to other aesthetic value of the jewel. The high preference by men may be due to the appreciating value of gold, the high resale value of the jewel, the high liquidity of the metal and the appeal of the yellow color of gold. Diamond jewellery is preferred by the female respondents and is slightly preferred by the male respondents. It is inferred that while women prefer diamond jewellery, men slightly prefer it which may be due to the high price involved in purchase of diamond jewellery. Silver jewellery is preferred by male respondents and slightly preferred by the female respondents. It is inferred that silver is given a lesser preference by women rather than men which may be due to the lack of appeal of the silver color of the metal and the issue of discoloration of the silver jewellery. It is interesting to note that platinum jewellery is slightly preferred by both male and female respondents. It is inferred that platinum jewellery is not highly preferred due to its high price and the lack of appeal of the white color of the metal.

Marital-Status Based Preference of Jewellery

The author has categorized the marital status of the respondents into single and married categories. The priorities of single and married respondents would differ in several facets of life. The author aims to study the differences in the purchase preferences between single and married respondents.

Table 3: Marital status based Weighted Average

Factors	Single	R	Married	R
Plain gold Jewellery	4.52	VSP	4.39	SP
Ordinary Stone studded Jewellery	3.6	SP	3.52	SP
Precious Stones Studded Jewellery	3.28	P	3.15	P
Diamond Jewellery	2.8	P	2.77	P
Platinum Jewellery	2.52	P	2.23	SLP
Silver Jewellery	2.64	P	2.36	SLP
Imitation/Fashionjewellery	3.2	P	2.47	SLP

(R-Remarks;VSP-Very Strongly Prefer; SP-Strongly Prefer; P-Prefer; SLP-Slightly Prefer)

From Table 3, it is found that plain gold jewellery is very strongly preferred by the single respondents and strongly preferred by the married respondents. It is inferred that the single respondents have a higher inclination towards buying plain gold jewellery as an asset more than the married respondents. Single respondents may generally be of a lesser age than the married respondents and it may be inferred that the younger singles are more aware of the wastage charges involved in the purchase and resale of stone studded jewellery. It is found that the married respondents slightly prefer platinum, silver, and imitation jewellery while the single respondents prefer them. It is inferred that the lack of appeal of the platinum and silver jewellery, the high price of platinum jewellery, the discoloration of silver jewellery, and the zero-resale value of imitation jewellery may cause married consumers to slightly prefer these types of jewellery.

Income Based Preference of Jewellery

The purchasing power of a person depends on the person's income. The author has categorized the monthly family income levels of the respondents into four categories namely, income up to INR 15000, income between INR 15001-25000, income between INR 25001-50000, and income above INR 50000. The author aims to find whether there is difference in the purchase preferences of the respondents with different family income.

Table 4: Monthly family Income based Weighted Average

Factors	Up to INR 15000	R	INR 15001-25000	R	INR 25001-50000	R	Above INR 50000	R
Plain gold Jewellery	4.37	SP	4.32	SP	4.46	SP	4.47	SP
Ordinary Stone studded Jewellery	3.74	SP	3.52	SP	3.54	SP	3.44	P
Precious Stones Studded Jewellery	3.21	P	2.77	P	3.31	P	3.32	P
Diamond Jewellery	3.05	P	2.65	P	2.54	P	3.06	P
Platinum Jewellery	2.63	P	2.06	SLP	2.23	SLP	2.38	SLP
Silver Jewellery	3.05	P	2.55	P	2.27	SLP	2.15	SLP
Imitation/Fashion jewellery	3.37	P	2.45	SLP	2.54	P	2.41	SLP

(R-Remarks;VSP-Very Strongly Prefer; SP-Strongly Prefer; P-Prefer; SLP-Slightly Prefer)

From Table 4, it is found that ordinary stone studded jewellery is strongly preferred by all the respondents except those with income above INR 50000, who just prefer it. It is inferred that higher the income, lesser the preference for ordinary stone jewellery. Platinum jewellery is slightly preferred by all the respondents except those with income less than INR 15000, who prefer it. It is inferred that those with lesser income have a greater desire to purchase platinum jewellery than those with a higher income. Silver jewellery is preferred by respondents whose income is up to INR 25000 and slightly preferred by respondents with income above INR 25000. It is inferred that higher the income, lesser the preference for silver jewellery. It is found that imitation jewellery is preferred by respondents with income up to INR 15000 and those with income between INR 25001-50000. Imitation jewellery is slightly preferred by respondents with income greater than INR 50000 and preferred by respondents with income between INR 25001-50000. It is inferred that imitation jewellery is preferred by consumers of several income categories regardless of their income. This preference maybe due to the exquisite designs available in imitation jewels and due to their fear of theft of fine jewellery.

Conclusion:

The author strived to find out the purchase preferences of the respondents with regard to jewellery. On analysis of the data, it is found that plain gold jewellery is the first preference for purchase among the respondents. Ordinary stone studded jewellery is also strongly preferred by the respondents excepting those with a monthly family income above INR 50000. Precious stone studded jewellery is preferred by all the respondents. Diamond jewellery is preferred by all the respondents except the male respondents who only slightly prefer it for purchase. Platinum jewellery is only slightly preferred by respondents with a higher family income, by married respondents and by male and female respondents which implies that the color factor plays a vital role in purchase of jewellery. Silver jewellery is only slightly preferred by respondents with a higher family income, by the married respondents and the female respondents which further deepens the stance that the white and silver colors of both the metals namely platinum and silver are quite unappealing to the respondents. Imitation / fashion jewellery is slightly preferred by the married respondents. It is both preferred and slightly preferred by respondents with lower and higher income categories, implying that imitation jewellery is loved by consumers for its extensive design and varieties.

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A Study on Environmental Stress among Practicing Lawyers in Kerala

○   **Jugunu R Nair[56]**

Abstract

   Modern living has been brought with it, not only immeasurable means of comfort, but also an overabundance of demands that tax human body and mind. Now a day, everyone talk about stress. Not only just high pressure professionals are its key victims but it also include labourers, slum dwellers, working women, businessmen, Executives and even children. Stress is the anticipated and unavoidable element of life due to ever increasing complexities and competitiveness in living standards. Every individual is subjected to stress either deliberately or unsuspectingly. Stress, unknown to Indian life style, but now it's a major peril. But still, lawyers are constantly topping surveys as one of the most stressed professions. The physical environment affects people in different ways, how they feel, what they think and how they act. When the demands of the physical environment outweigh an individual's ability to deal with those demands, stress occurs. Stress is created by excessive environmental and internal demands that need constant effort and adjustment. Environmental stress refers to a negative subjective psychological response to an environmental stimulus. Thus, environmental stress is an interaction between an individual and an external stimulus. This article focusing on the factors affecting environmental stress among practising lawyers, to assess the stress level based on the gender and the type of court.

Key words: Stress, Lawyers, Environmental stress, Gender, Type of court.

Introduction

   Modern world is said to be a world of achievements and of stress. In modern times, stress has become a buzzword and of legitimate concern for people of all walks of life. Right from the time of birth till the last breadth down, an individual is invariably exposed to various stressful situations. Stress is difficult to define precisely. The term Stress t was first introduced in the life sciences by Hans Selye in 1936. It is a concept borrowed from natural sciences. In broader sense, stress is the pressures people feel in life due to their reaction to situation. According to Beehr and Newman (1978) stress as a condition arising from the interaction of people and their jobs and characterized by changes within people that force them to deviate from their normal functioning. This side of stress is called 'distress'. There is also a positive side of stress called 'eustress'. Eustress refers to be healthy, positive, constructive outcome of stressful events and the stress response. Eustress is the stress experience that activates and motivates people to achieve their goals and succeed in their life's changes; this means people need some stress to survive. That is why Hans Selye views stress as the spice and absence of stress is death. The

presence of stress at work is almost inevitable in many jobs. A survey by the National Association of Working Women reported that one-third of the respondents perceived their jobs as very stressful, and another 62 percent saw their work as somewhat stressful. When pressure begins to build up, it can cause adverse strain on one's emotions, thought processes and physical condition. When stress becomes excessive, individuals develop various symptoms of stress that can harm their job performance and health, and even threaten their ability to cope with the environment. The most basic fact about stress is that, like feelings, it is experienced. In other words, stress is both a friend and a foe. A particular amount of stress is necessary to achieve success, but undue stress causes distress. The lawyer's profession is extremely demanding because they serve to the society. A lawyer has a particularly onerous and multidimensional role to fulfil. He has a tripartite relationship; one with the public, another with the court, and third with his clients. That is a unique feature. The satisfaction of the obligations and the expectations arising out of these three relationships are frequently difficult to reconcile. Stress among lawyers has become a topic of professional interest, but studies relating to lawyers' stress have not been carried out on a large scale. When employee cannot cope with his day to job requirements, it easily leads to the occupational stress. By improperly manage work organizations, by not properly manage work designs, poor leadership and management, poor working conditions and competitive work cultures can be main courses of stress in today's business word. (Mead, 2001). The environment can also be a source of stress. The phenomenal rate of social and technical change also had its great impact on people's life style which is carried over into their jobs.Persons male or female, basically working in organizations may be efficient, powerful and rewarding. But certain stress factors sometimes produces frustration and oppression and it will affect the respondents work performance. An attempt is made to assess the factors affecting the environment stress among practising lawyers in Kerala.

Objectives:

1. To identify the factors influencing Environmental stress among the practising lawyers in Kerala.
2. To assess the stress level among the practising lawyers in Kerala.
3. To compare the stress level of women lawyers with that of men lawyers in Kerala.

Methodology

The study is Exploratory and analytical in nature. A sample size of 750 was taken from lawyers practising in various courts in Kerala. The study was conducted through an organized survey executing a structured questionnaire for the lawyers. Primary data collected through questionnaire, discussions and personal interviews. Secondary data for the study were collected from articles, journals, text books, websites, etc. The data collected for the study were tabulated and analyzed by tools and statistical techniques like percentage analysis, mean score, and one way Anova test.

Environmental Stress

Environmental factors do also have impact on employee stress. The environmental factors to which an employee responds mainly include things such as fast technological change, family demands and obligations, economic and financial conditions, race, caste, and relocation. The phenomenal rate of social and technical change also had its great impact on people's life style

which is carried over into their jobs. The physical environmental conditions, such as excessive noise, poor lighting, poorly designed office space, lack of privacy and poor air quality also cause stress. An attempt is made to identify the factors affecting the environmental stress among practising lawyers in Kerala. Seven factors were identified as the variables for Environmental stress. The first four questions were negatively administered, (1) family and professional life, (2) work environment, (3) Stress arising out of gender/age/race and (4) coping with changing technology. The last three questions were positively administered (5) Involvement with the family, (6) Work life balance (7) Supportive spouse. The following table shows the opinion of respondents regarding environmental stress.

Table No. 1: Opinion of respondents regarding Environmental Stress

SL. N0	FACTORS	SA	A	NAND	D	SD	TOTAL	MEAN	STD
1	Family and Professional life	72	199	217	222	40	750	3.054	1.075
		9.6%	26.5%	28.9%	29.6%	5.3%	100		
2	work environment	31	88	131	387	113	750	2.388	1.010
		4.1%	11.7%	17.5%	51.6%	15.1%	100		
3	Stress arising out of Gender/age/race	36	128	122	368	96	750	2.52	1.066
		4.8%	17.1%	16.3%	49.1%	12.8%	100		
4	Coping with Changing Technology	33	182	170	289	76	750	2.742	1.069
		4.4%	24.3%	22.7%	38.5%	10.1%	100		
5	Involvement with the family	77	327	177	151	18	750	3.392	.9958
		10.3%	43.6%	23.6%	20.1%	2.4%	100		
6	Work life Balance	32	281	181	211	45	750	3.056	1.031
		4.3%	37.5%	24.1%	28.1%	6.0%	100		
7	Supportive spouse	166	354	162	43	5	750	3.897	.8624
		24.8%	47.2%	21.6%	5.7%	.7%	100		

Source: Survey Data

Out of Seven variables administered to measure the Environmental stress among practising lawyers in Kerala, the first variable administered for collecting the opinion from lawyers is **family and professional life.** The question was posed in a negative way as experiencing difficulty to balance family and professional life. The result shows that 26.5 percent of the respondents were agreeing, 9.6 percent of the respondents were strongly agreeing, 28.9 percent of the respondents were neither agreeing nor disagreeing. It means majority of the lawyers agreeing with the statement that they are not able to balance family and professional life. This

is emphasized by the result of mean score of **3.054.** This means that the environmental stress level of practising lawyers is high.

The next variable administered for collecting the opinion from lawyers is work environment. The question was posed in a negative way as experiencing physical environment is not pleasant. The result shows that 51.6percent of the respondents were disagreeing, 15.1 percent of the respondents were strongly disagreeing with the statement. It means majority of the lawyers having pleasant work environment. This is reiterated by the mean score of **2.388.** Thisshows that the environmental stress level of practising lawyers is low.

The next variable administered for collecting the opinion from lawyers regarding **stress arising out of gender/age/race factors.** The question was posed in a negative way. The result shows that 49.1 percent of the respondents were disagreeing, 12.8 percent of the respondents were strongly disagreeing. Coming to the total percent of negative agreement 61.9 percent of the lawyers were disagreeing. This means that the practising lawyers were not facing stress on the basis of gender/age/race factors. This is emphasized by the result of mean score of **2.52.** Itshows that the environmental stress level of practising lawyers is low.

Another variable administered for collecting the opinion from lawyers is **coping with changing technology.** The question was posed in a negative way. The result shows that 38.5 percent of the respondents were disagreeing, 10.1 percent of the respondents were strongly disagreeing, 22.7 percent of the respondents were neither agreeing nor disagreeing. It means majority of the lawyers are disagreeing with the statement that they can cope up with changing technology. This is reiterated by the mean score of **2.742.** This means that the environmental stress level of practising lawyers is low.

The next variable administered for collecting the opinion from lawyers is **Involvement with family.** The question was posed in a positive way as experiencing find enough time to attend family needs. The result in the table 4.17 shows that 43.6 percent of the respondents were agreeing, 10.3 percent of the respondents were strongly agreeing, 23.6percent of the respondents were neither agreeing nor disagreeing. Coming to the total percent of positive agreement 53.9 percent of the lawyers were agreeing with the statement. This shows that the practising lawyers are able to find time to attend all family needs irrespective of their work load. This is emphasized by the result of mean score of 3.392**.** Itshows that the environmental stress level of practising lawyers is low.

Another variable administered for collecting the opinion from lawyers regarding work life balance. The question was posed in a negative way as experiencing pursuing a career at the expense of home life. The result in the table 4.17 shows that 37.5 percent of the respondents were agreeing, 4.3 percent were strongly agreeing, 24.1 percent of the respondents were neither agreeing nor disagreeing. This means majority of the lawyers agreeing with the statement that they are pursuing a career at the expense of home life. This is reiterated by the result of mean score of 3.056.Thisshows that the Environmental stress level of practising lawyers is high.

The last variable administered for collecting the opinion from lawyers is Supportive Spouse. The question was posed in a positive way as experiencing spouse extends all support. The result in the table 4.17 shows that 47.2 percent of the respondents were agreeing, 24.8 percent of the respondents were strongly agreeing, 21.6percent of the respondents were neither agreeing

nor disagreeing. Coming to the total percent of the positive agreement 72 percent of the lawyers were agreeing with the statement that they are getting support from spouse. This is emphasized by the result of mean score of 3.897. This means that the environmental stress level of practising lawyers is low.

The conclusion of the above analysis shows that out of seven variables identified, five variables related to environmental stress level of practising lawyers in Kerala seems to be lowi.e., Involvement with the family, Supportive spouse, work environment, Stress arising out of gender/age/race and coping with changing technology. This is reiterated by the mean score obtained for five variables included for measuring the environmental stress.

Ha1: The degree of Environmental stress of practising lawyers in Kerala is low.

Based on the mean score analysis it is found that the environmental stress has a low influence of stress level among practising lawyers in Kerala. So it can be concluded that environmental stress level among practising lawyers in Kerala is low. Thus the hypothesisthat "The degree of Environmental stress of practising lawyers in Kerala is low" stands accepted.

However it seems that environmental stress level is seen with the type of court are different and also in the case of gender among practising lawyers in Kerala. The following table shows the estimated marginal means of type of the court wise categorization and gender wise distribution among practising lawyers in Kerala.

Table No. 2: Distribution showing the estimated marginal means of environmental stress according to the type of court of the selected lawyers.

Types of court	Mean	Std. Error	95% Confidence level	
			Lower bound	Upper Bound
High Court	19.981	.270	19.450	20.511
District Court	20.721	.245	20.239	21.203
Munsiff Magistrate Court	*21.633*	.377	20.894	22.373

Source: Survey data

The table 4.17.1 shows that the Environmental stress is high in Munsiff magistrate Court when compared to High Court lawyers and District court lawyers. The highest mean in this regard is 21.633.

Table No.3: Distribution showing the estimated marginal means of environmental stress according to the gender of the selected lawyers.

Gender	Mean	Std. Error	95% Confidence level	
			Lower boundary	Upper Boundary
Male	*21.512*	.203	21.113	21.910
Female	20.045	.285	19.486	20.604

Source: Survey data

The table 4.2 shows that male lawyers have more environmental stress when compared to the female lawyers. The highest mean in this regard is 21.512.

Table No. 4: Test of Between Subject Effects

Source	Type 1 sum of Squares	Degree of Freedom	Mean Square	F	Sig.
Type of court	403.126	2	201.563	14.274	*.000*
Gender	217.018	1	217.018	15.368	*.000*
Error	10506.010	744	14.121		
Total	11210.272	747			

Source: Survey Data

As per Table No 4.1, 4.2 and 4.3 it is understood that the Male lawyers working in Munsiff Magistrate Court have more environmental stress than other courts of lawyers. The highest mean in this regard (21.633, 21.512) confirm this. But the mean variation of the responses of the selected lawyers as per their type of court is statistically significant at 5 per cent level of significance. (*Value of F= 14.274 with P=.000<.05*). Unlike the statistically significant variations of the mean score according to the type of court, the mean variations according to the gender are also statistically significant. (*F value is 15.368with p= .000<.05*).

Ha2: There is significant difference in the environmental stress level of practising lawyers in Kerala with respect to type of the court.

The researcher already arrived the environmental stress level of practising lawyers in Kerala and found that majority of practising lawyers stated that their environmental stress level is low. This is reiterated by the mean score obtained for five variables included for measuring the stress level. However some differences in the environmental stress level of practising lawyers has been seen in the type of court wise dimension. This difference has been tested by using one way ANOVA. The result shows that the mean variation of the responses of the selected lawyers as per their type of court is statistically significant at 5 per cent level of significance. (*Value of F= 14.274 with P=.000<.05*).Thus the hypothesis that 'There is significant difference in the environmental stress level of practising lawyers in Kerala with respect to type of the court' stands accepted.

Ha3: There is significant difference in the gender wise environmental stress level of practising lawyers in Kerala.

The gender wise difference among practising lawyers has been tested using ANOVA. The result was that the mean variations according to the gender are also statistically significant. (*F value is 15.368with p= .000<.05*) at 5 per cent level of significance. Thus the hypothesis that" There is significant difference in the gender wise environmental stress level of practising lawyers in Kerala" stands accepted.

Major Findings of the study

An analysis regarding environmental stress the mean score shows that out of seven variables identified, five variables related to environmental stress level of practising lawyers in Kerala

seems to be low. These variables are involvement with the family, supportive spouse, work environment, stress arising out of gender/age/race and coping with changing technology.

- From the mean score analysis it is clear that the stress among practising lawyers regarding Environment stress, is low.
- As regards to the mean score variation of environmental stress according to the type of court, lawyers practising at Munsiff-magistrate court have more environmental stress.
- As regards to the mean score variation of environmental stress according to gender, the male lawyers have more environmental stress.

Conclusion:

This study shows that a Stress is inevitable in the practice of law and in life. We must acknowledge that some stress is positive and motivates us to face the day and find solutions to the issues that confront each of us daily. Stress level among practising lawyers is moderate according to the findings of the study. Obviously the practising lawyers were not taking any coping methods like meditation, yoga, physical exercise etc. to reduce stress. However, this does not mean that practising lawyers need not resort to healing methodology employed to alleviate stress, like meditation, physical exercise, yoga and breathing exercise. The practising lawyers must be aware of their human existence in this pacing postmodern network society. Hence they must resort to or make it a habit to practice the ever mentioned methods, so as to enrich the vibrancy of their physical, psychological well-being. It was observed by the researcher that the majority of practising lawyers are using creative techniques like social support and self-adopting methods to improve their positive stress level.

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A Holistic View of Employee Performance: 360° Performance Appraisal

[A Study Conducted at DAP Advertisement Agency]

◯ **Janki Mistry**[53]

Abstract

360° appraisal is not just a performance evaluation method but it is a consistent development project which allows employees to know about their weaknesses and strengths and figure out ways to work upon them. Hence this research was undertaken to obtain a comprehensive evaluation of performance and behaviour and gain valuable insight from people with different perspectives, in different roles and at different levels, while unveiling areas for improvement. The research is grounded on the 360° performance appraisal programme undertaken by Success Options – a corporate training and management consulting firm for one of its clients DAP (Design, Advertising, Production) Advertising Agency.It has been found that four factors determine the performance of employees at DAP, namely, responsibility and integrity; innovation; multi-tasking and commitment. Such a multi-rater performance feedback would provide management and employees themselves with insights into the strong and weak areas of employees in terms of effective performance of roles, activities, styles and competencies and also help reinforce the link between competencies, behaviours and values required for a job. 360° performance appraisal programme has increased focus on teamwork, employee development and customer service as opposed to typical performance appraisals that are limited to a feedback process between employees and supervisors. This research uses factor analysis to determine factors affecting performance of employees at DAP obtained from a fair and transparent 360° appraisal process that encourages an open culture and values feedback.

Key Words: Performance appraisal, performance feedback, 360° performance appraisal.

Introduction

The meaning of the word 'Appraisal' is to fix a price or value for something. This is used in financial terms such as project appraisal or financial appraisal where a value is attached to a project. Similarly, performance appraisal is a process in which one values the employee's contribution and worth to the organisation.

Countless techniques have been conceived to measure the quantity and quality of performance. Each of the techniques is potent for particular uses and/or for some establishments only. Conventionally, performance appraisal has been limited to a feedback process between employees and their immediate superiors. Nonetheless, with the rising focus on teamwork and synergy; employee development and customer service; the insistence has swung to confidential, anonymous assessment from the full clique of sources comprising superiors, peers, subordinates,

customers and self. This multi-input outlook to performance feedback is called 360º performance appraisal, multi-rater feedback, multi-source feedback or multi-source assessment. Such feedback can also include, when relevant, feedback from external sources that interact with the employee, such as customers and suppliers or other interested stakeholders. This approach is chiefly applied to assess the performance of employees. However, it is also used to evaluate other qualities such as talents, behaviour, values, ethical standards, tempers, loyalty, etc. The aim is to unearth the gap between one's own appraisal and the perceptions of others. This will in turn enable a professional to explore his/her strengths and shortcomings and duly enhance performance. While it is true that this technique is an excellent process since it suffices in minimising biases, it is not always successful. Therefore, it is imperative to create the right culture in the company before introducing the system.

The 360º degree appraisal has captured impetus in many countries but is still to take off in full momentum in Indian companies. This is because people here are averse to change. Although, companies like PepsiCo, HCL, TCS, Infosys, Tech Mahindra, Mindtree, Polaris technology, Oracle Financial Services, Rolta, Maruti Suzuki, Tata InfoTech, Ashok Leyland, Asian Paints and Wipro are some of the companies that use 360æ% performance appraisal.

Review of Literature:

Curtis(1996) highlighted on why employers appreciate 360º feedback. When 360º feedback is introduced everyone may not be comfortable but it is a part in the process of change. 360º feedback helps in having an enhanced management style, improved communication, and better team work, better understanding of strength and weakness and recognition of value of good relationship skills.

Hurley (1998) highlights the importance of team base 360º feedback. He states that to make it effective, team members should be encouraged to set their goals in alignment with the team goals. When 360º feedback is applied on a work team it helps in achieving the team goals by fulfilling the individual goals as here each and every individual in the team is given importance and they play a major role in deciding of the team goals.

Heisler(1996) in his article highlighted on creating an integrated 360º feedback which supports the organization's business objectives and promotes its competencies. He stated that the aim of the 360º feedback has to be clear and it is not assessment rather development.Also, Garavan et al., (1997) highlighted on the role of 360º feedback in the development of employees. It helps the employee development in various ways like Career development, Self- development, Executive development and remedial training. Similarly, Swain et al., (2004)featured on how V & A (Victoria & Albert Museum, London) was successful by adopting 360º feedback. The main purpose of V & A was to develop the skills of its people. Here the entire process was conducted online which helped in getting feedback from senior manager where in the process was safe, secure and easy to use maintaining the anonymity of the person giving the feedback. Hence it helped in supporting the personal development and enhancing the talent pool and also helping people in knowing their own strength and development needs.

Coates, (1996) discusses about the multisource feedback and its recommendations. The organization should be prepared for the implementation of the process keeping in view two important factors: skilled facilitator and maintaining confidentiality. Moreover, Whiddett & Galpin (2002) stated that 360º feedback should be designed as per the organizational need as well as

its objectives. It helps the organization to utilize the feedback effectively in the appraisal process and training & development also leading higher organizational performance. There are three basic considerations to be made in 360º feedback i.e. who should be rated and by whom and the rating scales to be used. Similarly, Mishra (2017) opines that 360º appraisals should be in alignment with the strategic aim of the organization. It is a success only because of few factors like the purpose being clear, organization readiness, employee preparation, the way it has to be run, and finally effective delivery of the feedback.

Objectives:

- ◆ To identify the factors determining performance of employees at DAP.
- ◆ To find out which factor is the most significant determinant of performance.
- ◆ To provide management and employees themselves with insights into the strong and weak areas of employees in terms of effective performance of roles, activities, styles and competencies.
- ◆ To help reinforce the link between competencies, behaviours and values required for a job and performance.
- ◆ To provide in-depth comparative data regarding performance of employees.
- ◆ To furnish employees with a better understanding of their strengths and weaknesses.
- ◆ To provide a fair and transparent process that will encourage an open culture that values feedback.
- ◆ To obtain a comprehensive appraisal that involves people with different perspectives, in different roles and at different levels.

Methodology:

Nature of data:

- • *Secondary data:* Secondary data was collected from DAP's employee records, journals and magazines, past research projects and the web.
- • *Primary data:* Primary data was collected through direct personal interview through a structured questionnaire.

Census survey: A census survey was undertaken. 36 employees at DAP were evaluated for performance appraisal and each employee had to evaluate 3 other employees and himself/herself. 4 employees were excluded from this exercise as they were new joinees.

Data collection: Data was collected through a structured questionnaire. A chart that included all the combinations regarding who will evaluate whom and in turn will be evaluated by whom was created with the help of employee records available at DAP. On the basis of the chart, envelopes containing questionnaires for evaluating 4 employees were prepared for each employee. Each of the 36 employees, excluding the new joinees were interviewed that way. Hence, 144 questionnaires were filled.

Data Analysis and Interpretation:

Factor analysis is a technique for reducing a large number of variables into a small number of components or factors. It is a convenient instrument for exploring variable relationships for complex concepts such as socioeconomic status, dietary patterns, or psychological scales.

A "**factor**" is a set of observed variables that have homogeneous response patterns since they are associated with a variable that is not directly measured.

In social sciences (e.g., psychology), it is usually not feasible to measure the variables of interest directly. Examples:

- Intelligence
- Social class

Such variables are called latent variables.

Researchers examine such variables indirectly, by measuring variables that can be measured and that are believed to be indicators of the latent variables of interest. Examples:

- Examination scores on various tests
- Occupation, education, home ownership

Such variables are known as manifest variables or observed variables.

The key conviction of factor analysis is that multiple observed variables have similar patterns of responses because they are all associated with a latent (i.e. not directly measured) variable.

For example, people may respond similarly to questions about income, education, and occupation, which are all associated with the latent variable socioeconomic status.

Factor analysis in 360° appraisal at DAP:

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.716
Bartlett's Test of Sphericity	Approx. Chi-Square	331.521
	Df	136
	Sig.	.000

The KMO and Bartlett's Test displays the results for interpreting the adequacy of data for factor analysis. Kaiser-Meyer-Olkin (KMO) is a measure of sampling adequacy and its value should be greater than 0.6 for our sample to be adequate for undertaking factor analysis. Also, the p-value of Bartlett's Test of sphericity should be less than 0.05. Here, the value of KMO Test is 0.716 (greater than 0.6) and the p-value of Bartlett's Test is 0.000 (less than 0.05), which   t.

Graph 1: *Scree Plot*
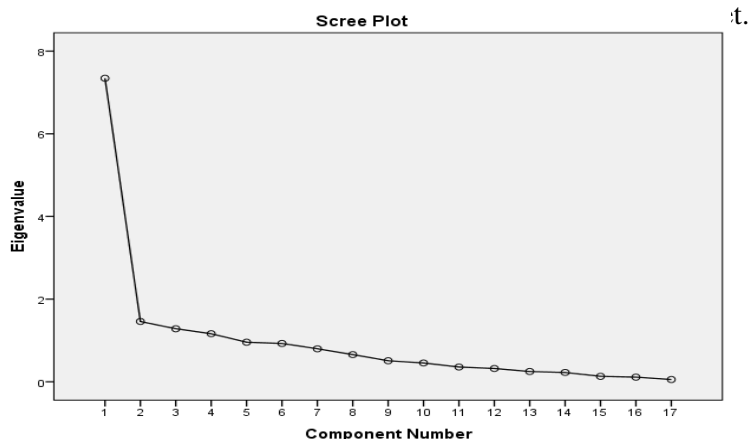
The Scree Plot is used to determine the optimal number of components. It plots the eigen values of each component. The number of components which fall on the steep slope are extracted because the eigen values of those components are greater than 1. Here, 4 components lie at the steeper side of the curve and all others lie on the flat portion of the curve. Therefore, the Scree Plot suggests that the optimal number of components is 4.

Table 2: Component Matrix

	Component			
	1	2	3	4
Understands his/her job responsibility, accountability, & authority clearly	.829			
Helps others improve their work quality	.807			
Follows high standard for quality of work output	.788			
Knows how to bring out the creative ideas of others	.783			
Gives clear & constructive feedback	.764			
Provides emotional & physical support	.751			
Identifies innovative solutions & "out of box" thinking	.732			
Brings a positive attitude to work	.713			
Communicates directly, openly & honestly	.703			
Follows company's rules & regulations	.623			
Communicates respectfully during stressful times	.622			
Ready to give extra time to the work without any monetary benefits	.594	.533		
Balances personal, family, & work requirement				
Effectively handles more than one task at a time		.575		
Presents a professional image			.558	
Is Punctual				.516
Effectively organizes resources (workforce, money, time, etc.)				.504

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

The Component Matrix table shows the four components that are extracted. This is un rotated component matrix which displays the correlation between variables and the extracted components. These correlations are known as factor loadings. Apparently, the first factor is more highly correlated with the variables than the second factor, the second factor is more highly correlated than the third factor and the third factor is more highly correlated than the fourth factor.

Table 3: Communalities

	Extraction
Understands his/her job responsibility, accountability, & authority clearly	.793
Follows company's rules & regulations	.481
Is Punctual	.720
Communicates directly, openly & honestly	.681
Gives clear & constructive feedback	.839
Communicates respectfully during stressful times	.455
Effectively organizes resources (workforce, money, time, etc.)	.671
Effectively handles more than one task at a time	.682
Ready to give extra time to the work without any monetary benefits	.807
Balances personal, family, & work requirement	.403
Provides emotional & physical support	.611
Brings a positive attitude to work	.715
Presents a professional image	.610
Helps others improve their work quality	.659
Follows high standard for quality of work output	.644
Identifies innovative solutions & "out of box" thinking	.746
Knows how to bring out the creative ideas of others	.729

Extraction Method: Principal Component Analysis.

The next table represents Communalities. The communalities are used to estimate the variance that is unique to each variable. This variance which is unique to each variable is calculated by total variance explained by that variable minus the communality of that variable.

Table 4: Total Variance Explained

Component	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.344	43.197	43.197	4.685	27.560	27.560
2	1.459	8.582	51.779	3.301	19.416	46.975
3	1.282	7.543	59.322	1.929	11.346	58.321
4	1.163	6.841	66.163	1.333	7.842	66.163

Extraction Method: Principal Component Analysis.

The Total Variance Explained table represents the total variance, percentage variance and cumulative percentage variance for both- un rotated and rotated components. The first half of the table shows details of un rotated components and the second half shows details of the rotated components. The cumulative variance for both rotated and unrotated components is 66.163 per cent. However, for un rotated components, the first component explains the maximum variance, followed by the declining variance of the other components, whereas in rotated components, the variance is uniformly distributed. Component 1 accounts for 27.560 per cent of total variance, component 2 accounts for 46.975 per cent, component 3 accounts for 58.321 per cent and component 4 accounts for 66.163 per cent variance. The cumulative percentage of variance of rotated and unrotated components is always the same.

Table 5: Rotated Component Matrix

	Component			
	1	2	3	4
Brings a positive attitude to work	.819			
Understands his/her job responsibility, accountability, & authority clearly	.784			
Communicates directly, openly & honestly	.726			
Provides emotional & physical support	.629			
Helps others improve their work quality	.618			
Follows company's rules & regulations	.609			
Follows high standard for quality of work output	.579	.537		
Communicates respectfully during stressful times				
Identifies innovative solutions & "out of box" thinking		.787		
Gives clear & constructive feedback		.785		
Knows how to bring out the creative ideas of others	.535	.654		
Presents a professional image		.653		
Effectively organizes resources (workforce, money, time, etc.)			.781	
Effectively handles more than one task at a time			.623	
Balances personal, family, & work requirement			.531	
Is Punctual				.745
Ready to give extra time to the work without any monetary benefits				-.627

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

In the Rotated Components Matrix, each number represents the partial correlation coefficient between variable and the rotated component. These coefficients help in identifying the component. All the variables that have large factor loadings for a given component define the component.

Here, the variables constituting **component 1** are:

1. Brings a positive attitude to work.
2. Understands his/her job responsibility, accountability and authority clearly.
3. Communicates directly, openly and honestly.
4. Provides emotional and physical support.
5. Helps others improve their work quality.
6. Follows company's rules and regulations.

The variables constituting **component 2** are:

1. Follows high standard for quality of work output.
2. Identifies innovative solutions and out of the box thinking.
3. Gives clear and constructive feedback.
4. Knows how to bring out creative ideas of others.
5. Presents a professional image.

The variables constituting **component 3** are:

1. Effectively organises resources (workforce, money, time, etc).
2. Effectively handles more than one task at a time.
3. Balances personal, family and work requirement.

The variables constituting **component 4** are:

1. Is punctual.
2. Ready to give extra time to the work without any monetary benefits.

Table 6: Component Transformation Matrix

Component	1	2	3	4
1	.750	.575	.319	.064
2	-.023	-.266	.673	-.690
3	-.611	.764	.095	-.182
4	-.251	-.117	.660	.698

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

The Components Transformation Matrix displays the specific rotation applied to the components. Rotated factor loadings are obtained by multiplying the unrotated factor loadings matrix with components transformation matrix.

The results of Principal Component Analysis reveal that evaluators associate employees as possessing the following factors:

1. Responsibility and integrity
2. Innovation
3. Multi-tasking
4. Commitment.

Thus, DAP should focus on these four factors to enhance performance of its employees.

Findings:

♦ Four factors have been found that determine the performance of employees at DAP, namely,

> Responsibility and integrity;
> Innovation;
> Multi-tasking and
> Commitment

♦ Responsibility and integrity are the most significant determinants of employee performance, innovation has the next significant impact, multi-tasking has less impact and commitment has the least significant impact on employee performance at DAP.

Recommendations:

Four factors that determine employee performance have been found out on the basis of 360° performance appraisal should be aligned with the factors that management expect employees to possess in order to enhance performance.

Responsibility and integrity is the most important factor determining performance of employees at DAP and hence these should be more focused upon by

1. Communicating the vision properly to all employees
2. Instituting clear-cut expectations from employees
3. Establishing a firm policy for administering integrity issues
4. Keeping the environment transparent and organised.

To improve **innovation and creativity** among employees, DAP should

1. Stimulate an innovative culture
2. Recruit people with different outlooks
3. Management should become more explicit and obliging to new ideas
4. Have a process for assessing new ideas
5. Schedule time for brainstorming
6. Execute new things quickly
7. Minimise resistance to change
8. training to inspire new thoughts and ideas
9. Reward creativity.

For boosting performance through **multi-tasking**, employees should be given training on

1. Prioritising tasks
2. Delegating

3. Accomplishing tasks in blocks
4. Utilising downtime to review new information.

In order to increase **commitment** from employees, DAP should

1. Define responsibilities distinctly
2. Provide thorough training periodically
3. Chart out clear plans
4. Provide fair and competitive remuneration
5. Have an effective orientation programme
6. Provide continuous communication
7. Generate opportunities for learning
8. Value each employee as an asset.

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Challenges on Startups During COVID-19: A Case Study

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Abstract

Startups may be a small company but plays an important role in economic development by creating more employment and improve the economy. There is consensus that small business are at risk due to the crisis that the entire world is facing. This crisis has direct implications not only on the global and national health system, but also on the deepest structures of the society, human nature and world wealth. This COVID – 19 forced to rethink everything of a startup from their management to their business models. This paper provides a qualitative analysis of small business entrepreneurs in Tirunelveli. The study was conducted in the months following the outbreak of the pandemic and analyzes some of the main approaches adopted by startups to understand the effect of COVID – 19 induced lockdown and various strategies adopted for their development. The researcher interviewed four local small firms and found that the sudden decline in demand has the strongest impact on small firms. In common, the survival strategies include the increase of product diversification, exploration of new markets, and increase of learning. Some small firm experience in dealing with crisis. The authors also tried to visualize new emerging trends in the entrepreneurial shape which might extend beyond the crisis period and (re)shape the venture model of existing and new enterprises.

Key words: Entrepreneurship, COVID-19, crisis, opportunities and Tirunelveli.

Introduction

A crisis refers to (Hermann 1963) "a sudden and unexpected event that threatens to disrupt an organization's operations and poses both a financial and a reputational threat" Early work on crisis indicated that a sudden and unexpected event threatens business goals and exert stress on management to take prompt action to respond, however some firms diversified their business and utilized it as an opportunity. Crises can be highly damaging for business as they erode trust, destroy company value, threaten business goal, exert pressure on management by providing limited time for management to respond, and may even lead to business failures. Many firms usually suffer from financial loss, reduced sales volume, incapability of meeting contract terms, reduction of staff number and even close down of the business during or after crises. The Covid-19 crisis manifested in China in December 2019 and became a global pandemic. Compared with previous crises, Covid-19 is more complex. It has created immense social and economic problems at all levels, including social fear, joblessness, supply chain disruption, economic

lockdown, and de-globalization. This paper examines the challenges that small firm understand and react in the immediate months after the outbreak, focusing in Tirunelveli. The study focused on four small enterprises covering water industry, garment and wholesale vegetable firm.

Challenges of Entrepreneurs:

Financial lockdown, social distance, limited physical mobility of people have a major impact on the buyer behavior and on the monetary activity of companies. Small enterprise and entrepreneurs are one of the most affected parties who belong, in general, to the most vulnerable groups of actor in the economy. The challenges faced by entrepreneurs and small firms can be divided into two categories:

Internal challenges like money and resources, business financial crisis, lack of liquidity.

External challenges are like business environment and need to adapt to the new situation and shift in demand.

1. Drop in sales and rising operating costs drive illiquidity.
2. Entrepreneurs perceive existential fear.
3. Disturbance in value generation processes, disruptions in the supply chain and increasing hurdles to personnel recruitment and management.

Objectives:

The present study aims at to:

1. Explore and identifying the demographic of entrepreneurs and how they adopt in this crisis to reshape the existing business in particularly the selected entrepreneurs.

Review of Pertinent Literature:

ALVES, Jose C (2019) in his article *Crisis Management for Small Business during the COVID-19 Outbreak: Survival, Resilience and Renewal Strategies of Firms in Macau* provides a qualitative analysis of small businesses in Macau, China, in the months following the outbreak. They collected interview data from six local small firms and found that the sudden decline in demand has the strongest impact on small firms. As compared with large firms, new startups and small firms show high flexibility in their reactions to the crisis, partly due to the low level of bureaucracy and limited social responsibility compliance. They conducted in-depth semi-structured interviews via social media (including WeChat, WhatsApp, and Zoom) to avoid face-to-face contact during the COVID-19 outbreak among the various types of response strategies, all respondent firms adopted flexible HR strategies.

Andreas Kuckertz (2019) Startups in times of crisis – A rapid response to the COVID-19 pandemic states the lockdown of large parts of society and economic life. The research combines a qualitative research design informed by entrepreneurial ecosystem actors. Interviews from an entrepreneurial ecosystem offer a first-hand account of the adversity that startups face during a crisis and how by utilizing responses they cope, and the analyze the policy measures can serve as an inspiration to design support initiatives to protect startups from the consequences of the current lockdown and to alleviate the effects of future crises.

Sophie Bacq (2019), in *The COVID-19 Virtual Idea Blitz: Marshaling social entrepreneurship to rapidly respond to urgent grand challenges the entrepreneurial hustle, and social entrepreneurship,* the paper provide a firsthand, real-time case description of a

three-day "virtual idea blitz" organized in response to the COVID-19 crisis. The event was organized and executed in less than a week and ultimately involved 200 individuals, including entrepreneurs, coders, medical doctors, venture capitalists, industry professionals, students, and professors from around the world. By the end of the weekend, 21 ideas with corresponding pitches were developed in four thematic areas: health needs, education, small businesses, community, and purchasing. The researcher attempted to offer practical guidance to academic, community, and professional institutions that would like to replicate or build upon approach to stimulate the formation of community-based and coordinating efforts to thwart the ongoing threat of COVID-19, as well as other societal challenges that might emerge in the future.

Mihaela Cornelia Dan (2019), *Challenges for Entrepreneurs Amidst the Covid-19 Crisis* presents paper the focuses on the major challenges that entrepreneurs from various domains are facing and some of the main approaches they adopted. The event was organized and executed in less than a week and ultimately involved 200 individuals, including entrepreneurs, coders, medical doctors, venture capitalists, industry professionals, students, and professors from around the world. By the end of the weekend, 21 ideas with corresponding pitches were developed in five thematic areas: health needs, education, small businesses, community, and purchasing.

Roger Spear, Gulcin Erdi, Marla A. Parker, Maria Anastasiadis (2019), Innovations in Citizen Response to Crises: Volunteerism & Social Mobilization During COVID-19 This paper highlights how the unique COVID19 pandemic has motivated and even required a range of responses to alleviate its direct and indirect impact on individuals, communities, institutions, systems, culture and policies.

Methodology:

This study uses qualitative research design, involves opinion of each entrepreneur in case study. The primary data were collected from entrepreneurs who started their business. This study chooses four entrepreneurs in Tirunelveli district as a sample for the study. The purpose is to understand the action of small business entrepreneurs during the pandemic crisis a case study methods was used. Our sample includes a respondent belonging to water industry, garments and Spice making industry. Purposive sampling techniques were adapted to identify the sample. Face to face and telephone interview method was used. The researcher conducted interviews with semi-structured interviews schedule.

The question this paper attempts

1. What are major challenges during this pandemic?
2. How the start-ups respond to these new challenges?
3. What kind of re-shape happened business to adapt?

The participating firms are identified as Entrepreneur A, B, C and D. The Entrepreneurs were selected based on the following criteria: organization with less than 20 employees, have experienced a significant impact due to COVID – 19 outbreaks; and willingness to participate in this research.

Demographic profile of entrepreneurs included in Table 1.
Demographic information of Entrepreneurs

Demographic information of Entrepreneurs				
Entrepreneur code	Field of Activity	Gender, Age	Marital status	Education level
Entrepreneur A	Clothing Retailer	Male, 42+	Married	M.B.A
Entrepreneur B	Garment firm	Female, 32+	Married	HSC
Entrepreneur C	Water Industry	Female, 40+	Married	HSC
Entrepreneur D	Aadhi Trader	Female, 32+	Married	BA

Table 1. Demographic profile of entrepreneurs

The interview data was content analyzed. The results show indication of the main economic impacts, continued existence and flexibility strategies.

Entrepreneur - A Clothing / Fashion Business:

Background:

Firm A is the Cloth Retailer, the young enterprising founder and managing director, is revolutionizing the marketing and branding space in Tirunelveli with male fashion lines. He was exposed to the potential of male based fashion lines during his student days in college. After completing his Master Degree of Finance, he joined as a Manager in Omega Production and Marketing fashion designing industry in Valliyoor working there for three years later joined in cotton industry for another four years, completing this he returned to home town to pursue his entrepreneurial ambitions. He started the business and continued to enhance the offerings of impressive accessories which included the launch of special limited edition of trending cloths, and designed material. As part of his tie-up with other textiles shop stitch the material based on order initially he hired 7 labors to stitch the cloth. He spearheaded a unique tie-up with textiles shop.

Description:

The garments are very simple to manufacture and easily marketable both in urban and rural areas as the demand of readymade garments is increasing day by day due to urbanization.

Readymade garments are a part of our daily life. Clothes are a personification of a culture. People in different parts of the world have their own styles of dressing which symbolize their culture and status. The readymade garments industry is increasing day by day due to changes of fashion in day to day life. The textile industry including readymade garments occupies a unique position in the Indian economy. Its predominant presence in the Indian economy is manifested in terms of its significant contribution to the industrial production, employment generation and foreign exchange earnings.

Major Challenges:

- The COVID-19 outbreak led to **Supply chain disruption: the reduced demand**

perspective and the reduced production perspective.

- During COVID – 19 crises, the loss of customer and sales volume due to panic in the community.

Opportunities:

- Covid – 19 has opened a new prospect for essential product category such as masks, PPEs and other meditech products. Textiles and clothing manufacturers willing to standardize their existing infrastructure to manufacture these products have a ready market that is expected to grow over the next few quarters. This could be a natural evolution of technical textiles players.

Strategy Adopted:

1. During this lockdown, the firm reduced operation hours, cut down non-essential operating costs and reduced inventories. It also introduced new mask production with low prices. Lastly, the owner said that firm size would make a difference in their industry. In generally small firms suffer a smaller economic loss, labor costs. Small firms also show higher flexibility in making decision for labor cost cut and price reduction for survival. It is also easier for small firms to adopt flexibility strategies such as product diversification.

2. In the follow-up interview, the owner stated that business has gradually recovered after the peak of the outbreak, and as of early May 2020, the firm reached around 70% of the sales revenue before the outbreak.

Some of the new challenges are safety, lack of supply and demand in addition to liquidity crisis. A new open prospect seems to be medical textile products. He further opined that Firm should start preparing to face such challenges without depending much on government measures, which may offer only limited relief.

Entrepreneur – B Garment Firm:

Background:

Firm B promoter is from tailoring family, has worked as a supervisor in garment export and import firm in Erode. In 2012 she discontinued her jobs due to marriage with her three years of experience in garment industry; she decided to start a tailoring shop in her own land with the help of her family. Early 2012, the tailoring shop had 4 employees on daily wages. The firm stitched women cloths and took order form some small textiles shops nearby to stitch the dress. Slowly the firm emerged as manufacturers, export of cotton textiles, dyes and delivered finished textiles to surrounding districts.

Major Challenges:

- Low demand
- Low supply
- During COVID – 19 lockdown textile shops did not give orders, there is no demand for school and college uniform too.

Opportunities:
- Demand in Mask production

Strategy Adopted:
1. But the outbreak has inspired the management to explore a new market of delivering the mask and sanitations. The entrepreneur ties up with hospitals and medical shops to deliver the mask with low price. She believed that the impacts of COVID – 19 are unique and industry wide. Nevertheless, she informed that small-sized enterprises suffer lower economic loss as the fixed operating costs are lower than those of larger firms.

2. During August, after liberal of lockdown ordering the material through mail and using telephone call deliver the material through secured manner, secured manner means with their own vehicle deliver the order the customer directly. It creates more **customer loyalty** and **Good will** to the firm. Then the firm concentrate only Business to Business B2B and Business to Customer B2C strategy for safety purpose during the pandemic crisis.

3. Small firms may have an advantage in changing their HR policies swiftly during the outbreak to minimize economic loss without getting massive criticism from society. Small firms can also adopt revolutionary resilience strategies such as product diversification or industry diversification without going through bureaucratic processes. In the follow-up interview, the owner mentions that business has swiftly improved, and as of early May 2020.

Finally entrepreneur suggests that the world will not be the same after Covid-19. For the textile industry is very significant to recover the trust of the consumer. Only through sanitizing, brands will be able to speed up regaining consumers' trust, guaranteeing the fast healing of the industry"

Entrepreneur – C Water Industry:

Background:

Firm C, operated a medium-sized water packaging unit in Tirunelveli district. The industry has been operating for over 15 years and the firm has 20 employees. Initially the founder worked as mineral water suppliers in Chennai. With the short experience in water industry he started water supplying in his home town. The good will gathered had inspired him to construct his own industry with bottling, packing of water with brand name and his brother as partner. The family supported his business.

Major Challenges:
- Many businesses have reduced their commercial activities or have temporarily closed to combat the Corona virus. Also the industry recorded a sudden decrease in demand. The situation changed in mid-March government the quarantine policy.
- The major challenges that water industry faced in this pandemic is *Customer protections:* Emergency declaration that was issued by the central, state and local level attempted to ensure public access to potable water and to protect customers

through this time of financial uncertainty. Water and water systems have been deemed essential services, and water stockist and utilities are restricted from disconnecting service due to non-payment for both residential and commercial customers.

- *Employment:* Employers faced complex challenges relating to ensuring workplace safety for the employees, providing essential services, steer sick leave and family and medical leave obligations under various acts, including the newly enacted families' first corona virus response act, and addressing employee benefit issues.

- *Supply is one issue, quality is another:* The water supply in almost all cities is often of questionable quality. Water is contaminated through multiple routes. Thus, the quality of the water used in the cities can also lead to serious health problems, which may affect citizens' safe and make whole communities vulnerable to further disease.

- The demand for water during lockdown increased. The government policy has unexpectedly played a vital role in the survival and short-term recovery of the company.

Strategy Adopted:

1. Before lockdown malls, marriage hall, meeting like so many places they have huge demand. Later it's changed only domestic level people preferred water. The firm looked for new business with safety on priority.

2. The firm decided to prevent from virus contamination. Small firms also have higher flexibility in adopting recovery strategies such as price reduction, product diversification due to low level of bureaucracy. The entrepreneurs said that the industry had not recovered yet because of the temporary cancelation and ordered form the malls, marriage hall, meeting, conferences, colleges, schools etc; the industry had a competitive advantage due to this temporary lockdown sales revenue dropped by 40 percent.

Entrepreneur – D Spice Trader:

Background:

Firm D is a Spice making company operating in two districts for few years by a women entrepreneur. She has hired 15 employees for distributing the product to the surrounding grocery shops. After completing her degree, she creates a business plan, with her mother special recipes of spice; she learned the secret of spice flavour. She focused as her opportunity to sell Spice recipes. She focused her business and marketing in the Tirunelveli. In beginning she took a test marketing of 100 handmade spice. It gave her a good reputation in market. Then this strong-willed woman ran the business without packing. With her own investment she ventured the start-up. She recruits seven men for selling the product in the surrounding retailer shops.

Major Challenges:

- The Business faced 4 major challenges: Shutdown, supply chain disruption, demand depression.

- During the outbreak the firms still need to pay rent and payroll is being as 4th challenge.

Strategy Adopted:

1. The firm currently had a crisis management plan focusing on food safety and HR management. The business survived through COVID – 19 crises.

2. The firm reduced labour costs by 50 percent because of lockdown. The firm also offered the price to attract the local who need spice powder in the nearest places. The Entrepreneur believed that COVID-19 has an impact in all industries but the food services are one of the sectors that suffered the most.

3. Particularly after second extension lockdown because the promotion activities which taxed an additional 15% discounts during the crisis. The trader used discount strategy and secures supply chain method for managing the crisis.

4. During the lockdown, in exercising SR the promoter inducted her needy neighbours a sales person so as to have a win-win relationship by empowering them and expanding her sales.

Analysis and Discussion:

Main Findings:

Economic Impacts: Small scale industries suffered temporary close down of the business and few issues related to HR. However resilience facilitated them to bounce back to a new normal. This buoyancy was quite encouraging and to be emulated. Respondents suffered economic losses. The most significant impact is the loss of customer and low demands of the product leading to a decreased cash flow. This definitely has impacted the business and its survival.

Behavioral response: Despite the severe crisis it is found by the researcher during the study that the respondents are highly enterprising in nature and attempted to respond to the crisis positively. They tried seriously to recover from the financial constraint caused by the pandemic. This attitude made them to look this pandemic crisis for opportunity. Also it is observed by the investigator that this crisis helped those respondent entrepreneurs to develop a perseverance and thereby a longevity to their business. It can be understood that the respondents in their pursuit reshaped the existing business and attempted to increase the demand both by change in strategies and innovativeness. They seeked for novel opportunities that can be both leveraged in the short run and sustained in the long.

Strategies for Combating Crisis:

Relationship Enhancement: The researcher found that the firms adopted a comprehensive set of crisis management strategies. One of the firms that had a long history and larger employee size. Initially it struggled to face the issues of decrease in demand, production, finance and the like. It countered the crisis by having a understanding with the workers. They educated their employees on the economic impact of the crisis and made them to understand the need for re-pricing their services so that no employees are left behind. This pre empted attempt made their employees understand the gravity of the situation and intent of the promoter. By this the organisation was able to reduce the labor cost. They provided (although reduced) salary to their employees without going for staff reduction. This gesture drew a positive response from their employees as in many nearby organization went for closedown or disbanded their employees. This not only settled the ambiguity and confusion but also deepened the employee relationship with the organisation and their belongingness.

Re-Costing: Not stopping there the organization went around and gave a cut to all possible edges to reduce the operation cost too. Every activity was detailed and the cost element associated

with the steps has been reduced to the extent possible without distributing on the supply side requirements. This inadvertently made those organizations to adopt a lean style of management; thus has reduced the unnecessary baggages that were carried earlier.

Product Expansion: Entrepreneurs has enhanced their customer relationship that has lead to expand the market and retain customers. It is high time for them to avoid innovator. Every respondent realized the fact and have attempted to leverage on their assets such as expertise market network or infra facilities available with them has gone for an development both product as well as market.

Order Processing:

Certain industries are expected to follow strictly the regulation from government and comply with the safety norms. They strategies accordingly to develop their business like that of water industry that normally think and follow sellers strategy, but during lockdown the firm started to shift their thinking from the buyer's preference. They started to deliver the products to customer door steps for this they even recruited more sales personnel's (mostly part time). So that they deliver in time. Earlier the delivery has to be arranged from the customer end. This sentiment was also reflected in the collection cycle. Even during the lockdown, firms based on the order delivered the water pack or bottle to the customer premise with proper protection equipment. It created goodwill and sustained the loyal customer.

New Market segment:

Before lockdown enterprises were concentrating on particular geography. However during the pandemic lockdown they should to expand huge area. It increases the sales not only in short run but also in the long run and contributed more to the profit in comparison to earlier business activities. Employees due to this get more incentives and happily perform in the business. Thus creates a good employer and employee relationship that form to be a permanent asset for the organization.

Conclusion:

The extensive expansions of COVID-19 impact the whole world by creating bundle of issues. The impact of the COVID – 19 pandemic on entrepreneurship and reshape the existing business. Over the discussion with entrepreneurs we can find the reshape their business outbreak based on the demand. This paper has argued that if the entrepreneur wants to use the COVID – 19 pandemic as a historical opportunity and prospects to improve the capitalism. The paper discusses that entrepreneurship and especially the start-up sector will recover and will be a determining factor in innovative start-ups.

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Salt Room with Himalayan Pink Salt: A New Startup

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Abstract

Himalayan Pink Salt is an uncontaminated salt that is obtained from ancient sea salt deposits. Himalayan pink salt is rock salt or halite obtained from a mine in the regions of Punjab. Himalayan Pink Salt was formed over 250 million years ago by the immense heat and pressure of tectonic plate's movements. A salt room is a room with controlled temperature, air pressure and humidity. It has a machine called a halo-generator which pumps salt infused air into the room and endorses better breathing, physical fitness and sound sleep. This therapy is known as halotherapy or salt therapy. This paper focuses to find the emerging business opportunity for halo-therapy with Himalayan Pink salt in a salt room and evaluating their awareness towards it by focusing on 100 inhabitants dealing with asthma, bronchitis and stress.

Key Words: Himalayan Pink Salt, Salt therapy, halo-generator, Bronchitis, Halotherapy.

Introduction

Himalayan Pink Salt is a pure, uncontaminated salt that is derived from ancient sea salt deposits with many minerals in it. Halo-therapy or salt therapy ('halos' in Greek means salt) using Himalayan pink salt involves breathing salty air which endorse better breathing, glowing skin, physical fitness and sound sleep. The salt therapy also helps to lessen symptoms of many respiratory, stress, and skin conditions. The Salt Therapy

Figure 1: A halotherapy room

industry is in growth phase with sustainable and profitable business opportunities with minimal investment, great value to users, less labour cost and increasing return-on-investment. A salt room is a room with controlled temperature, air pressure and humidity. It has a machine called a halo-generator which pumps salt infused air into the room. In recent years, salt therapy has

quickly gained popularity because it is a non-invasive process. This study intended to assess the willingness, awareness and to assess the influence of halotherapy using Himalayan pink salt for well being of the people in Tirunelveli city.

Review of Literature

Evolution of Halotherapy: During 1843, Feliks Boczkowski a Polish physician observed that salt mine workers did not have respiratory ailments compared to other miners.

This idea has been developed and lead to further improvement and development of halotherapy equipments. The first salt room was established at the end of 1980s in the Institute of Pulmonology in Leningrad, as an application of halotherapy called *"Halochamber"*.

The walls of the first salt room therapy were coated with salt. The tests had shown that the salt room with salt coating in the walls alone did not give much results hence additional generation of the dry salt aerosol equipment called "Halogenerator" was developed.

Development of the Controlled Halotherapy

During 1992, Professor. Alina V. Chervinskaya, M.D., Ph.D and her colleagues created a scientifically substantiated method called "The Controlled Halotherapy" and obtained patents. Professor. Alina V. Chervinskaya worked with Russia research institutions and carried out various studies on the efficiency of the Controlled Halotherapy and presented her results in her dissertation titled "Halo-aerosol therapy in complex treatment and prevention of respiratory diseases."

Propagation of salt therapy

A new trend which is an application of halotherapy named HaloSpa has started to develop and spread far off from Russia to all over the world. Halotherapy based on substantial scientific research and clinical experience has an excellent potential in all countries' healthresorts, spa and fitness centers which enables well being of respiratory system and psychological state. Salt rooms are recognised as the trend in spa industry since 2011 according to FORBES and The List magazines.

Salt therapy in India

People in India are suffering from various respiratory ailments and they seek wellness and spa-centers for cleaning and sanitation of airways to get rid of allergies, infections, and stresses. Salt room therapy has a direct cleansing effect on respiratory tracks and lungs. In India salt therapy can be used for curing a variety of respiratory ailments but is still in its early days and available only in major cities like Delhi, Mumbai, Bangalore, Kochi and Hyderabad.

Objectives:

To assess the willingness of inhabitants towards halo-therapy usage with Himalayan pink salt in a salt room.

- To evaluate the awareness of halo-therapy with Himalayan pink salt among people.
- To assess the influence of halotherapy.

Methodology:

100 inhabitants of age group (18-50 years old) were chosen randomly from Tirunelveli city

and surveyed with questionnaire consisted of 25 questions to collect primary data. The study was conducted between January 2020 to March 2020. The respondents were asked about their respiratory conditions at times of common cold and other respiratory disorders. The inhabitants were asked to tell about their willingness towards the access of halo-therapy using Himalayan pink salt in salt room.

Results

a) Among the total respondents, 90 % were aware of the benefits of halo-therapy and 96% of respondents were willing to use salt room therapy for therapeutic, 1% of the respondent were willing to use salt room therapy because of curiosity and the remaining were willing to use salt room therapy for relaxation. In the 96% of respondents who were willing to use salt room therapy for therapeutic majority were women.
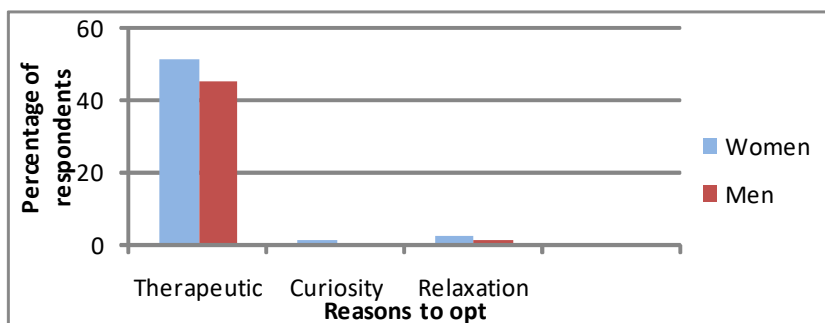

Figure 1. Reasons to access salt room therapy

b) A majority of 70% were influenced that halo therapy can improve their health. The remaining 25% were influenced for well-being and 4% were uncertain about health effect. 1% of respondents were influenced by the ineffectiveness of halotherapy.

c) A majority of 93% respondents stated that halotherapy can make them feel better and more relaxed.

d) Only 7% of the respondent found it as ambiguous about halotherapy.

e) 70% of the respondents were with major respiratory problems.

f) Among the respondents only 35% were aware of Himalayan salt.

Discussion:

In India treatment by natural method are becoming more popular and halotherapy using Himalayan salt is a non-invasive process. Halotherapy at home also bring the needed result since olden days which induce a lack of objectivity regarding the assessment of willingness towards salt room therapy among people. The trendy rooms and information about halotherapy made the respondent to influence positively about halotherapy. Among the respondents the older age group were more willing to use the salt room therapy as they were suffering from major respiratory disorders. Moreover the effectiveness of salt room therapy depends on the ambience, pleasing staff and qualified staff. The firms who wish to establish salt room therapy need to have proper certification from the salt therapy industry and should maintain quality

standards. The salt room therapy providers need to design strategies that increase the profit margins. People these days have less and less time for rest and relaxation. Moreover people of the age group 18-50 experience stress in their daily life so establishment of these salt room therapy may bring a well-being in their life.

Conclusion

Still there is little ambiguity about salt room therapy in India and it is in infancy. Indian consumers always favour with health and beauty. A right marketing strategy design may give return on investment and increase profit. Moreover majority of people live under the constant stress and pressure of time salt room therapy may be helpful for relaxation. Hence there is a great opportunity to establish the salt room therapy which may bring great value to consumer and return on investment to the providers. Halotherapy based on substantial scientific research and clinical experience has an excellent potential in Indian service sector and may sustain in the industry with good marketing strategies.

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A Study on Online Food Delivery: An Innovative Practice in Restaurant Business

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Abstract:

India's technological advancements have ushered in a new era in the Indian restaurant sector, with the introduction of online meal ordering systems. Online food ordering is increasing as a result of reasons including increased Smartphone use, rising disposable income, growing urbanisation, rising disposable income, and a rise in the number of working women. Irrespective of the growing academic concentration in this area, there is lack of studies incorporating the views of previous research about this topic in a single study. The main purpose of this conceptual study was to identify the major benefits and the disadvantages of ordering food through online delivery system. This article's descriptive and exploratory analysis gathers the collective knowledge from recent studies and pertinent literature. The study found that a lower risk of mischarging, less time spent correcting ordering errors, and assisting in providing satisfying service to clients are the major benefits or restaurants adopting online food delivery system and the main problems faced by customers while ordering food online are they will miss restaurant ambience, the food quality is inferior and another major issue is food getting cold and losing its freshness due to late delivery. Further investigation can be done into the factors that lead establishments to use aggregator online food ordering rather than their own online delivery service. It is possible to do a comparison between restaurants that offer online delivery services and those that do not.

Keywords: Online food delivery, Customers, Restaurant, Technology, Mobile apps

Introduction

India is a country of food lovers. Restaurants have a long history in India, dating back to the early 250 BC." Food consumption in India accounts for around a fifth of India's GDP," according to NRAI statistics, "and the annual food service or restaurant market in India is Rs 4.2 lakh crores, expected to expand to Rs 7.7 lakh crores by 2025." ("NRAI proposes alternate delivery model that will empower small and large F&B entrepreneurs with digital technology - Hotelier India," n.d.) So restaurant Industry has a great contribution towards Indian GDP.

Over 97 % of people use their phones for a variety of purposes. Online meal ordering falls under the same umbrella. India's technological advancements have ushered in a new era in the Indian restaurant sector, with the introduction of online meal ordering systems. Tasty Khana, Tiny Owl, Food Panda, Swiggy, Ubereats, Zomato, and more new food ordering start-ups have

entered the market. Consumers may now get their favourite restaurant items delivered to their doorstep with only a touch of a button if they have a smartphone and internet access.("The Rise of Restaurant Industry in India | AIMS Institutes, Bangalore," n.d.)

The easiest approach to attract customers, is to use an online meal ordering system. According to a research released by the National Restaurant Association of India, 74-75 percent of customers want to purchase food online. The food market is fast evolving as a result of these severe changes in eating patterns and the rapid advancement of technology.("Advantages and Disadvantages of the Online Food Ordering System - Smarther," n.d.)

The restaurant industry of India which was the fastest growing industry until outbreak of the pandemic covid-19. Restaurants were forced to shut down its business during the period which brought heavy losses. At this time online food delivery services came out as a light to continue their business operations again. But still many restaurants are reluctant to adopt online food services in their business. According to Verevka, the hotel business is lagging behind in terms adoption of automation and innovations. (Verevka,2019) Taking into consideration of the above background it is imperative to do a conceptual study on online food ordering in restaurant business. The main focus of this descriptive study was to identify the major benefits and the disadvantages of ordering food through online delivery system.

Objective:

1. To identify the benefits of online ordering in restaurant business.
2. To understand the disadvantages of ordering food through online delivery system.

Scope of the Study:

The study is focussed on "A Study on Online Food Delivery- an Innovative Practice in Restaurant Business". This article adds to the body of knowledge by providing a comprehensive review of current studies and relevant literature on online food ordering service in the restaurant business. The information was gathered from prior research papers, web articles and from the official website of "National Restaurants Association of India". The research was limited to innovation through use of online food ordering, with a focus on the Indian context and no other innovations in restaurant business were considered.

Online food ordering as Innovation in restaurant business

Online and Mobile Food Ordering:

An online food ordering system can be defined as software that allows restaurant businesses to accept and manage orders placed over the internet. There are two basic components in most online ordering systems. The first is a website or mobile app that allows hungry consumers to look at the restaurant's menu and make an order online. Second, restaurants can use an admin administration interface to receive and manage customer orders.("What is an online ordering system? | CloudWaitress," n.d.)

Online food ordering is increasing as a result of reasons including increased smartphone use, rising disposable income, growing urbanisation, rising disposable income, and a rise in the number of working women.(Vinish, Prakash, Iqbal, & Slima, 2021)

Abheek Singhi, Senior Partner and Managing Director at Boston Consulting group. (wire agency feed , 2020),"Food tech start-ups have revolutionized the way Indians eat. Ordering

food online is now a habit. There is large headroom to increase reach, engagement and usage frequency for food tech apps."

Guo Jun and et al. (2017) points out that online shopping is an innovative platform in the competitive business environment, and thus defines business revolution.

Benefits of Online and Mobile Food Oredering:

Ordering over the phone typically results in inaccurate orders and food waste, which can be avoided with online food ordering system. ("The Top 11 Restaurant Innovations," 2018)

Health benefits are one of the most prominent advantages of meal ordering systems. It is simple to calculate the exact number of calories ingested in each meal because the meal is planned. Many meal ordering systems save their menus for health and weight loss purposes, which can be quite useful for people wanting to lose weight and start eating healthier.

Customers benefit from an online meal ordering system since it assures that pricing are precise and there is less room for error when it comes time to settle the bill. This is due to the fact that customers must choose an item from the menu at the correct price and ensure that the correct amount is always paid. This provides a number of advantages for restaurants, including a lower risk of mischarging; less time spent correcting ordering errors, and assisting in providing satisfying service to clients.

As technology advances, it is envisaged that online ordering and payments will be accepted. Consumers are spending money on digital goods and services more than ever before. Additionally, online customers spend more money. As online menu browsing differs from in-person queue waiting. Customers have more time to think about their alternatives. Those who do not have food sensitivity can read all of the relevant information at their convenience. Customers are more likely to make significant purchases as a result.

Applications for ordering food are highly customizable, enabling restaurants to swiftly promote their logo, brand colours, and other distinctive features of their business.("Advantages and Disadvantages of the Online Food Ordering System - Smarther," n.d.)

One of the most important benefits of restaurants using an online meal delivery service is increased profitability. Customers' ordering experience is streamlined and made simpler with this strategy, which leads to a rise in the quantity of dishes ordered..(Pyanikova et al., 2020). Customers may leisrely browse online menus without feeling rushed, which increases the likelihood that they will order additional items and boosts revenue. ("The Top 11 Restaurant Innovations," 2018)

Mobile apps for online ordering are also an effective and affordable marketing strategy. Since ordering apps will aid in boosting the restaurant brand, restaurants don't need to invest additional funds on promotional activities.

The main benefit of online ordering are anyone with a Smartphone can use it to order food from their favourite restaurant via the internet. It is very convenient to order food through online food delivery platforms. ("Advantages and Disadvantages of the Online Food Ordering System - Smarther," n.d.)

Another important contribution of online ordering is cloud kitchens. The creation and success of cloud kitchens can be attributed to the growth of online meal ordering systems.("NRAI hosts virtual meet, 'Cloud kitchen: The latest trend in restaurant industry' - BW Hotelier," n.d.)

cloud kitchens or virtual kitchens gave so many aspiring food entrepreneurs to enter into food business with limited capital.

"44 percent of consumers stated they placed a food order using a restaurant app or website during the past year," according to the 2019 National Restaurants Association of India (NRAI) survey.

According to a survey, the majority of consumers get meals through online food delivery apps once a month and the majority of consumers spend less than Rs 1000 per month on food ordered through the apps. It also emphasises the importance of this system, claiming that it tempts people to buy food and that it has bright future prospects. (Swothi, Tracy, & Shehnaz, 2020)

Disadvantages of Online and Mobile Food Ordering

The price is one of the main drawbacks of online food ordering services. The price of ordering food for multiple people is typically equal to going out to eat every night at a respectable restaurant. Platforms for ordering food online are frequently too expensive for consumers on a restricted budget.

The limited menu selection is yet another drawback of meal ordering systems. Most food ordering platforms only offer a predetermined number of meals. Every few weeks or months, the menu changes, but if a consumer sticks with the system for longer than a few months, the menu items will come back.

The fact that the quality of the food delivered is frequently worse than that of a restaurant is one problem with the food ordering method. Food must regularly be transported over long distances, and it is possible that priceless vitamins will be lost. Additionally, food ordered online is typically delivered in plastic packaging, which may not be as aesthetically pleasant as food presented in a restaurant neatly arranged on a plate.

Due to the long travel times between ordering and delivery, one of the main issues with food ordered online is that it could get cold before it gets to the customer's house. Either reheat it or serve it cold. This is particularly challenging if the consumer orders urgently because the streets are regularly crowded and the delivery person can get stuck in traffic.

Online food delivery is convenient, but a customer will miss the ambience of the restaurant. When a customer spends an evening in a nice restaurant serving Chinese food, they may frequently feel as though they are in China because the design and atmosphere are in keeping with the Chinese way of life. This is a lovely condition that consumers will miss if they order their food at home..("Advantages and Disadvantages of the Online Food Ordering System - Smarther," n.d.)

Discussion:

The study found that a lower risk of mischarging, less time spent correcting ordering errors, assisting in providing satisfying service to clients and allowing restaurants to promote their logo and brand quickly are the major benefits or restaurants adopting online food delivery system. It's a affordable marketing tool for restaurants. The adoption of online food delivery system increased the profitability of restaurants.

An online meal ordering system is advantageous to customers since it ensures accurate pricing and reduces space for error. Customers can consider their options more thoroughly, and

it is convenient.

The main problems faced by customers while ordering food online are they will miss restaurant ambience, the food quality is inferior and another major issue is food getting cold and losing its freshness due to late delivery. Despite some disadvantages online food ordering systems assist customers and restaurants in general.

Conclusion:

The embryonic business has seen tremendous growth in the total number of transactions and revenue due to a wave of new food delivery companies. Adoption of online food delivery services have contributed to the overall growth of restaurants and food sector. A food delivery app development company's main goal is to offer a service that doesn't require customers to leave their homes, even on regular days, in order to use it. The solution enables people to remain in the security and comfort of their homes and quickly access anything they require. Industrialists and research studies are hopeful about the role of online food ordering as an innovative practice in the restaurant industry.

Managerial and Academical Implications

The restaurants can attain knowledge about the various benefits of adopting online food ordering to their business and also attain information about the cons associated with online delivery services. Restaurant proprietors can restructure their business strategies based on the study's findings.

Directions for Future research:

Future research can be done in this area using primary data.. Further research can be done in factors influencing restaurants in adopting aggregator online food ordering instead of restaurants own online delivery service. A comparative study can be done between the restaurants who have included online delivery service in their business and who have not adopted online delivery service. More studies are required in this area to have a more comprehensive study employing quantitative techniques to achieve deeper insights.

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Analysis of Factors Affecting Students' Repeat Behavioral Intention to Use BYJU's E-learning App

- **Ashish A. Linge**[63]
- **Akash Kalamkar**[64]
- **Baldeo B. Kakde**[65]

Abstract

The primary aim of this study is to evaluate the impact of perceived usefulness, perceived ease of use, students' attitudes, subjective norm, and perceived behavioral control on repeat behavioral intention to use BYJU's e-learning app. The data was gathered from 124 students of standard V to XII in Nagpur city, India by administering a well-structured questionnaire. The results of multiple linear regression analysis show that 89% of the variation in the repeat intention to use BYJU's e-learning app is predicted by the listed factors. Perceived usefulness was found to be the highest predictor of repeat behavioral intention to use BYJU's e-learning app followed by perceived ease of use. However, the impact of students' attitude, subjective norm and perceived behavioral control on repeat intention to use BYJU's e-learning app is found to be insignificant.

Keywords: BYJU's, E-learning app, perceived usefulness, perceived ease of use, attitude, subjective norm, perceived behavioral control, repeat intention

Introduction

Mobile and smartphone usage has been rising at a rapid pace in India. Currently, India has about 650 million mobile users and 300 million smartphone users. Smartphone users have more access to the internet since high-speed affordable data plans are widely available (Pillai and Sivathanu, 2018). This has given way to electronic learning i.e. e-learning and mobile learning i.e. M-learning in India. Moreover, every element of human life, including education, has been substantially impacted by the COVID-19 pandemic spread. The spread of the virus wreaked havoc on the educational system, forcing institutions to a temporary closure (Dawadi et al., 2020). To mitigate the impact, educational institutions had to render their services through online platforms to provide educational continuity. With the rapidly rising internet usage, e-learning has now developed into a portable and flexible new approach for students to acquire valuable knowledge. The widespread proliferation of internet technology and applications offers amazing prospects for the delivery of education and training (Jun et al., 2018).

E-learning is the practice of acquiring knowledge and skills through the use of computer and Internet-based learning materials (cited by Aggarwal, 2009). e-learning is an electronic and paperless educational method that makes use of both information and technology. It combines

technology and instructional services using electronic technology to learn academic material outside of a traditional classroom (Joshi and Dewangan, 2021). New students from the millennial and post-millennial generations are challenging the traditional educational system as a result of the development of new technologies. To capitalise on this trend, the education sector is concentrating on enhancing access to education through mobile application-based learning (Mehta et al., 2022).

BYJU is an e-learning app rolled out in 2015 by Byju Raveendran from Kerala. This app serves educational content for classes from std. IV to XII. Additionally, this program prepare students for competitive exams in India, including the IIT-JEE, NEET, CAT, IAS, and many other tests (Kumar, 2021). BYJU is one of the most popular learning apps in the world which now caters to almost 300 million students in India (Sruthi and Mukherjee, 2020). With such a large subscriber base, it becomes imperative to understand the students' repeat behavioral intention to join BYJU's courses. With this backdrop, the present study focuses on evaluating the impact of factors affecting students' repeat behavioral intention to use BYJU's e-learning application.

Literature Review & Theoretical Framework

Theory of Planned Behaviour (TPB)

Martin Fishbein introduced a general theory of behavior, the Theory of Reasoned Action (TRA) in 1967 and was expanded by Fishbein and Icek Ajzen (Fishbein, 2008). According to TRA, an individual's behavior is determined by their behavioral intentions, which are influenced by their attitude toward the behavior and the subjective norms that surround it (A. Ajzen & Worth, n.d.). The theory of planned behavior (TPB) is an extension of the TRA. Like TRA, TPB asserts that behavioral intention is a function of attitude, subjective norms, and perceived behavioral control (ICEK AJZEN, 1991) (Figure: 1). TPB is one of the most important theories for explaining and predicting behaviour (Sheppard et al., 1988).
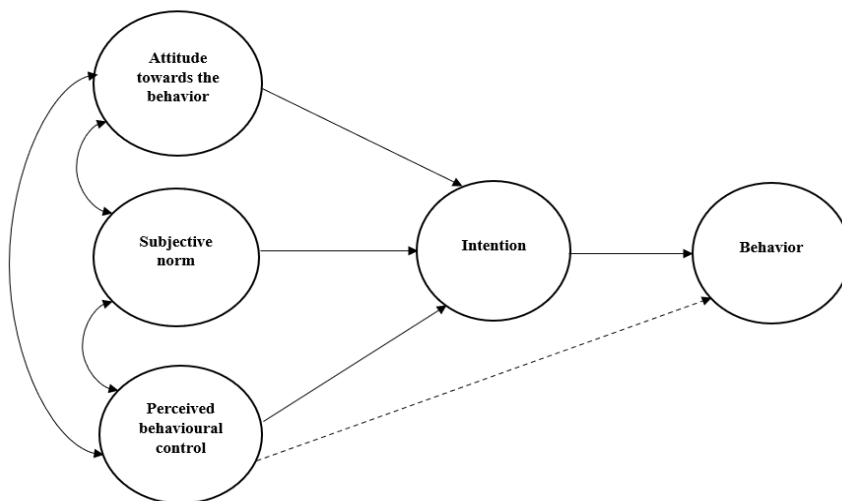

Figure: 1 Theory of Planned Behaviour. Source: (Icek Ajzen,1991)

Technology Acceptance Model (TAM)

The Technology Acceptance Model was developed by Fred Davis in 1985 (Fred D. Davis, 1985). TAM proposed that attitude can be predicted by perceived usefulness and perceived ease of use which in turn influence behavioral intention to use technology. It is also propounded that, perceived usefulness influences behavioral intention (Figure:2) (Davis, 1989). TAM explains the reasons to adopt or do not adopt a particular technology while performing a task (Wallace and Sheetz, 2014). According to (Y. Lee et al., 2003), TAM is the most prominent and widely utilized theory applied in analyzing an individual's acceptance of information systems. TAM model has four main components viz; perceived ease of use, perceived usefulness, attitude, and actual use (Jokar et al., 2017). The researchers have included perceived ease of use and perceived usefulness in this study to evaluate their impact on behavioral intention to join BYJU's courses.
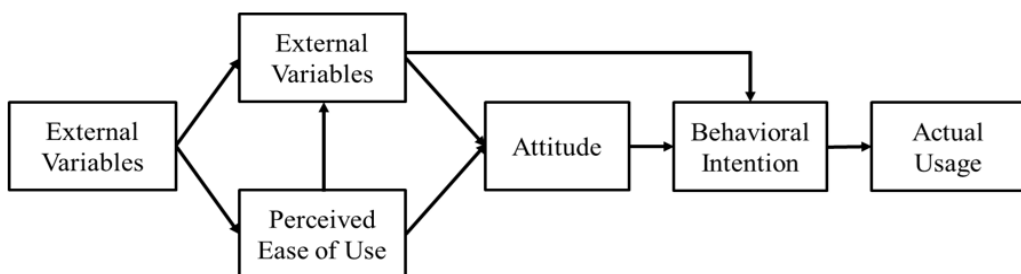

Figure 2: Technology Acceptance Model. Source: (Fred D. Davis, 1985)

Determinants of Repeat Behavioural Intention

Several empirical studies examined the impact of the five factors viz; attitude, subjective norms, perceived behavioral control, perceived ease of use, and perceived usefulness on the students' e-learning intention. The empirical results reported by previous studies are summarised below.

Attitude (ATT)

In TPB, *an attitude* refers to the individual's positive or negative feelings about performing behavior- (Tra & Worth, 1993). It is the extent to which a person has a favorable or unfavorable evaluation of the behavior (I. Ajzen, 1987). Many studies have already demonstrated a positive effect of attitude on intention to use technology intention (Salloum et al., 2019), (Park, 2009), (Liu & Yuan, 2005), (Ratna & Mehra, 2015), (Adewole-Odeshi, 2014), (Sukendro et al., 2020), (Ndubisi, 2004), (Saleem et al., 2021), (Tavallaee et al., 2017), (Ndubisi & Chukwunonso, 2004), (Dai, 2015). In relation to online learning, an attitude refers to the favorable or unfavorable disposition of the students towards using BYJU's e-learning app. Therefore, attitude is a primary predictor of students' intention to BYJU's e-learning app.

Subjective Norm (SN)

Subjective norm refers to a person's perception of whether people who are important to him/her feel that he/she should or should not perform the behavior in question (Fishbein, 2008). It is the social pressure of other people on an individual to perform in a certain way (Fishbein & Ajzen, 1975). In simple words, a subjective norm outlines the significant referents of a person,

such as his family and friends. The results of many of the prior empirical studies (Salloum et al., 2019), (Park, 2009), (Tarhini et al., 2014), (Tarhini et al., 2017), (Ndubisi, 2004), (Tavallaee et al., 2017), (Dai, 2015) have already demonstrated that subjective norm has a significant relationship with intention to use technology. In the context of this study, the social pressure on the students to use BYJU's e-learning app is referred to as the subjective norm

Perceived Behavioural Control (PBC)

The degree to which a person is willing or reluctant to engage in a behavior is known as perceived behavioral control. A person's volitional control is influenced by factors such as time, money, expertise, proficiency, and other people's support (Ajzen and Madden, 1986). It relates to the impression of the existence or lack of the necessary opportunities and resources to carry out the behavior (I. Ajzen & Madden, 1986). In simple words, PBC is the perception of the resources, knowledge, and ability to perform the behavior. Many empirical studies show that there is a relationship between PBC and intention. Several empirical studies (Ndubisi, 2004), (Saleem et al., 2021), (Tavallaee et al., 2017), (Ndubisi and Chukwunonso, 2004), (Dai, 2015) have already supported the proposition that PBC is the primary predictor of intention. In the context of this study, PBC refers to the availability of the required resources with the students including capabilities to use BYJU's e-learning app.

Perceived Usefulness (PU)

Perceived usefulness refers to the degree to which a person believes that using a certain system would improve his task performance (Davis, 1989). It is the belief of an individual as to what extent, the use of a system would increase efficiency (Yadav & Mahara, 2019). Various studies, (Salloum et al., 2019), (Shah et al., 2013), (Amer Al- Adwan, Ahmad Al- Adwan, 2013), (Liu & Yuan, 2005), (Tarhini et al., 2014), (Ratna & Mehra, 2015), (Tarhini et al., 2017), (Al-Azawei et al., 2017), (Sukendro et al., 2020) reported the support for the proposition that perceive usefulness impacts behavioral intention towards e-learning system. Therefore, students' intentions to use an e-learning system are found to be affected by perceived usefulness, either directly or indirectly. PU in the context of e-learning refers to the degree to which students think that utilizing BYJU's e-learning software would improve their academic achievement. As a result, PU will have an impact on their decision to use BYJU's e-learning app.

Perceived Ease of Use (PEOU)

In TAM, p*erceived ease of* use of a system refers to the degree to which a person believes that using a particular technology will be easy to use and effort-free (Davis, 1989). Many previous studies A-11 supported, (Shah et al., 2013), (Ibrahim et al., 2018), (Tarhini et al., 2014), (Ratna & Mehra, 2015), (Tarhini et al., 2017), (Al-Azawei et al., 2017) have already supported the preposition that perceived ease of use has a significant positive effect on the intention to use technology. In the context of this study, PEOU refers to the extent to which students think that the use of BYJU's e-learning app would be easy to use. Therefore, there exists a relationship between PEOU and intention to use BYJU's e-learning app.

Purchase intention

In TPB, *purchase intention* refers to the likelihood that customers will buy something. The likelihood increases with the stronger the purchase intention (W. I. Lee et al., 2017). Understanding consumers' purchase intentions can assist businesses in market research and

product or service adjustments that can boost sales and profitability (Anastasiei & Dospinescu, 2019). In TAM, b*ehavioral intention* reflects the strength of an individual's intention to perform a certain behavior (Bhatt, 2021).

Considering the prior research, the following research model was designed and the hypotheses are formulated for this study.

The present Study

The primary goal of this study is to assess the effects of perceived usefulness, perceived ease of use, students' attitude, subjective norm, and perceived behavioral control on repeat behavioral intention to join BYJU's e-learning app.
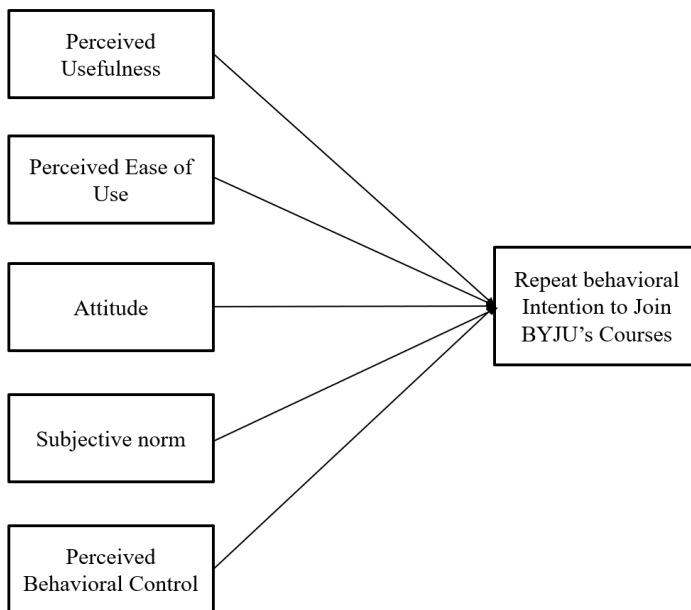
Research model

Figure:3 Research Model

The following hypotheses are formulated for this research study:

H1: There is no impact of perceived usefulness on repeat behavioral intention to join BJYU's courses

H2: There is no impact of Perceived ease of use on repeat behavioral intention to join BYJU's courses

H3: There is no impact of students' attitudes on repeat behavioral intention to join BYJU's courses

H4: There is no impact of subjective norm on repeat behavioral intention to join BYJU's courses

H5: There is no impact of perceived behavioral control on repeat behavioral intention to

join BYJU's courses

Methodology:

Sampling

In this study, a sample survey was carried out to collect the relevant data on the chosen variables from the students of standard V to XII standard who have joined BYJU's online courses. The sample characteristics are presented in Table: 2. The data were collected from 124 students from Nagpur, the second capital of Maharashtra State, India. Availability sampling and purposive sampling techniques were adopted for the final selection of the respondents.

Measure:

This research study is based predominantly on primary data. Primary data was collected by administering a well-structured questionnaire. The questionnaire was designed by the researchers by incorporating all the specified variables and constructs. Five-point Likert Scale was used for the items measured in all the constructs. All the items used in the different constructs are presented in Table:1. The questionnaire was validated by using the expert validity method. The reliability measure Cronbach's alpha was computed by using SPSS software. The Cronbach's alpha for all the constructs is presented in Table:1. The Cronbach's alpha for all the constructs was found to be greater than the threshold of 0.7. The indicators used to measure all the six constructs were adapted from various prior relevant research studies. The Cronbach's alphas, means, and standard deviations of the (items) constructs used in the conceptual model of this study are presented in Table:1.

Data Collection

The well-designed questionnaire was transformed into an electronic Google form. Subsequently, the researchers identified the students who have joined BYJU's courses and circulated them the electronic Google form through WhatsApp.

Table:1 Items, Alphas, Means, and SD of the constructs

Construct	Items	Mean	SD
Perceived Usefulness (α=.956)	Using BYJU's e-learning system improves my learning performance.	3.66	1.25
	Using an e-learning system increases my learning productivity	3.60	1.05
	Using BYJU's e-learning system increases my learning productivity	3.75	1.21
	Using BYJU's e-learning system enhances my effectiveness in my learning	3.59	1.07
	I find BYJU's e-learning system to be useful in my learning	3.75	1.14

Perceived Ease of Use (α=.97)	Interacting with BYJU's e-learning system does not require a lot of mental effort	3.77	1.22
	I find BYJU's e-learning system to be easy to use.	3.54	1.03
	My interaction with BYJU's e-learning system is clear and understandable	3.80	1.18
	I find it easy to get BYJU's e-learning system to do what I want it to do.	3.62	1.05
Students' Attitude (α = .924)	I like the idea of BYJU's e-learning courses	3.63	1.28
	I am positive towards BYJU's e-learning courses	3.55	1.13
	Studying through BYJU's e-learning system is a good idea.	3.72	1.16
	Studying through BYJU's e-learning is a wise idea.	3.66	1.09
	Interacting with BYJU's e-learning system is helpful.	3.75	1.13
	Interacting with the BYJU's e-learning system is pleasant	3.68	1.11
	I think BJYU's e-learning courses are better than the traditional method of learning	3.68	1.14
Subjective Norm (α=.977)	My teachers think that I should join BJYU's courses.	3.59	1.24
	People important to me think that BJYU's e-learning courses are appropriate mode of learning for me	3.49	1.09
	My classmates and friends think that BJYU's e-learning courses are appropriate mode of learning for me	3.62	1.15
	My family considers BJYU's e-learning courses are appropriate mode of learning for me.	3.55	1.12
Perceived Behavioural Control (α=.977)	I am able to use BYJU's e-learning system without help	3.79	1.21
	Using BYJU's e-learning system is entirely within my control.	3.68	1.03
	I have the resources to use BYJU's e-learning system.	3.80	1.07
	I have the knowledge to use BYJU's e-learning system.	3.68	1.03
	I have the ability to use BYJU's e-learning system	3.93	1.11
	I intend to join BYJU's e-learning course in the Future again	3.79	1.16
	I think, joining BYJU's e-learning makes learning more interesting	3.58	1.02

Result and Discussion

<div align="center">Table: 2 Sample characteristics</div>

Characteristic	Choices	No. of Respondents	%
Gender	Male	69	56
	Female	55	44
Age	9-12	19	15
	13-15	50	40
	16-18	55	45
Class	V to VII	17	14
	VIII to X	66	53
	XI & XII	41	33
Monthly Household Income	<25,000	24	19
	26 to 50K	28	23
	51 to 75K	43	35
	>75K	29	23
School Type	State Board	35	28
	CBSE Board	89	72

N=124

The study was conducted to evaluate the impact of perceived usefulness, perceived ease of use, students' attitude, subjective norms, and perceived behavioral control on intention to join BYJU's courses. The hypothesis is that intention to use BYJU's e-learning app can be predicted by five factors viz; perceived usefulness, perceived ease of use, students' attitude, subjective norm, and perceived behavioral control. This hypothesis is tested by performing multiple linear regression analysis at .05 significance level. The descriptive statistics of all the six constructs are presented in Table:1.

The results of multiple linear regression analysis show the significant impact of all the five independent variables on repeat behavioral intention to use BYJU's e-learning app (F=190.204, p<.05) with R^2= .89, suggesting that 89% of the variation is predicted by the listed factors. The predicted repeat behavioural intention to use BYJU's e-learning app score is equal to 1.393 + .752 (Perceived Usefulness) + .212 (Perceived Ease of Use) -0.009(Attitude) + .131 (Subjective Norm) - .085 (Perceived Behavioural Control). Perceived usefulness was found to be the highest predictor of repeat behavioral intention to use BYJU's e-learning app (â= .781, t=10.024, p=.00) followed by 'perceived ease of use' (â= .310, t=3.959, p=.00). However, the impact of students' attitude (â=-.012, t=.176, p=.860), subjective norm (â= .107, t=1.696, p=.092) and

perceived behavioral control (â= -.082, t=1.032, p=.304) on repeat intention to use BYJU's e-learning app is found to be insignificant.

Table 3: Influence of factors affecting repeat behavioural intention to use

BYJU's e learning app

Factors affecting online repeat behavioural intention	Regression Coefficient	t-value	Sig.
Intercept	1.393	2.233	.027
Perceived Usefulness(X_1)	.752	10.024	.000
Perceived Ease of Use(X_2)	.212	2.417	.017
Attitude(X_3)	-.009	0.176	.860
Subjective Norm (X_4)	.131	1.696	.092

The results indicate that the two factors viz perceived usefulness and perceived ease of use positively and significantly affect students' repeat intention to use BYJU's e-learning app at .05 significance level. Hence, the null hypothesis that there is no impact of perceived usefulness and perceived ease of use on repeat intention to use BYJU's e-learning app is rejected. Similarly, the subjective norm is found to positive relationship with repeat intention to use BYJU's e-learning app but the result is insignificant (â= .107, t=1.696, p=.092). However, two factors viz students' attitude and perceived behavioral control is found to have a negative and insignificant effect on repeat intention to join BYJU's courses. Therefore, the null hypothesis that there is no impact of attitude and perceived behavioral control on repeat intention to use BYJU's e-learning app is accepted.

Conclusion:

The regression analysis indicates that the two independent variables viz perceived usefulness and perceived ease of use positively and significantly affect students' repeat behavioral intention to BYJU's courses. Perceived usefulness was found to be the highest predictor of repeat behavioral intention to use BYJU's e-learning app followed by 'perceived ease of use'. The marketing decision makers of BYJU's will have essential insights concerned with the drivers of repeat behavioral intention to use BYJU's e-learning app by referring to the results of this study. This research further helps in developing their marketing strategies. The results of this study will be useful for academia as well.

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To Find the Changes of Relationship Strength between Success factors and Success of Agile Project based on the Moderator Variables of Resistance Level of Implementing Agile-Scrum Methodology in Software Development Companies

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Abstract:

Project management is the practice of initiating, planning, executing, controlling, and closing the work of a team to achieve specific goals and meet specific success criteria at the specified time. A project is a temporary endeavor designed to produce a unique product, service or result with a defined beginning and end undertaken to meet unique goals and objectives, typically to bring about beneficial change or added value. The temporary nature of projects stands in contrast with business as usual or operations which are repetitive, permanent, or semi-permanent functional activities to produce products or services. In practice, the management of such distinct production approaches requires the development of distinct technical skills and management strategies. There are several approaches to organizing and completing project activities. AGILE method is one among them which is widely used in software organizations. In recent days of software development, agile process methodology has been chosen by most of the software development organizations. And few of the organizations are followed and shown good success rate. But many of the organizations are not able to follow the process due to multiple reasons. This paper gives the detailed view on an influence level of success factors and effectiveness factors while implementing AGILE-SCRUM methodology on success of AGILE software development projects in embedded software development organizations in Bangalore.

Keywords: AGILE, SCRUM Methodology, Process, AGILE process management

Introduction:

Agile methods were originally designed for use in small, single team projects (Boehm and Turner, 2005). However, their shown and potential benefits have made them attractive also outside this context, particularly both for larger projects and in larger companies. This despite the fact that they are more difficult to implement in larger projects. Compared to small projects,

which are ideal for agile development, larger ones are characterized by the need for additional coordination. A particular problem in applying agile to larger projects is how to handle inter-team coordination. Large-scale agile involves additional concerns in interfacing with other organizational units, such as human resources, marketing and sales, and product management. In addition, large scale may cause users and other stakeholders to become distant from the development teams. Despite these known problems related to large-scale agile, there is an industry trend towards adopting agile methodologies in-the-large (VersionOne,Inc, 2016; Paasivaara et al., 2013, 2014; Dingsøyr and Moe, 2014).Agile methods have become an appealing alternative for companies striving to improve their performance, but the methods were originally designed for small and individual teams. This creates unique challenges when introducing agile at scale, when development teams must synchronize their activities,and there might be a need to interface with other organizational units. Several tools and technologies are available in the market to maximize the company's business value. Many options are there for an organization to use for this purpose and AGILE comes top on the list. It has many principles that are used in the project management. Agile works on continuous iteration of development and testing for the complete lifecycle of the product. Many organizations are adopting Agile methodologies to help increase team performance, improve customer satisfaction, and increase project versatility. Organizations that have adopted Agile methodologies are able to respond to market dynamics and complete more of their projects successfully. But there are changes are faced by people while implementing AGILE in their organizations. And some of the risks factors are leading people to resist the AGILE implementation in their organizations.

AGILE-SCRUM

Agile methodology is a process which has set of principles to follow. It comprises iterative and incremental software development method and focus on collaboration between cross-functional and self-organizing team. Instead of process AGILE focus interactions and collaboration to avoid unnecessary process. Unlike traditional software development method, AGILE methodology accepts the changes at any stage of the project. The project cycle is split in to two to four weeks. Frequent delivery, incremental and iterative approach, less defects, continuous testing and integration, collaborative approach and maximum return on investment are the key characteristics of the Agile Methodology. The key point of agile methodology is quick response on changes in requirement. Several Agile techniques have been proposed and used in difference domains. Agile methodologies share common principles among themselves but differ in practices. SCRUM is one among them. Scrum is an iterative and incremental agile software development method for managing software projects and product or application development. In Scrum, work is expressed in the backlog as user stories. A team may write its user stories in several ways as long as they are written from the perspective of the end user. At the end of a sprint, we move any unfinished work into the new sprint.

ABOUT STUDY

In recent days most of the software organizations are trying to understand the usage AGILE and try to adopt towards AGILE methodology. And facing lot of changes while adopting AGILE in their organizations due to multiple reasons, which leads people to resist AGILE implementation as well. This study is focus usage of AGILE-SCRUM methodology in an embedded software development organizations and how effectively its followed in simple and complex projects.

Finding AGILE implementation resistance leveland success level of AGILE projects based on success factors like time, scope, quality and cost. And the changes of relationship strength between success factors and success of AGILE project based on resistance level of implantation of AGILE-SCRUM methodology. The important objective of the study is, "To find the changes of relationship strength between success factors and success of AGILE project based on the moderator variables of resistance level of implantation of AGILE-SCRUM methodology".

Methodology:

The area of study will be embedded software development companies which is in Bangalore, Karnataka, India. The respondent for the current study will be who is working for different projects in different embedded software development organizations. The primary data will be collected by means of structured questionnaire from respondents those who are working in different embedded software development organizations in Bangalore, India. The investigator has done convenient sampling method to select the respondents for data collection. The researcher has selected 174 software professionals as respondents from Bangalore city to conduct this study.

Success Factors in Software Development Projects:

In the analysis used success and failure factors identified by Chow and Cao (2008)and additionally added few of the factors. The success and failure factors are grouped into six categories: organizational, people, process, technical, project and planning. Totally identified30 success and failure factors and have used four different attributes to identify perceived level of overall project success or failures. These four attributes are the following: Quality (i.e. delivering good product or project outcome), Scope (meeting all requirements and objectives), Time (delivering on time), and Cost (delivering within estimated cost and effort).

|	**Factors to lead a project Success**
Organizational	Strong executive support
	Committed Sponsor/Manager
	Agile methodology universally accepted in Organizations
	Colocation of the whole team instead of distributed
	Team size is not large
People	All team members are having good/required technical knowledge
	All members knowledgeable in Agile process
	Team members with great motivation
	Coherent, self-organizing teamwork
	Open Communication among team
Process	Clear and well understood project scope and requirements
	Accurate sizing design estimates
	Strong customer commitment and presence
	Have proper agile progress tracking

|	Access and mitigate the risks and dependencies
Technical	Well defined coding standards upfront
	Right amount of documentation
	Regular delivery of software
	Corresponding technical training to team
	Regular knowledge sharing within team
Project	Ownership Rotation (Jenkins & TICS monitoring)
	Project type not being of variable scope with emergent requirement
	Projects with upfront cost evaluation done
	Projects with small team
	projects with no multiple dependent team
Planning	PI planning given good visibility on project priorities
	Devise the plan considering all dependencies
	Every team member involved in Story Estimation
	Availability of Release plan and supporting tools
	Adequate Resources (SW tools, Hardware, Manpower) are considered

Analysis and Discussion:

In order to find the changes of relationship strength between success factors and success of AGILE project based on the moderator variables of resistance level of implantation of agile -scrum methodology, the following path analysis has been conducted.

Path between success factors andsuccess of the agile software development project.

Fig.1 Moderator variable -Resistance level towards Agile scrum implementation - Low level resistance
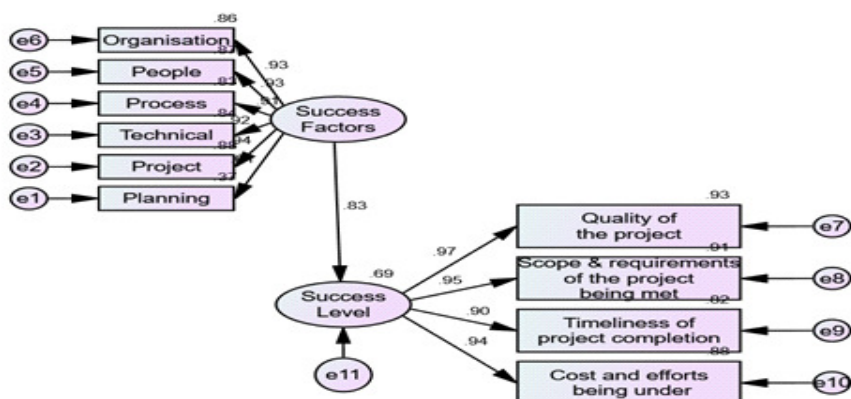
**Fig.2 Moderator variable -Resistance level towards Agile scrum implementation -
Moderate level resistance**
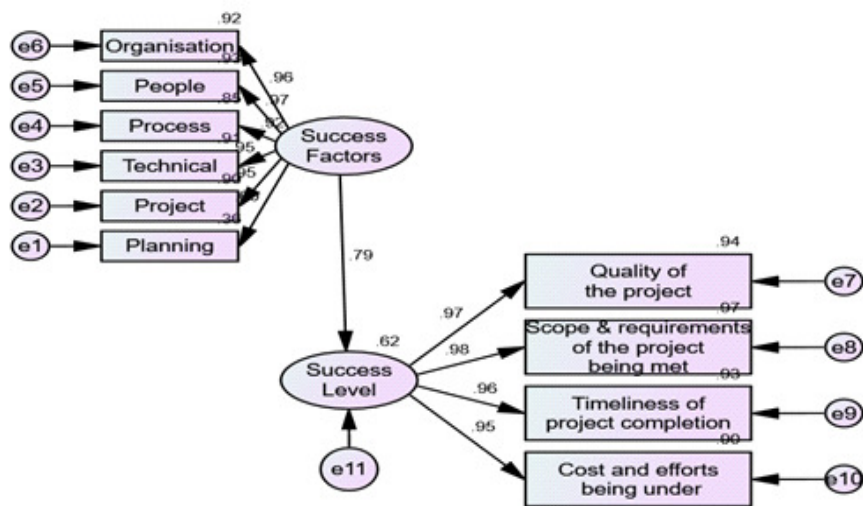
**Fig.3 Moderator variable -Resistance level towards Agile scrum implementation –
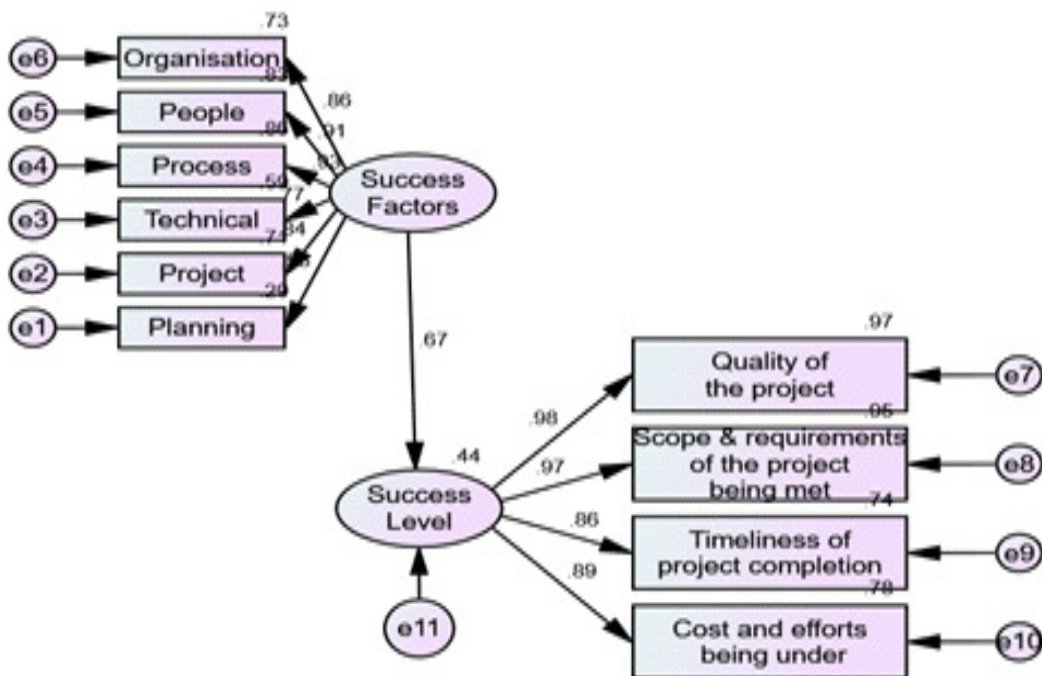High level resistance**

Table No. 4Impact between Success factors and success level of organization based on Resistant Level

path			Resistant Level						Low Vs Moderate rate	Moderate VS High	Low Vs High
			Low		Moderate		High				
			Estimate	P	Estimate	P	Estimate	P			
Succes s Level	<---	Success Factor	0.949	0.000	0.921	0.000	0.746	0.000	0.873	2.747 [S]	2.956 [S]

The above multi-group moderation analysis talks about the changes of relationship strength between success factors and success of the agile software development project based on the moderator variables of resistance level towards agile scrum implementation and effectiveness level of implementing agile methodology. Since the p value is 0.000 which is less than the significant value of 0.05, therefore it can be concluded that there is a difference in the impact level. There is a difference in the impact level between moderate and high resistant level and similarly there is a difference in the impact level between low and high resistant level. There is no impact differences in the case of low and moderate resistant level.

Conclusion:

Based on the study and our research findings, the study evaluates that the changes of relationship strength between success factors and success of AGILE project based on the moderator variables of resistance level of implantation of AGILE-SCRUM methodology in software development companies. This research has been generated several contributions. The literature review identified suitable Agile-SCRUM method for the development of embedded software products. The favorable evaluation of Agile methods by a large population of respondents suggests that Agile-SCRUM methodology fits for embedded software development. But still there are risk factors to overcome.

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Foster Entrepreneurial Skill among Business Students

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Abstract

Entrepreneurship is said to be an attempt to create value through recognition of business opportunity, the management of risk taking and management skills to mobilize human, financial and material resources necessary to bring the project towards success. Management students should not be only job seekers rather they should be able to create jobs through innovation and creativity and help the nation grow financially and economically strong. In this direction, role of entrepreneurship education in management schools becomes extremely important, as it will foster job creation, encourage risk taking and innovation, and improve the global competitiveness of Indian Enterprise. The efforts to promote entrepreneurial skill should not merely be focused on starting the paper but an effort should be made to initiate a process so that an attitudinal change could be brought about among management students and once this achieved, efforts could be made to transform students as entrepreneurs. Since management teachers play a pivotal role in imparting necessary business knowledge and managerial skills to the business management student to assume managerial responsibilities in the corporate world, they can even mould the business students to be successful entrepreneurs. This paper reviews the role of management teachers in developing entrepreneurial skill among students and also explores the methods of implementing entrepreneurial skill development programs in management institutions.

*Keywords:-*Entrepreneurship, entrepreneurial skill, management students, management teachers, skill development programs, Management Institutions, Entrepreneurial Traits

Introduction

Entrepreneurship is an economic concept which has been a subject of elaborate debate and discussion in many economic forums. But there has not been emerged as a consensus definition to do justice with the subject matter. Some economist described it as synonym with risk bearing and some others viewed it as a function of organising. Another set of experts defined it as a task of innovative and yet others consider it as thrill seeking. A comprehensive definition has been emerged from the Conference on Entrepreneurship held in United States in

1984. The Conference has defined the term as "Entrepreneurship is the attempt to create value through recognition of business opportunity, the management of risk taking appropriate to the opportunity, and through the communicative and management skill to mobilise human, financial and material resources necessary to bring a project to fruition".

The renowned economist Schumpeter (1949) defined the term "Entrepreneurship is based on purposeful and systematic innovation. It included not only the independent business man but also company directors and managers who actually carry out innovative functions.

A. H Cole (1959) defined the term as " Entrepreneurship is the purposeful activity of an individual or group of associated individuals, undertaken to initiate, maintain or aggrandise profit by production and distribution of economic goods and services.

From the above definitions it can be come into a conclusion that Entrepreneurship is a function undertaken by an entrepreneur in establishing a business enterprise. Thus the Entrepreneurship is the act of being an entrepreneur and it is a process involving various activities related to the establishment of an enterprise. This is the process giving birth to a new enterprise. Innovation and risk taking are considered as two basic elements involved in the process of entrepreneurship. Innovation is the process of doing something new or something different from the usual manner. The entrepreneurs are continuously on the look out of different and unique products and process. Those are necessary for retaining the present customers on the fold of the enterprise as well as attracting new customers. Innovation is a product formulated out of the changing attitude of the customers as well as the reflections from the market. Entrepreneurs have the ability to foresee the changes in advance. It is the surest platform for the long term survival and success of the enterprises. Risk bearing is an inherent nature and function of the entrepreneurship. Risk is emerged from uncertainties in the business environment could not be predicted with precision. So the investment as well as the expectation of profit always face with a challenge of risk. So risk bearing could not be avoided from the realm of Entrepreneurship. But that can be reduced to an extent with a sharp attitude for understanding the dynamics of changes. The risk bearing ability is a unique quality of an entrepreneur to be in the business and provide life to the entrepreneurial organisation.

Business management is a branch of education which provides knowledge, skills and training pertaining to planning, implementation, supervision and analysis of a business enterprise. Management education is a complex topic which offers critical perspectives, thoughts and experience sharing to run a business establishment in the pursuit of its various dimensions. Management education purports to explore the link between business strategy and the education. As a branch of study management education has demonstrated unprecedented growth since the first Bachelor's Programme offered at the University of Pennsylvaniya in 1881. The Programme was developed in such a manner that courses in accounting, business law, economics, finance and statistics were included. Over the 20th century management education has held a unique position with business schools serving as knowledge-creation institution through research and by delivering substantial number of business and management professionals. The programme has grown such an extent that typical business school curricular hold a strong functional orientation and have become highly specialized places that teach business around key discipline such as finance, marketing, accounting and strategic management. Management education today is one of the most sought after professional programme along with technical programme and

medical programme. And as such Management education has played a vital role in economic and business development of the nation. There are more than 1000 nationally reputed higher learning institutions offering Post Graduate Programmes in management from top ranking institutions like Indian Institute of Management (IIM). An arrays of institutions are there in the public sector and private sector for offering University Post Graduate Programme in Management. It is mandatory to get the approval of the All India Council for Technical Education (AICTE) for running the PG Programme in Management including the Departments of Various Universities. More than 50000 students are undergoing studies related to this professional programme annually in our country.

The importance of the subject of entrepreneurship has already explained which became part and parcel of the study of management programme internationally. The objective of providing such a course in the curriculum of management programme is inculcating entrepreneur quality in the minds of the scholars. It is essential to have the entrepreneurial concepts for managing a business establishment successfully due to the fact that entrepreneurs are born from the process of entrepreneurship.

Objectives

The Study is intended to assess the development of entrepreneurial skills among Business Students. Also tries to examine the role of management teachers in developing entrepreneurial skills among students and also to analyse the method of implementing programme related to entrepreneurial skills in management institutions. .

Methodology

The study is analytical in nature based on secondary data. The data has been gathered from the published works and other research studies.

Programme Transaction

Entrepreneurship is generally offered as core course or as an elective course in the management education programme. While planning for a course on entrepreneurship, the course setters should set down the objectives and the benefits of the course and also the outcome after the completion of the course by the students. The general objectives that should be associated with the course of entrepreneurship should be clear and inclusive. The course should be structured in such a way that to impart entrepreneurial awareness and spirit in students and make them innovative to identify prospective business opportunities. Provision for imparting training to prepare business plans and strategies as well as legal environment should be exposed. The competencies required for running an organisation successfully should be an integral part of the course along with imparting knowledge of business finance and accounts.

A course on entrepreneurship should be process oriented rather than content oriented. This will bridge the relationship between theory and practice and facilitate to conceptually relate to real life experience. This process will help students to engage in introspection and reflective thinking which will in turn facilitate project implementation. Entrepreneurship development is basically a skill course supplemented by knowledge integration. The basics required to become a good entrepreneurship should be covered in the class room sessions as part of other courses offered in the management programme. This course will enhance the knowledge of the person by application to real life situation through projects which the student should undertake in terms

of writing a business plan. Accounting ratios, costing principles and practices, pricing theories, market assessment will be provided in connection with the project work. These initiatives and experiences will empower the students to handle the real life situation and provide opportunity to apply acquiredknowledge. One of the best ways in which the course can be made interesting is by bringing in real life and hands-on-experience in the class room. Existing entrepreneurs both successful and unsuccessful should be brought up to share their experience with the students. The entrepreneurs can discuss in personal experiences, start up process, identification of signals of success and failures to the students. Entrepreneurs could be included as faculty members or at least members in the advisory board for the purpose of entrepreneurship course. Experts and Consultants from industry, financial institutions, and Technical Advisory committees could be invited for contributing to the programme and providing insight to the scholars for building business capabilities. Another innovative experiment should be undertaken if an student internship programme associated with an enterprise to see the ground realities of the enterprise. Preparation of documents, interaction with consultants with regards to identified project will go a long way complimenting the student and the entrepreneurs. As a part of the course the students must make presentations in seminars and workshops to strengthen and internalize the learning on the subject of entrepreneurship.

Entrepreneurship and Scholar

The course on entrepreneurship is intended to inculcate knowledge and skill to the students in order to become and the entrepreneurs at least support and guide others to become entrepreneurs. Since the entrepreneurs are considered as the prophet of economic growth and development. It is the cherished duty of the stakeholders to produce more entrepreneurs to undertake the task of development and growth. In this context, the management students have a larger responsibility in the society to create a conducive entrepreneurial culture in order to provide more business enterprises and production units. The following points are of relevance for linking the subject of entrepreneurship and the role of management students.

a. A Management Graduate is a professional trained with skills and knowledge to manage an enterprise.

b. A Management scholar is best laced to be an entrepreneur. With his knowledge of business domain, his chances of launching a successful entrepreneurial venture are much higher than anyone else.

c. Experience even from Harvard Business School confirms that more Management Graduates undertake Entrepreneurial Role (after gaining some experience) and the average income of entrepreneurs is higher by almost 2.5 times compared to their counterpart who are in jobs.

d. A Management Graduate should therefore not be just a Job Seeker. He can and should take the role of Job Provider.

e. Enterprises can be brought up and managed by professionals in entrepreneurship since they have acquired knowledge, skill and behavior to undertake the entrepreneurial and management challenges successfully.

f. Entrepreneurship management becomes an essential part of curriculum of management studies where professionals with entrepreneurial knowledge can successfully supplement.

Role of Management Institutions

Entrepreneurship in its basic form would mean risk bearing. This is akin to doing a job where in responsibilities are accepted. However the similarity ends in operations. It is the financial implication that makes jobs more favourite than entrepreneurship. In jobs the income being fixed, financial planning can be made from day one. However in entrepreneurship, this may not be the case. It is here that the role of management institutions can be well defined. They are expected to carry out the following functions to support a student's entrepreneurial endeavour:

a) Help the student in identifying a business idea.
b) Support the idea through critical evaluation.
c) Use of expertise and contacts to support the student's venture.
d) Provide financial support in the form of soft loans.
e) Provide emotional support to the student entrepreneur in all forms.
f) Help the student build his venture through all stages for atleast 1000 days which is considered to be the incubation period for any business.

Considering the faculty members working for management institutes as experts in their subject, almost every faculty member can easily identify a workable business idea. The business idea can also be generated through brainstorming sessions in classes wherein other students can contribute their intellectual inputs. Once an idea has been zeroed upon, a critical evaluation should be done in two ways such as studies related to Technical Feasibility and Financial Feasibility. The technical feasibility will talk about the operational modalities of the idea and will ensure that all aspects of operating a business are taken care of. This includes even technological feasibility if the idea involves use of technology. Sourcing of resources like man, machine, material and market where critical evaluation will be needed. Competition analysis coupled with market analysis will add to more credibility to the data. The financial feasibility will take into consideration the sources of finance, the requirement of fixed and working capital, the break even analysis and the expectations of business volumes in the form of revenue and financial turnover. Faculty members and institutional champions can further the cause of such students through use of their contacts and expertise to get the hands on information regarding the feasibility of the idea. This then can be included in the feasibility study, which can then be presented to the financiers, while sourcing the finance. The institution can set up a corpus fund for supporting such ideas and can forward funds to the students in the form of soft loans. The faculty members can also support the students by providing security this corpus fund or from banks or other financial institutions. This corpus created can be through the contribution of students and also an initial development fund to be constituted for the use of such ideas. In return the institution gets interest returns from the student. Also the institution can come up with a proposal to source the intellectual property generated through such ventures. This intellectual property can then be licensed to the students and a royalty can be charged from the students once their business is settled. The royalties and interests can further increase the corpus fund ensuring more capital adequacy for such ideas. All businesses face ups and downs and it is during the downs that the entrepreneurs require emotional support as they face losses. The institution in such a case can infuse more capital in the venture subject to the idea being feasible in the long run and till the time is ripe for the idea to take off. There is a downfall for

this support also. In case if the student's operational skills are a problem, then execution of the best of the best ideas can be troublesome. Hence a closely monitored mentoring may be done to ensure that the students do not take the institution for granted and the funds are not easily available to him. So also if the student is not able to flourish in a span of 1000 days, then change of management can also be done to make the idea workable. However extreme caution has to be exercised in arriving at a conclusion regarding the nature of returns as it may take the best ideas out of the student's hand and leave him with nothing, thus spoiling his career (Sunita, Chandan et al, 2012).

Role of Teachers in Developing Entrepreneurial Skill among Business Students

Management education can provide a significant exposure to entrepreneurship and risk taking. A management teacher with a combination of his academic qualifications, research experience, industry background, creative teaching skills and mentor attitude can motivate and bring out meaningful thoughts and entrepreneurial efforts from his students. Thus he is not only transmitting the knowledge but also building the notion through entrepreneurial spirit of next generations. Hence management teachers of an institution should initiate and involve in the following measures in the present context.

a) Must strongly recommend to the heads of the department/management of the institution to open entrepreneurial cells in their institutions.
b) Conduct open sessions to promote entrepreneurship as a specialization and profession.
c) Provide in house guidance, encouragement and direction to the budding entrepreneurs to conceptualize, design, produce and market a product/service.
d) Promote interactive sessions with successful business personalities at the local, regional and national level.
e) Help students to develop business plans by integrating new business propositions with existing markets.
f) Establish network with venture capitalist, banks and financial institutions.
g) Make students think small and innovatively.
h) Extend support in understanding and completing legal formalities.
i) Counsel the family members to create supportive environment for entrepreneurial activities of the students.
j) Develop incubation cells to facilitate the students in fertilization of their dream ideas and provide help in identifying business opportunity.
k) Conduct seminars, fast track programmes and special sessions for developing entrepreneurship spirit amongst students.
l) Counsel the students to anticipate experience and manage failures.
m) Promote self study and experiential learning culture amongst students.
n) Ensure linkage of summer training and projects with entrepreneurial training of the students.
o) Involve in case study writing with the inputs of experiential learning of self and students.
p) Seek corporate and institutional financial support for augmenting the entrepreneurship development activities.
q) Conduct guest lecture of successful student entrepreneurs.
r) Develop a resource center for training and guidance of local entrepreneurs.

s) Get networked with other institutes, agencies and organization for additional input supports.

Methods of Implementing Entrepreneurial Skills

a) Entrepreneurial Awareness Phase: An entrepreneurial awareness camp of 3-4 days duration may be organized at the beginning by taking financial assistance from Department of Science and Technology, banks or other financial institutions so as to inculcate awareness among students regarding characteristics of an entrepreneur, entrepreneurial support system, and to share stories of some selected successful entrepreneurs for motivating students towards self employment entrepreneurial activities.

b) Exposure Oriented Phase: After entrepreneurial awareness phase, students possessing some of the attributes such as high need of achievement, high need for power, independence, propensity to take risk, sense of efficacy, personal modernity, support, business experience, leadership, team spirit and problem solving should be identified for developing and nurturing entrepreneurial skill. A minor project of 3 weeks duration may be utilized for exposing potential entrepreneurs to various enterprises. In this phase the students may be exposed to various professional practices being followed in the field. Depending upon the aptitude of these students, they may explore the market for self employment entrepreneurial opportunities. They may be asked to prepare a project report for starting possible enterprises under the direction of concerned faculty.

c) Entrepreneurial Project Formulation and Implementation Phase: In this major project of six weeks duration is done and in this phase, students are asked to prepare a detailed report already identified during exposure phase. In this phase the students will be directed to execute, depending upon time to execute, part or full of the identified project, under the guidance of the teachers and personnel from the world of work. This will enable the students for building tremendous confidence for setting up of an enterprise.

d) Nurturing Entrepreneurs: Once the students pass out, they need to be nurtured and supported by teachers, so that they are able to start their enterprise successfully (Saini, 2001).

Conclusion

In these changing times when per capita income is increasing, markets are expanding, access to information is enhancing and technology is fast changing, it is easy for entrepreneurs to venture forth and grow. What is needed today are technology friendly environment, a right attitude, a good work plan, fund support and risk taking capacity. Once a few student entrepreneurs succeed, they will become agents of change. Management teachers must nurture these entrepreneurs and make them role models for the rest. The feeling of a successful entrepreneur as expressed by Henry Brooks Adams, "I am indebted to my father for a living, but to my teacher for living well" becomes true for management teachers. The teaching pedagogy, structuring the course delivery system bringing in real life experience and hands on practical exposures would be required to be incorporated in entrepreneurship education and training. Entrepreneurship is a challenge for tomorrow's growing economy.

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Occupational Health and Safety Law Relating to Tea Plantations: A Copmparative Study of India and Bangladesh

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Abstract

The present paper is an attempt to give a comparative appraisal of the occupational health and safety law relating to tea plantations in India and Bangladesh. The paper provides a critical insight into the new labour law reforms undertaken in India and compares the same with Bangladesh. The paper argues that the future of the Indian occupational health and safety regime much depends on the newly enacted Occupational Safety, Health and Working Conditions Code, 2020. Further, analysis reveals that the Indian legal position regarding occupational health and safety is much better than its counterpart Bangladesh.

Key Words: Occupational Health and Safety, Tea Plantations, India and Bangladesh

Introduction:

The tea plantations play a vital role in the economy of several nations of the world. The tropical and sub-tropical regions of the world are conducive for tea plantations. South Asian, African and South American countries of the World are famous for tea plantations. The economy of India and Bangladesh substantially depends on tea plantations. The tea plantations are labour intensive sector of the economy which employs a large section of uneducated, unskilled and temporary labourers. Although tea plantation labourers are the backbone of the economy, the occupational health and safety standards in the workplace are detrimental to their interests. Occupational hazards affecting the health and safety of tea plantation workers are very common in these two countries. In this context, a comparative study has been undertaken to unearth the real position of law relating to Occupational Health and Safety (OHS) standards in India and Bangladesh.

Basics Concepts of OHS: Occupational health and safety is a prime area of any occupation. It means maintaining the *social, mental and physical well-being of workers in all occupations. It is* an area of public health which promotes and maintains the highest degree of physical, mental and social well-being of workers in all occupations.("Occupational Health" n.d.) The law which regulates the OHS standards is known as OHS law. The OHS laws differ from country to country. In some countries, a well-comprehensive law governing all sectors of the economy or workplaces is found. On the other hand, different laws for different sectors of

the economy also exist in some countries. The former model is known as the Robens model of OHS legislation. In India and Bangladesh, however, the latter form of legislation is prevalent. However, with the enactment of the Occupational Safety, Health and Working Conditions Code, 2020 as part of its labour law reforms, India has embarked on the field of Robens model of OHS legislation.

Methodology and Limitations of the Study:

The present study is doctrinal and uses both primary and secondary sources of data. The primary sources of data include legislation only. The secondary sources of data include books, journals and web sources.

The limitations of the study include the following:

(1) The study is confined to only the new OHS legal regimes in the Indian context. It provides an analysis of the Occupational Safety, Health and Working Conditions Code 2020.

(2) The judicial approach to OHS standards in tea plantations has been excluded from the study.

International Law Relating to OHS in Tea Plantations:

Although there are a few international instruments relating to OHS standards in general, the Plantations Convention, 1958 promulgated by ILO is the prime Convention related to OHS standards in tea plantations. Adopted by ILO, the Plantations Convention, 1958 is the first and last concrete step taken for the protection and promotion of the interests of tea plantation workers in particular and the plantation sector in general. Although it suffers from some inherent drawbacks including less number of ratifications from countries of the world, its role in protecting the OHS standards of the tea plantation workers is remarkable. The Convention contains comprehensive sets of provisions on OHS apart from other noble provisions for the welfare of tea plantation labourers. In the Convention "Plantation" has defined to include agricultural activity carried on by engaging hired workers rather than a family-run business and small scale holding. Although it is a comprehensive definition, the inclusion of only specific agricultural sectors and the non-inclusion of small scale holdings have left out a large number of workers working in those areas from legal protection of OHS. Further, the term plantation has been confined to tropical and subtropical regions only. The provisions of the Convention apply to all plantation workers irrespective of any distinction based on " race, colour, sex, religion, political opinion, nationality, social origin, tribe or trade union membership".(Chetail 2019, 217) The plantation economy largely depended upon migrant workers. The Countries of the world where plantations exist have seen the onslaught of migration of workers from time to time. The migration of plantation workers can be seen at national and international levels. Keeping in mind the international migration practices, the Convention has also provided a few OHS measures to the migrant plantation workers.

Adequate wage is one of the important rights of workers and tea plantation workers are also not an exception. Further, adequate wage is one of the socio-economic factors which impacts the health and wellbeing of the workers in any occupation. Plantation specially tea plantation is also not an exception to it. Being a highly manpower driven sector, payment of less wage to workers impacts a large section of workers. Providing a decent living standard and

work environment including ensuring a minimum wage for plantation workers is a distant dream in many countries. In African countries like Ghana, Cameroon plantation workers are paid very low wages and there is even an allegation that less than the minimum wages are also paid.(Smith 2011, 23) In the Indian context also Plantation Labourers specially women tea plantation workers are being paid less wages and the tea plantation industries prefer them due to their efficiency, commitment and docile nature(Bhadra 2004, 46). In the Indian context in spite of the legislative mandate to provide minimum wages and equal remuneration women plantation workers are paid less than compared to men workers.(Bhadra 2004, 63)

On the legal front, however, the Convention under Article 24(1) and (2) has provided a methodology to fix minimum wages. The two ways deployed by Convention to fix minimum wage are-

(i) The first method of fixing the minimum wage is by way of collective agreements. The collective agreements may be formed after free negotiation between trade unions which are representative of workers concerned and employers or employer's organizations

(ii) In the absence of the first method, any other necessary arrangements must be made to fix the minimum rates of wages. For the purpose of fixing minimum wages, the appropriate legislation may be framed after consulting the representatives of the employers and workers, including representatives of their respective organizations.

As per Article 24(3) of the Plantations Convention, 1958, the minimum rates of wages fixed as per the above mentioned two methods is binding on the employers and workers concerned. The Convention ordains to take necessary measures to inform the employers and workers about the minimum rate of wages and to ensure that workers are not paid less than the minimum wages under Article 25(1) of the Plantations Convention, 1958. To ensure that minimum wages are paid to plantation workers, the member states are urged to steps such as appropriate supervision, inspection, and sanctions. Further, the convention under Article 25(2) has recognized the right of plantation workers to recover unpaid amounts in case less than the minimum wage is paid to him or her through a judicial or other appropriate proceedings. However, it would be subject to the limitations of time as per national laws or regulations. Article 27(1) of the Plantations Convention, 1958 provides that the partial payment of wages to plantation workers may be in-kind but it should not be in the form of liquor of high alcoholic content or of noxious drugs. The Article 27(2) of the Plantations Convention, 1958 provides that in case payment of allowances to the plantation worker is made in kind, it must be ensured that the allowances are useful for personal use and the benefit of the worker and his family. Further, Article 27(3) of the Plantations Convention, 1958 provides that in case remuneration is paid to the plantation, workers include food, housing, clothing and other essential supplies and services, it must be ensured that these are adequate and their cash value is properly assessed.

Holidays have an impact on the health and safety of the workers of any occupation. Without any break or rest, the productivity, as well as the wellbeing of the workers, gets affected. In fact, annual holidays with pay is a measure for plantation workers or industrial workers in consonance with social justice.(Panakal 2016, 176) Holidays for the industrial worker are necessary because of two reasons.(Agalgatti 2008, 143) Firstly, it is required for maintaining good health and removal of industrial fatigue, secondly, development of personality of the worker.

Part V of the Convention deals with annual holidays with pay. As per Article 36 of the Convention, the plantation workers are entitled to an annual holiday with pay after a period of continuous service with the same employer. Weekly rest is one of the essential requirements for maintaining the good health and vigour of workers. In this regard, the Convention under Article 43 provides uninterrupted rest of 24 hours in every period of seven days. It further urges the states to ensure that period of rest is provided simultaneously to all the workers of the plantation.

Keeping in mind the high presence of women workers in the plantation sector the Convention has devoted Part VII towards the maternity benefit of women plantation workers. Affording protection to expectant mothers is one of the basic norms followed in every society. Legislative measure to provide maternity benefits to working women is a step to protect the health of women and child. The responsibility to provide maternity benefits in different countries of the world varies according to the laws prevalent in the concerned country. In most of the countries of the world, the financial burden of maternity benefits is shared by the government, employer, insurance company or social security partners. (Mehta and Awasthi 2019, 159) The Convention under Article 46 has very rightly covered both married and unmarried women of any age, nationality, race or creed for maternity benefit protection. Further, a child for the purpose of the Convention means the child born out of marriage as well as outside of marriage. As per Article 47(1) of the Plantations Convention, 1958, in order to claim maternity benefit, a woman is required to produce appropriate evidence of the presumed date of her confinement. The Convention under Article 47(3) has fixed the minimum period of maternity leave at 12 weeks including a compulsory leave after confinement . Under the same provision,the compulsory leave after confinement should be fixed by national laws but a minimum of 6 weeks should be granted. The Convention under Article 47(6) further provides that national laws shall prescribe the additional leave for an illness that arises out of the confinement of the woman. The Convention under Article 47(8)   forbids a pregnant woman to do any harmful work. The Convention under Article 48 (1) provides a woman with cash and medical benefits for the days of absence from work on maternity leave. The cash benefit for the pregnant woman shall be determined under national laws or regulations which will ensure that the benefit is sufficient for the full and healthy maintenance of herself and her child in accordance with the standard of living. In case of medical benefits, it shall include prenatal, confinement and postnatal care by qualified midwives or medical practitioners as well as hospitalization care where necessary.

Apart from maternity benefits, the Convention under Article 49 has made arrangements regarding nursing care of a child. It provides that women shall be entitled to interrupt their work for the purpose of nursing their child and the said interruption in work shall be counted as working hours. The period of interruption of work for the nursing of a child shall be remunerated as per the national laws or regulations or collective agreement. Article 50 of the Convention provides that it shall not be lawful on the part of the employer to give a notice of dismissal and dismissal solely for pregnancy shall be prohibited. Providing compensation for workplace-related injuries is a social security benefit and is considered a human right as per Article 9 of ICESCR and Article 22 of UDHR. The Committee on Economic , Social and Cultural Rights in its General comment on rights of older persons has defined the term social security as " all the risks involved in the loss of means of subsistence for reasons beyond a person's control"

("General Comment 6" n.d., 6) The right to social security is a part and parcel of numerous conventions adopted by ILO.(Van Ginneken 2003, 277) The Plantations Convention under Article 51 has also recognized the right to receive compensation in the event plantation workers suffers from workplace-related injuries. The migrant plantation workers and their dependents are required to be given equal treatment if they suffer any workplace-related injury without any stipulation regarding their place of residence as per Article 52 of the Convention. The Convention encourages the making of special agreements between member states to regulate the compensation for industrial accidents. It further provides under Article 53 that when a worker works temporarily or sporadically in the territory of one Member on behalf of an undertaking situated in the territory of another Member, the compensation for industrial accidents shall be governed by the laws and regulations of the latter Member. The plantation work requires the presence of the workers in the vicinity of the plantation. Normally plantations are located in hilly and remote areas. Hence, a housing facility is provided by the plantation employer in the plantation or in a nearby area. The right to adequate housing is one of the basic human rights. Right to adequate Housing has been recognized as a human right in a number of instruments i,.e, Article 25(1) of UDHR , Article 11(1) of ICESCR, Article 5(e) of International Convention on the Elimination of all forms of Racial Discrimination, Article 14(2) of the International Convention on the Elimination of all forms of Discrimination against Women, Article 27 of the Convention on the Rights of the Child, 1989, Article 16, Convention on the Rights of the Child, 1989 etc. The ILO has, however, expressed its concern regarding the right to adequate housing long back in 1947. Article 9, International Labour Organization Social Policy (Non-Metropolitan Territories) Convention, 1947 deals with adequate housing as a part of minimum standards of living Later in 1961, ILO declared that adequate and decent housing in a suitable living environment is a right of a worker and his or her family members under its Recommendation No. 115 concerning Worker's Housing, 1961. The Plantations Convention under Article 85 has also reiterated adequate housing as a right of a plantation worker. As per Article 86 (1) of the Plantations Convention, 1958, the appropriate public authority in every country should fix minimum standards regarding housing accommodation to be provided to plantation workers after consulting an Advisory Board consisting of representatives of employers and workers. Under Article 86 (2) of the Plantations Convention, 1958, the minimum standards fixed by the appropriate national public authority must specify the materials which will be utilized for constructing housing, minimum size, layout, ventilation, floor, air space, verandah space, cooking, washing, storage water supply and sanitary facilities. The Convention under Article 87 further calls for imposing adequate penalties by way of making legal provisions and strict enforcement thereof for violations of the right to adequate housing of plantation workers. The Convention as per Article 88(1) further stipulates that the conditions under which a plantation worker is entitled to housing accommodation shall not be less favourable than those specified under national law or customs. In the event, a residential plantation worker is discharged he or she must be afforded a reasonable time to vacate the house. As per Article 88(2) of the Plantations Convention, 1958 if national law does not fix a reasonable time, negotiation or civil court procedure may be adopted. The right to health is one of the Human Rights recognized at the international level. The right to health is recognized by Article 25 of UDHR, Article 12 of ICESCR, Article 24 of UN Convention on the Rights of the Child etc. Adequate medical care is one of the essential components of the right to health. It is available to workers in the plantation sector also. The Plantations Convention

under Article 89 provides that adequate medical services should be provided to a worker and family members of the worker after making consultation with representatives of workers and employers. The medical service provided to the plantation worker must conform to the standards set by public authorities and must be adequate keeping in mind the number of workers as per Article 90 of the Plantations Convention, 1958. The medical services so operated for the plantation worker must be run by a sufficient number of qualified personnel and in case such services are provided by appropriate public authorities then they must conform to the standards, customs and practices of the authority. Apart from providing medical services to plantation workers, the Convention calls for the eradication of or control of endemic diseases after making due consultation with the representatives of the employers and workers' organizations.

The Indian Position:

The Occupational Safety, Health and Working Conditions Code 2020 (OSHWC, 2020) is the new legislation related to OHS standards in India. The OSHWC, 2020 has set some common standards in relation to the establishments to be governed under it. In relation to the specific sector like plantations, some special provisions are also provided. The OSHWC, 2020 provides detail provisions regarding various occupational health and safety issues.(Deva 2022, 207)It is a mixed bag of rights and duties. It not only fixed the rights and duties of the worker but also of the employer. It contains general duties of the employer, employee, designer, manufacturer, importer and supplier in relation to OHS. The provisions of "general duties" are a new feature in the context of Indian occupational health and safety law. However, such feature exists in several countries of the world like Hong Kong, Australia and the United Kingdom etc. The legislation which prescribes such "general duties" is called Robens-style legislation. It is one of the features of Robens-style legislation to frame a principal Act with broad 'general duties' which are imposed on certain stakeholders to achieve a health and safety standard. (Lingard and Rowlinson 2005, 40,41) The principal Act is supported by regulations that set out detailed requirements to support the general duties in the Act and other procedural or administrative requirements. The salient features of the OSHWC, 2020 are listed below-

- The Code changes the definition of a factory so as to include at least 20 workers work for a process with power and 40 workers for a process without power
- The Code has set the daily work hour limit to a maximum of 08 hours
- It is gender neutral law. It ends the restriction applicable to women for night work and now women can be employed in all kinds of establishments at night hours (between 7 PM and 6 AM) subject to their consent and safety
- The Code mandates for issuance of appointment letters to every workers.
- It makes annual health check up mandatory with certain limitations
- It provides that no charge is to be levied on any employee for maintenance of safety and health at the workplace and for conducting medical examination for the purpose of detecting occupational diseases
- The Code provides for the constitution of a National Occupational Safety and Health Advisory Board and State Occupational Safety and Health Advisory Board as the advisory bodies in relation OHS standards.

- The employees can ask employer about the information related to the employee's health and safety and enquire about the provision for the protection of the employee's safety or health in connection with the work activity in the workplace

- The employees can inform the employer and the inspection-cum-facilitator in case they foresee any threat or apprehension of a serious injury or danger to life.

- The Code provides separate washing facility for male and female employees

- It provides separate bathing facilities and locker rooms for male, Female and Transgenders .Sitting arrangement for employees working in a standing position

- It provides for proper first aid facilities

- It provides that cleanliness and hygiene must be maintained at the workplace

- It further provides that portable drinking water must be made available in workplace.

- Further, it provides for adequate lighting facilities and measures to avoid overcrowding at workplace.

Special Provisions in relation to Plantations:

The PART VIII of the Code has been specially devoted to a plantation . Section 92 enlists a few facilities which are required to be provided by every plantation employer to its workers. These facilities are over and above the facilities provided under Sections 23 and 24. The facilities which are required to be provided by the plantation employer to workers are-

- The employer must provide necessary housing accommodation including drinking water, kitchen and toilet to every worker employed in the plantation and his family

- The employer must afford crèches facilities where 50 or more workers are employed or were employed on any day of the preceding twelve months in the plantation. The figure of 50 or more workers includes the workers employed under a contractor also. However, the plantation may make alternative arrangements for the crèche facility. It may use the common crèche facility of the Central Government, State Government, municipality or private entity or non-Governmental organization or any other organization. Additionally, a group of plantation employers may establish a common crèche facility by pooling their resources .

- The employer must provide educational facilities for the children of the workers employed in the plantation if the Children in the age group of 06 to 12 of the workers exceed 25 in number.

- Health care facilities for the worker is one of the paramount interest in any OHS law. The plantation employer must afford health facilities to every worker employed in the plantation including his family or provide coverage under the Employees State Insurance Act, 1948

- Recreational facilities for the workers are also a welfare facility provided by the Plantation employer to its workers.

Section 92 (2) provides that a plantation employer may maintain the welfare facilities for the worker out of his own resources or through the schemes of the Central Government or State Government, Municipality or Panchayat for the locality in which the plantation is situated.

Section 93 of the Code provides the safety measures which are to be provided by the plantation employers to their workers. Every plantation employer must provide safety for a worker who uses ,handle, store and transport insecticides, pesticides and chemicals and toxic substances. The State Government has been empowered to prescribe special safeguards to be adopted in case of women and adolescent workers in using or handling hazardous chemicals. It is important to note that the indirect implication of this provision is the engagement of adolescent plantation workers in the hazardous process. The plantation employer must appoint supervisors possessing prescribed qualifications for supervising the use, handling, storage and transportation of insecticides, chemicals and toxic substances in the plantation. The plantation employer has to ensure that every worker handling, mixing, blending and applying insecticides, chemicals and toxic substances, is trained about the hazards involved in different operations in which he is engaged. Further, the employer must ensure that worker is trained about various safety measures and safe work practices to be adopted in emergencies arising from spillage of such insecticides chemicals and toxic substances and such other matters as are prescribed by the State Government. The plantation workers who are exposed to insecticides, pesticides, chemicals and toxic substances must be medically examined periodically, in a prescribed manner fixed by the State Government. Further, the plantation employer must maintain a record of every worker who is exposed to insecticides, pesticides, chemicals and toxic substances during the course of use, handling, storing or transportation in a plantation. The plantation workers have a right to access the record maintained by the employer . The employer must provide washing, bathing and clock room facilities and protective clothing and equipment to the worker handling insecticides, pesticides, chemicals and toxic substances in a prescribed manner fixed by the State Government. It is the duty of the plantation employer to display a list of permissible concentrations of insecticides, pesticides, chemicals and toxic substances in the breathing zone of the workers engaged in the handling and application of insecticides, pesticides, chemicals and toxic substances in the plantation. The plantation employer has to display precautionary notices in the plantation which are prescribed by the State Government indicating the hazards of insecticides, pesticides, chemicals and toxic substances.

The Position in Bangladesh:

The economy of Bangladesh has tremendously changed over the years and it has achieved remarkable economic growth. The country's economic growth is greatly supported by its apparel industry. The tea plantation sector also substantially contributes to the national economy.(Ahmad and Hossain 2013) Like any other country of the world, Bangladesh has also laws to protect the interest of workers working in different sectors of the economy. The Constitution of Bangladesh contains a few provisions relating to the welfare of workers, especially of those related to occupational health and safety. These provisions are categorized as "fundamental principles of state policy" and are made *non*-justiciable by Article 8(2) of the Constitution.(Shankar 2018, 56) The Article 10 of the Constitution of the People's Republic of Bangladesh recognizes socialism and freedom from exploitation, Article 14 of the Constitution of the People's Republic of Bangladesh recognizes the emancipation of peasants and workers. Further, Article 18,19 and 20 of the Constitution of the People's Republic of Bangladesh respectively deals deals with public health and morality, equality of opportunity and the right to work. Apart from the Constitutional provisions, the most comprehensive legislation concerning

OHS measures was enacted in 2006 in the form of the Bangladesh Labour Act, 2006.(Afrin 2014) This legislation covers a wide range of economic activities including tea plantations. The Bangladesh Labour Act, 2006 contains 21 chapters and Bangladesh Labor Rules, 2015 has been framed under it. The Act has consolidated all existing labour legislations in Bangladesh. It has been made applicable to all establishments and workers except those specified in Section 1(4).(2009, 5) Regarding working hours and leave a few changes have been brought by the Act. The working hours have been reduced to 8 hours a day from 9 hours a day. The maternity leave period has been extended to 16 weeks from 12 weeks. The restriction of employment of women during night hours has been lifted under the Act. The Act has prohibited the employment of a child in any work and permits the employment of adolescents based on fitness certificates. The Act has further introduced provisions regarding providing appointment letters and identity cards under Article 5, death benefits to any worker if he or she has 3 years of continuous service with an employer, safety measures like fire safety, personal injury caused by excessive weights, the safety of buildings and machines etc. Further, Article 64 of the Bangladesh Labour Act, 2006 requires that all factories must fence all the machinery. Article 78 of the Bangladesh Labour Act, 2006 provides for the employment of trained male workers to work on or near moving machinery and take safety measures as far as practicable to avoid fire or explosions from dust, smoke, gas or vapour emitted during the manufacturing process. The provision of first aid appliances, canteen, rest rooms, child rooms, cleanliness, prohibition of unfair labour practices of employers and workers etc are some of the noble provisions incorporated under the Act. The Act contains a few specific provisions regarding tea plantation workers. The Act under Section 95 provides that recreational and educational facilities for tea plantation workers must be provided by the employer. Further, it mandates the establishment of adequate medical centres for tea plantation workers and their children. Under Section 96 and 97 of the Act, housing facilities and facilities for daily necessities of life are respectively required to be provided by the employer to all tea plantation workers and their family members.

A Comparative Analysis of position of India and Bangladesh:

The tea plantation workers suffer from various socio-economic and educational problems like illiteracy, poverty, superstitious beliefs regarding the disease, poor food habits and intoxication etc. These problems in turn create a hindrance in maintaining a better occupational health and safety atmosphere in tea plantations. The plight of tea plantation workers in terms of OHS can be seen from the start of the tea plantation economy in Assam. The plight of tea plantation workers started just after the starting of the tea plantation economy of India and continued till the pre-independence period. After the independence, some respite to the workers in terms of OHS was given by the Plantations Labour Act, 1951(PLA). Although PLA, 1951 provided some welfare and health benefits to tea plantation workers, occupational safety measures were introduced very lately in 2010. Although the PLA, 1951 improved the OHS standards in tea plantations of India to a great extent, the violations of the OHS and welfare provisions are noted by various sources including Government sources. Based upon the recommendation of the Second National Commission of Labour to codify the existing labour legislation into 4 or 5 codes, the Union Parliament has passed the historic OSHWC, 2020 along with 3 other Codes. The OSHWC, 2020 reflects the Robens model of OHS legislation of the UK. The OSHWC, 2020 has incorporated the general duties of employers and employees and other stakeholders

of various establishments including the tea plantation. It has consolidated 13 labour legislations including the PLA, 1951 and has made comprehensive provisions regarding OHS management. The OSHWC, 2020 has attempted to remove the " inspector raj" and promotes self-regulation. Although it has a few noble features regarding OHS management, the unique OHS problems including the socio-economic factors of the tea plantation sector remain unaddressed. If the unique OHS problems including the socio-economic factors of the tea plantation sector are not addressed by way of amendment in OSHWC, 2020, providing better OHS measures for tea plantation workers will remain as a distant dream. The legal position of Bangladesh in relation to OHS standards is poor compared to the Indian position. Bangladesh has not adopted the Robens model of OHS legislation. The Bangladeshi laws do not provide elaborate provisions regarding the OHS needs of tea plantation workers. The provisions contained in Bangladesh Labour Act, 2006 are very limited. In other words, the legal standard in relation to OHS of tea plantation worker is still a debatable issue in both India and Bangladesh.

Conclusion:

From the above analysis it appears that occupational health and safety occupies a vital position in the life of tea plantation worker. However, international law on occupational health and safety related tea plantation is not respected by the majority of the countries of the world. Interestingly, India has not signed and ratified the Plantations Conventions, 1958 but adopted a OHS law on plantations in 1951 in the form of Plantations Labour Act, 1951. Further, it adopted OSHWC, 2020 making a substantial change in the labour law jurisprudence.

The OSHWC, 2020 is a epoch making law which makes a few key changes in Indian OHS Law. Compared with Bangladesh , the Indian position regarding OHS related to tea plantation labour is much better. However, Indian position still depends on the effective implementation of the new OSHWC, 2020. Bangladesh may also learn from the Indian experience and incorporate the noble provisions of OSHWC, 2020 in their laws after making changes as per their needs.

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सत्राची फाउंडेशन, पटना

शोध, शिक्षा एवं प्रकाशन की समाजसेवी संस्था

यह संस्था –

– साहित्यिक सम्मान देती है।

– शोध पत्रिकाएँ प्रकाशित करती है।

– पुस्तकें प्रकाशित करती है।

– सेमिनार आयोजित करती है।

– राजभाषा/राष्ट्रभाषा सेवियों को प्रोत्साहित करती है।

– शोधकर्ताओं को स्तरीय शोध के लिए प्रोत्साहित करती है।

– नेट/जे.आर.एफ. के अभ्यर्थियों को निशुल्क मार्गदर्शन देती है।

– हिन्दी साहित्य के शिक्षार्थियों को प्रतियोगी परीक्षाओं के लिए तैयार करती है।