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C O N T E N T S

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Editorial......

It is heartening to note that our journal is able to sustain the enthusiasm and covering various facets of knowledge. It is our hope that IJMER would continue to live up to its fullest expectations savoring the thoughts of the intellectuals associated with its functioning .Our progress is steady and we are in a position now to receive evaluate and publish as many articles as we can. The response from the academicians and scholars is excellent and we are proud to acknowledge this stimulating aspect.

The writers with their rich research experience in the academic fields are contributing excellently and making IJMER march to progress as envisaged. The interdisciplinary topics bring in a spirit of immense participation enabling us to understand the relations in the growing competitive world. Our endeavour will be to keep IJMER as a perfect tool in making all its participants to work to unity with their thoughts and action.

The Editor thanks one and all for their input towards the growth of the **Knowledge Based Society**. All of us together are making continues efforts to make our predictions true in making IJMER, a Journal of Repute

Dr.K.Victor Babu
Editor-in-Chief

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THE STATUS OF WOMEN IN ISLAM: WITH REFERENCE TO *THE QURAN* AND *HADITH*

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In this paper I would like to provide a brief and authentic exposition of the status of the women as mentioned by the Almighty (*Allah*) in *TheHoly Quran* and authentic *Hadith* of the Prophet Mohammad. In the process, I would also like to highlight the role of woman in ancient civilization as throughout the centuries the status of the women varied considerably. They are often abused, oppressed, harassed and generally considered a commodity of pleasure and enjoyment. The condition of the women in Arab before the advent of Islam was not different. The female child was generally buried alive immediately after their birth, if not so, then for the rest of her life she was abused sexually as well as mentally and oppressed. With the advent of Islam in Arab the dignity of women and their position in the society as human beings were restored and women are considered an essential factor in the development and prosperity of the nation. *The Holy Quran* and the authentic *Hadith* of the Prophet Mohammad has provided women their full rights, prohibited female infanticide and offered guidelines for the upbringing of the female child and stipulated mercy and love for them.
TheHoly Quran which is the most authentic source of Islamic faith contains more than hundred verses which are applicable to men and women alike. *The Holy Quran* in its different chapters illustrates that politically, socially, mentally, intellectually, economically, ethically, educationally and spiritually both men and women are alike. To maintain peace, prosperity, equilibrium, happiness and harmony in the society, *TheHoly Quran* by regulating the relationship between men and women assigns a position of dignity and honor to women. *Allah* has not made any distinction between the sexes in *The Quran* in relation to the rewards for good deeds and punishment for evil doers. As *Allah* says in *The Quran*;

> "Verily the men who surrender and women who surrender, and men who believe, and women who believe, and men who obey and women who obey, and men who are sincere and women who are sincere, and men who endure and women who endure, and men who are humble and women who are humble, and men who give alms and women who give alms, and men who fast and women who fast, and men who are modest and women who are modest, and women who remember (Him), *Allah* hath prepared for them pardon and a great reward." (33:35)

Key words: *The Holy Quran, Hadith, Allah,* Punishment, Faith

In ancient civilization and throughout the centuries the status of the women varied considerably. They are often abused and oppressed and generally considered a commodity of pleasure, sexual satisfaction and enjoyment. The condition of the women in Arab before the advent of Islam was not different. The female child was generally buried alive, if not so, then for the rest of her life she was abused and oppressed. With the advent of Islam in Arab the dignity of women and their position in the society as human beings were restored and women are considered an essential factor in the development and prosperity of the nation. *The Holy Quran* and the authentic *Hadith* of the Prophet Mohammad has provided women their full rights, prohibited female infanticide and any kind of oppression against them and offered guidelines for the upbringing of the female child and stipulated for them mercy, care, affection and love.

The Holy Quran, the most authentic source of Islamic faith contains more than hundred verses which are applicable to men and women alike. *The Holy Quran* in its different chapters illustrates that politically, socially, economically, ethically, educationally, mentally, intellectually, physically and spiritually both men and women are alike. To maintain peace, happiness and harmony in the society, the *Holy Quran* by regulating the relationship between men and women assigns a position of dignity and honor to women. Allah has not made any distinction between the sexes in the *Holy Quran* in relation to the rewards for good deeds and punishment for evil doers. As *Allah* says in the *Quran*;

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This concept like many other concepts of the *Quran* is derived from the concept of *Tauhid* which is the core principle of Islamic Jurisprudence. Many secondary principles of Islamic philosophy flow from it including the one that asserts that *Allah* is the Supreme Being and that all human beings are creatures of *Allah.* Therefore, the principle of *Tauhid* provides the basis for the fundamental metaphysical sameness of all humans as creatures of God. *The Quran* then comments on further metaphysical similarities and empirical differences among humans. It further states that all human beings are created from same *Nafs* (soul) and thus emphasizing their metaphysical sameness. As *Allah* says in *TheQuran*;

> "O mankind! We have created humans from a single (pair), a male and female, and made you into nations and tribes, that they would get to know each other (not that you may despise each other). Verily, the most honored humans in the sight of *Allah* are those who are most pious. *Allah* has full knowledge and is well acquainted with all things." (49:13)

It is further said in *TheQuran*;

> "Those who do righteous deeds, whether they are male or female, and have faith, shall enter heaven and not the least injustice will be done to them." (4:124)

It is further said;

> "Whoever works righteousness, whether male or female, and has faith, verily to them we give a new good and pure life, and we will bestow on them towards in accordance with the best of their deeds." (16:97)

Islam has given women their full rights, proclaiming and establishing these with clear explicit texts, which cannot be altered or denied which has imposed preventive regulations to protect women from any defamation, humiliation and wrong accusations. It has given women the protection and security they need which they had lacked through the centuries and which they still lacked in many so-called civilized societies.

Human beings (male or female) are honored by their very creations which are explicitly mentioned in *The Quran* and authentic *Hadith* of the Prophet Mohammad. A funeral possession once passed by the Prophet Mohammad and when he saw it, he stood up as a sign of respect. One of the companions mentioned that the person was a Jew, to which he replied, "Was he not a human being?"

Since we are brothers and sisters descended from the same mother and father, nobody should claim superiority over the other on the basis of his or her color, place of birth, race, sex, language or country of origin. These should not be a criterion to assess a human being. Piety is indeed the only criterion. As it is said in *The Quran*;

> "Verily, the most honorable of you in the sight of *Allah* is the most righteous of you." (49:13)

In Islam, knowledge in general is respected and highly appreciated. Scholars, academicians and students in Islam are highly respected and are appreciated and praised in different verses of *The Quran.The Holy Quran* in the following verse highlights the deep respect for knowledge and for those who possess knowledge. As *Allah* says in *The Quran*;

> "*Allah* will raise to high ranks those that have faith and knowledge amongst you." (58:11)

The first verse revealed to the messenger gives stress on the importance of education and learning. As *Allah* says;

> "Read in the name of your Lord who created, created man from a clinging substance. Read! Your Lord is the most beautiful one, who taught by the pen, taught man what he did not know." (96:1-5)

Women's education is vital and of utmost importance for our society because she is the one who produces future men and women. She is the first school of our children. Our children learn the foundation of humanness and the basic moral education from her. The importance of knowledge is clear from the *Hadith* of the Prophet.

He says;

> "When *Allah* wants to do good for a person, He gives him sound knowledge in religion."[1]

This teaching of Prophet Mohammad is applicable to both men and women and not to men only. Hazrat Ayesha[2], the beloved wife of Prophet Mohammad, once said;

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[1] *Al-Bukhari*, Vol. 2, pp.41-48.

[2] She was the third and youngest wife of Prophet Mohammad. She is often called as the 'Mother of the Believers'. She was the daughter of Abu Bakar and Umm Ruman.

> "How excellent are the women of Ansaar! They do not feel shy while learning sound knowledge in religion."[3]

The women continue doing so and regularly attended study circles. There they asked the Prophet Mohammad various questions related to general and women specific issues. Through some records we get that some women requested Prophet to keep a full day for their questions so that their doubts are removed. The Prophet Mohammad showed affection, love, compassion and kindness to his female companions. He encouraged them to seek knowledge and helped them in comprehending and understanding their religion. Knowledge should be obtained by all men and women, whether free born or slave. Abu Badra's father narrated that *Allah's* messenger said;

> "Any man who has a slave girl whom he educates properly, teaches good manners, manumits and marries will get a double reward."[4]

Islam has restored women's dignity, given them the freedom of choice and the right to choose their husbands. Forcing a woman to marry without her consent is a violation of Islamic law and transgresses the teaching of Prophet Mohammad who said;

> "A matron should not be given in marriage except after consulting her; and a virgin should not be given in marriage without taking her permission."[5]

The people asked, O *Allah's* Messenger! How can we know her permission? He said, "Her silence indicates her permission."

There are two different viewpoints regarding the issue of asking the permission of an adult virgin. The first opinion can be summarized in the following words;

a. Asking the permission of the adult virgin is 'recommended'.

b. The father can give his virgin daughter in marriage without her permission.

c. Asking her permission is necessary in the absence of the father as guardian.

The second opinion is based on the belief that asking the permission of the virgin is necessary whether the guardian is father or not.

The Prophet has clearly given this right to choose her husband to every woman so that her father or guardian is not able to control her destiny or cause her distress or misery by forcing her into a marriage solely to serve his own personal interest.

Islam as a religion gives every Muslim the right to work and to earn profits through lawful and legal means which is quite clear from the narrations of Prophet Mohammad. Al-Qudaam (R) narrates and says that the Prophet Mohammad said;

> "Nobody has ever eaten a better meal than that which he has earned by working with his own hands."[6]

Islam is the religion that rewards labor, assiduity and hard work. It is the religion of sacrifice, charity and giving. As Muslims we are encouraged to work and to undertake lawful jobs. As *Allah* says in *The Quran*;

> "Do what you will, *Allah* will behold your works and so will His apostle and the faithful." (9:105)

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[3] *Al-Bukhari,* Vol. 1, p.41.
[4] *Al-Bukhari,* Vol. 9, p.126.
[5] *Al-Bukhari,* Vol. 9, p.90.

[6] Al-Bukhari, Vol., 3, Book 34, Hadith 286.

Prophet Mohammad urged his companions to work hard and to avoid begging for money, food or for anything else. He had allowed women to undertake lawful profession and crafts which are not incompatible with their feminity, abuse their dignity and does not disgrace the chastity of a women. However, it has not made 'work' an obligation upon women. From the above discussion, we can conclude the following;

1. Every job and every profession is regarded as a craft.
2. Any lawful job is encouraged and acceptable.

As Muslims are told to conduct their affairs by mutual consultation, it is a duty upon all Muslim men and women to express their opinion if they feel that by doing so they can offer valuable advice and wise counsel for the benefit of the society as well as to comply with the principle of enjoining good and forbidding evil. Mutual consultation is one of the most important principles in Islam. It is the methodology established for the creation of a successful nation which invites its members to advise and consult one another.

As *Allah* says in *The Quran*;

> "And those who respond to [the call of] their Sustainer and are constant in prayer; and whose rule [in all matters of common concern] is consultation among themselves;38 and who spend on others out of what We provide for them as sustenance;39 (42:39) and who, whenever tyranny afflicts them, defend themselves." (42:38-39)

He further says in *The Quran;*

> "……and ask forgiveness for them and consult them in the affairs (of moment). Then, when thou hast taken a decision, put thy trust in God. For, God loves those who put their trust in Him." (3:159)

Enjoining good and forbidding evil is to be manifested by speech, action and written commands in order to forbid what is unlawful and establish righteousness. Consequently, on the basis of *The Quran* and the tradition of the Prophet, freedom to express one's opinion is an established right to be enjoyed by every Muslim woman as long as she abides by the rules and regulation of her religion in exerting this right as we have seen from above mentioned examples. Umm Salamah[7] once said to the Prophet;"O Messenger of Allah! Men go for Jihad and women do not; and we only inherit half of their share." In response to that question *Allah* revealed the following verse of *The Quran;*

> "And wish not for the things in which Allah has made some of you excel others. For men there is a reward for what they have earned, and for women there is reward for what they have earned, and ask Allah for His bounty. Surely Allah is ever knowing of everything." (4:32)

It is clear from the above verse that one should not covet the favors which *Allah* has given some more than others. The above verse, according to Abu Jaffer has been interpreted in different ways;

[7]Umm Salamah who is also known as Hind al-Makhzumiyah or Hind bint Suhayl was one of Prophet Mohammad's wives. According to the Shia belief Umm Sakamah was the second most important wife of Prophet Mohammad after Khadija. She is recognized largely for recalling numerous Hadith, or stories about the Prophet Mohammad.

1. It means men will get what they deserve; they will be rewarded for their obedience to *Allah* and punished for their disobedient.
2. This verse implies that for men are a share of inheritance and for women is another share of inheritance.

The importance of women's welfare in Islam is reflected by their eligibility for inheritance. This was a revolution in women's right at that time, since the pagan Arabs and many ancient nations did not allow women to inherit. Inheritance was exclusively for men. But with the revelation of *The Holy Quran* such humiliation was eliminated. As *Allah* says in *The Quran;*

> "O ye who believe! You are forbidden to inherit women against their will, and should not treat them with harshness that you may take back part of the dower you have given them,--except where they have been guilty of open lewdness; on the contrary live with them on a footing of kindness and equity." (4:19)

Through this practice Islam abolished the pagan practice, put an end to the oppression suffered by women throughout the pre-Islamic period of ignorance, restored women dignity, established their humanness and strengthened their social position by granting them the right to inheritance instead of being inherited and humiliated as they were before. Women have a legal share in the estate to be inherited, and this share is stated clearly in *The Quran;*

> "From what is left by parents and those nearest related there is a share for men and a share for women, whether the property be small or large; a determinate share." (4:7)

In the above verse the general principle are laid down that female inherit as well as males, and that relatives who have no legal shares, orphans, and indigent people are not to be treated harshly, if present at the division.

Jabir narrated that the wife of Sa'd bin Ar-Rabee came to the messenger of *Allah* with two of her daughter and said, after the death of my husband their uncle has taken their money and left nothing for them. They will not marry if they do not possess any property. The Prophet replied, "*Allah* will settle the matter." The verses of inheritance were then revealed. The Prophet suddenly sent a message to the girl's uncle saying, "Give two third to the daughters, one sixth to the mother and keep the rest for yourself."[8]

Islam has granted wives, mothers and daughters the right to inheritance, regardless of their age, their financial status or the amount to be inherited. This is a divine right granted by *Allah* which cannot be amended or distorted.

So, after analyzing the status of women in *The Quran* and in the authentic *Hadith* of Prophet Mohammad, I can come to the conclusion that Islam as a religion gives full right, liberty, dignity, respect and freedom to women and attaches great importance to liberty, equality and human dignity and respect human rights. Every human being is a member of the same family. The rights and responsibilities of a woman are equal to those of a man. Women are equal to men in almost all the aspects of life. The Prophet acknowledged this honors when he declared that Paradise is under the feet of the

[8] Al-Tirmidhi, Vol.4, p.414.

mother. She is entitled to three-fourth of son's love and kindness with one-fourth left for father.

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PHOENIX FROM ASHES: THE IMPACT OF IBC ON THE DISTRESSED MERGERS & ACQUISITIONS MARKET

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Introduction

As the global economy reels from the effects of the pandemic, the aftermath is predicted to witness a spike in the mergers & acquisitions (M&A) market. This inorganic growth is a significant driver in the economy of nations and the Indian M&A landscape is no different. And while the M&A market was until a few years back, dare not touch the stressed assets, the scene following the introduction of Insolvency and Bankruptcy Code 2016flipped the story.

By 2018, around 12% of the total M&A activity was led by distressed deals enabled through the insolvency process under the Code, touching USD 14 billion.[1]

The efficiency of the Code in its time frame for recovery of distressed assets,prevention of value erosion of assets, price discovery and corporate restructuring during the insolvency process are the most attractive to the dealmakers in the M&A market. The information gathering during a CIRP coaxes the investors towards distressed assets since it provides valuable and reliable insight into the assets quite effortlesslyto the opportunistic investors interested in M&A. Despite the current economic challenges, the "financing needs of Indian businesses" are expected to create plenty of opportunities for investors, according to PwC India.[2] Thus, distressedM&A activity is expected to continue growing owing to macroeconomic indicators and the enthusiasm of the Indian Government to bolster the economy with business-friendly initiatives.

The impact of the IBC on the M&A activity is immense and insightful as shall be discussed in the article, and has led to the rise of a previously counter-intuitive branch of inorganic growth, since it forces the identification of distressed assets in businesses. This in turn aligns with the unusually incremental jump of India in the World Bank rankings of ease of doing business[3], since sales of distressed assets implies a business being available at a reduced price, thus more local and foreign investment opportunities in the Indian economy.

Key IBC Factors in the Growth of Distressed M&A Activity

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[1] *Spotlight Asia: Distressed M&A in India: A risk worth taking?* Kroll (Duff & Phelps). October 25, 2018.

[2] Sanjeev Krishan, Partner & Leader - Deals, PwC India. Via *Corporate debt crisis takes a toll on mergers and acquisitions in 2019.* Business Today. December 26, 2019.

[3] *Doing Business 2020: Reforms Boost India's Business Climate Rankings; Among Top Ten Improvers for Third Straight Year*. The Work Bank. Oct 24, 2019.

1. Due Diligence under CIRP

One of the most important exercises conducted during M&A is due diligence. It is undertaken by the merging/ acquiring entity to evaluate the target entity's business, assets, future monetary potential, genuineness, and various significant factors to secure itself from future fiscal or litigation problems.It is paramount for the merging/acquiring investor to exercise due care and caution while conducting the evaluation.[4]

Indian economy provides surplus prospects for businesses to grow organically and inorganically, and the process of due diligence has a significant bearing on the outcome of the M&A activity. Oftentimes even after rigorous due diligence has been conducted, litigation and financial issues still fall through the cracks, which makes the M&A transaction unfavourable and troublesome for investors. Usually foreign investors fail to undertake detailed due diligence in highly regulated sectors. The situation is particularly challenging when it comes to dealing of distressed assets due to lack of information on such assets. This issue is tackled gracefully by the IBC in its insolvency process and the investors realise the importance of cleaning up such issues especially in stressed assets.

IBC with the initiation of the CIRP, suspends the Board of Directors of the distressed business (Corporate Debtor) and places the Insolvency Professional (IP) at the helm of the organisational and fiscal management of the company as a going concern.[5] This is because one of the main aims of the Code is to revive businesses in distress. IP has a pivoting role in information disbursal during a CIRPto the Committee of Creditors (CoC), in which it incorporates industry/sector experts` assistance in carrying out due diligence for the CD`s creditors.The IBBI (Insolvency Resolution Process for Corporate Persons) Regulations, 2016 elaborates the information contents the IP has to provide in the Table 1.

Provision of IBC	**Information available during CIRP**	**Due Diligence Activities in M&A**
S. 36 (2) (a)	Assets and liabilities significant for value assertion	✓
S. 36 (2) (b)	Latest annual financial statements	✓
S. 36 (2) (c)	Audited financial statements of the CD for the last two financial years and up-to-date provisional financial statements for the current financial year	✓
S. 36 (2) (d)	List of creditors containing the names of creditors, the amounts claimed by them, the	✓

[4] Supreme Court judgement in the case of *Nirma Industries and Anr. v. Securities and Exchange Board of India.* (2013) 8 SCC 20
[5] Section 17 & 20 of the Insolvency and Bankruptcy Code 2016

	amount of their claims admitted and the security interest on such claims	
S. 36 (2) (e)	Particulars of a debt due from or to the CD with respect to related parties	✓
S. 36 (2) (f)	Details of guarantees that have been given in relation to the debts of the CD by other persons, specifying which of the guarantors is a related party	✓
S. 36 (2) (g)	Names and addresses of the members or partners holding at least one per cent stake in the CD along with the size of stake	✓
S. 36 (2) (h)	Details of all material litigation and an ongoing investigation or proceeding initiated by Government and statutory authorities	✓
S. 36 (2) (i)	Number of workers and employees and liabilities of the CD towards them	✓
S. 36 (2) (l)	Other information deemed relevant to the CoC by the IP	✓

Table 1

It is important to note that the information gathering under IBC is incredibly useful for the distressed assets bidders when it comes to financial and legal issues, and the issue of corporate management is non-existent with the suspension of the Board of Directors. The few issues where the insolvency mechanism might not be helpful to the distressed M&A market would be related to the figuring out the technological and intellectual property of the distressed company if it is not included within major assets, environmental issues and permits in the business line of work, among others which would be relevant to the distressed company and its assets.[6] This is so because the CoC, i.e., the creditors of the sick business are concerned about their debts owed and the IP supplies information most relevant to their needs to reach a deal.

Albeit the Indian Government, IBBI and RBI have come to realise the interest of M&A investors in distressed assets. Owing to their conviction to provide transparency in the data available to the potential and existing stakeholders, investors to make more informed decisions but limited to the M&A investors interested in the distressed assets of a business under IBC, they have addressed in October 2019 with proposition made to create an informative platform to share basic information on distressed assets.[7] The level of detailed information which the IBC mechanism provides on the distressed assets

[6] *20 Key Due Diligence Activities In A Merger And Acquisition Transaction.* Forbes. Dec 19, 2014.
[7] *Govt working to create information system on stressed companies.* The Economic Times. Oct 12, 2019.

eases the due diligence exercise of the potential distressed assets investors, making it a lucrative option.

2. Time Frame for Dealing with Stressed Assets

One of the most sought-after aspects of the IBC mechanism is the time period allotted to agree on the terms and deal with distressed assets of an insolvent business. The Code allows for 180 days for regular insolvency process[8] and 90 days for fast-track insolvency process[9],with an extension available after required voting within CoC, to the stakeholders to reach a resolution or enter liquidation. This means the process and valuations of the distressed assets are carried out faster than when it is carried out by Merging/Acquiring entities while conducting a personal due diligence on non-stressed assets.

The investing entity in the role of Resolution Applicant, thus moves quicker with the offer and negotiations with the Committee of Creditors, without the presence of the Board of Directors. Out of the total of 2170 cases undergoing/undergone CIRP, two-third (~65%) of the CIRPs reached a conclusion either through Resolution Plan or liquidation on deciding the future of the distressed assets (refer to Table 2). Albeit it should be noted that majority of the CIRPs do not result M&A opportunities for investors, the data incentivises the contributing factor of the distressed assets` investors.

Time Period	No. of CIRPs	% of the total (approx.)
>270 days	738	34
>180 days < 270 days	494	23
>90 days <180 days	561	26
<90 days	377	17

Table 2
Source: IBBI

3. Value Maximization/ Preservation of Assets

Once the CIRP application is admitted[10], the first step of business restructuring under IBC required for preservation of the distressed assets is the declaration of a moratorium prohibiting any initiation of proceedings, continuation of pending suits, execution of any judgement, decree, or order of any judicial authority against the corporate debtor.[11] To avoid the possibility of potentially conflicting outcomes of related proceedings. Furthermore, any asset, security interest, or legal right transference, disposal by the CD is barred.[12] This ensures that the assets of the business are together during the CIRP to be able to maximise the value and reach an orderly completion of the process. The effect

[8] Section 40A of IBBI (Insolvency Resolution Process for Corporate Persons) Regulations, 2016
[9] Section 56 of the Insolvency and Bankruptcy Code 2016
[10] Ibid Section 7, 9 & 10
[11] Ibid Section 14 (1) (a)
[12] Ibid Section 14 (1) (b) & (c)

of the moratorium lasts till the completion of the CIRP[13], or when liquidation order is approved by the NCLT.[14]

This is a significant activity undertaken under the Code which leaves little wiggle room for the stakeholders and previous management of the business to disrupt the process of future procurement or sale of distressed assets at compromised prices. The investors in the distressed M&A market appreciate this aspect of the IBC mechanism and are more willing to invest in distressed assets arising from the CIRPs. The USD 12 billion worth Indian conglomerate, JSW Group is one of such big investors who understand the significance and impact the IBC mechanism has on the distressed M&A market. With two such transactions completed and three more under process.[15]

4. Major Distressed M&A Deals

Apart from the factors stated above that impact the distressed M&A market, practical examples of successful distressed assets M&A play a mighty significant role in winning the confidence of the such potential investors. The surge of over 70% in the stressed M&A market[16] over the past years is based on the contribution of businesses primarily in the steal, power, real estate, and infrastructure sectors (refer to Chart 1)- all highly regulated and struggling with overcapacity, high capital expenditure intensity and under-capitalised parent companies.[17]

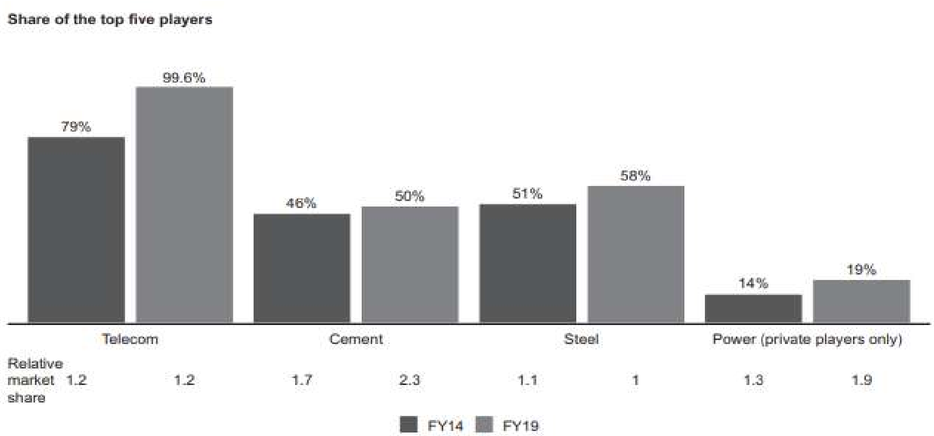

Chart 1

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[13] Ibid Section 14 (4) & Section 31 (1)
[14] Ibid Section 14 (4) & Section 33
[15] *IBC may be a solution for M&A transactions.* LiveMint. March 20, 2020.
[16] *Spotlight Asia: Distressed M&A in India: A risk worth taking?* Kroll (Duff & Phelps). October 25, 2018.
[17] *India M&A Report 2019.* Bain & Company and Confederation of Indian Industry.

Source: Bain M&A Report[18]

Between 2015-2016, deals above USD 250 million (referred to as large deals) doubled in value to USD 23 billion. Post introduction of the IBC,in 2017-2018, the deal value doubled again to USD 56 billion.[19] The main contributing deals in the distressed M&A market comprised of 8 accounts, with the other 4 accounts in under process. These 12 accounts have an outstanding debt of INR 3.45 lakh crores, of which debt of INR 2.37 lakh crores has been resolved via distressed M&A deals (refer to Table 3).This instils a sense of confidence in IBC among distressed M&A investors. Steel sector has taken a lead in the stressed assets dealings with the most noteworthy transaction being the acquisition of Essar Steel duringCIRP for USD 6 billion by Arcelor Mittal and Nippon Steel Corporation as Resolution Applicant, making it the largest deal by value for 2019.

Company Name	**Resolution Applicant**	**Admitted Claims (in INR crores)**	**Case Status**
Electrosteel Steels Limited	Vedanta Ltd.	13,175	Successful
Bhushan Steel	Bamnipal Steel Ltd. Limited	56,022	Successful
Monnet Ispat& Energy Limited	Consortium of JSW and AION Investments Pvt. Ltd.	11,015	Successful
Essar Steel India Limited	Arcelor Mittal India Pvt. Ltd	49,473	Successful
Alok Industries Limited	Reliance Industries Ltd., JM Financial Asset Reconstruction Company Ltd., JMFARC – March 2018 - Trust	29,523	Successful
Jyoti Structures Limited	Group of HNIs led by Mr. SharadSanghi	7,365	Successful
Bhushan Power & Steel Limited	JSW Ltd.	47,158	Successful

[18]Ibid. It is important to note that the chart indicates the M&A deals overall, i.e. stressed and non-stressed. Telecom sector was largely ruled by M&A deals among healthy assets.
[19] Ibid.

Jaypee Infratech Limited	NBCC (India) Limited	23,176	Successful
Amtek Auto Limited	NA	12,300	CIRP re-commenced
Era Infra Engineering Limited	NA	16,832	Under CIRP
LancoInfratech Limited	NA	53,757	Under Liquidation
ABG Shipyard Limited	NA	17,000	Under Liquidation

Table 3[20]

The other steel businesses include Bhushan Steel, accounting for more than half of the distressed assets value around INR 1 lakh crores, and Electrosteel Steels valued at INR 2 thousand crores.[21]These deals are powerful in swaying the distressed assets investors towards the Indian economy due to the fact that India is the second largest steel producer in the world[22], which is the basic material for building infrastructure of any country.

Albeit it is interesting to note that the market perception of distressed M&A deals in the short term is favourable compared to the healthy asset deals, though this situation is revered in the long term (as seen in Chart 2). This may be due to the negative assumption towards the distressed assets which are constructively crushed when M&A deals take place with such assets. While the reverse happens with healthy deals in short term due to the perception that there must be something amiss with the business undergoing M&A.On average, the risks for investing in distressed assets are same as any other M&As. As long as there is an effective strategy in executing any M&A, things will move in the right direction. The same holds true even for buying distress assets. If there is a right strategy in place, distress assets can be valuable pursuits.[23]

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[20] The admitted claims are approximate values extracted from individual business' websites and cases.

[21]*Mergers And Acquisitions Trend In 2019 And Outlook For 2020*. Inc42+. Jan1, 2020.

[22]*India ranks as second largest steel producer of crude steel: Dharmendra Pradhan*. LiveMint. Feb 6, 2020.

[23]*IBC triggers M&A deals for distressed assets*. M&A Critique. December 2018.

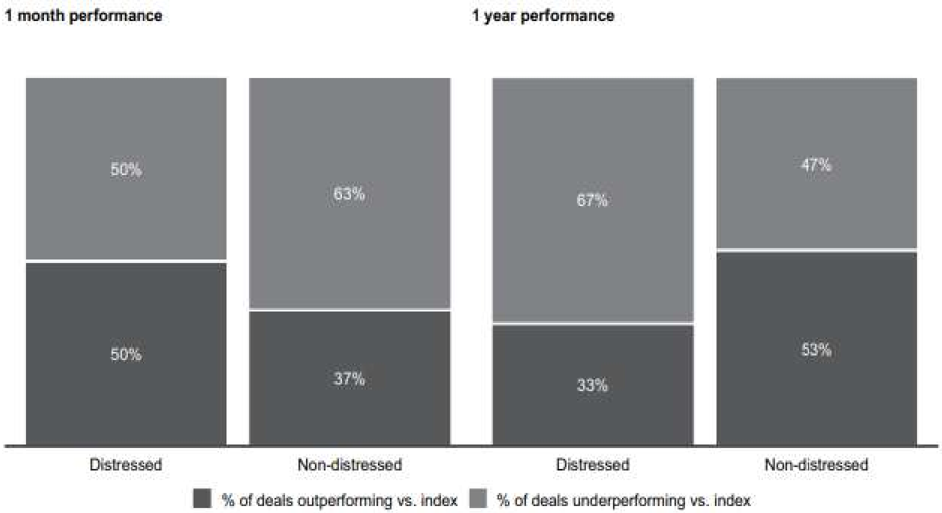

Chart 2
Source: Bain M&A Report

Conclusion

Distressed assets have always been looked at unfavourably and for due reasons but to see the impact of the Code on these assets is a big confidence booster for the IBC mechanism. IBC has basically given birth to the distressed M&A market to a weighty level, and the future of M&A deals fostered under the IBC is expected to continue growing within the inorganic growth models of the economy and beyond. So far, the stressed M&A deals have been led by Indian business entities and with further incentives by the Government, IBBI and RBI, foreign investors are expected to strengthen their hold within this market.

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CONTEMPORARY MYTHOLOGY: DE-MYTHOLOGIZING OR RE-MYTHOLOGIZING?

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Abstract:

There is no well defined meaning of the word 'mythologize' but the popular usage and dictionary assign it a vague meaning which is to create mythical stories or to give mythical quality to a story. Western theories regarding this mythical quality rarely fit Indian mythologies completely and even end up delimiting Indian mythologies, if force applied. An attempt at analyzing Indian mythologies through an amalgamation of the available and suitable theories has been done in the paper to arrive at a fruitful and concrete understanding. However, the main part of the paper moves on to the contemporary re-writing of the mythology taking the contemporary popular mythical authors focusing especially on Amish Tripathi's The Ram Chandra Series and attempts to make out whether the contemporary authors are engaged in de-mythologizing or re-mythologizing. This shall be done by contrasting spiritual and humanistic approach to mythology and supplementing the study with theoretical references from Rudolf Bultmann, Friedrich Schlegel, and Arthur Schopenhauer.

Key words: Mythology, De-mythologize, Re-mythologize, Amish Tripathi, Ramayana, Ramacaritamanasa

What do we understand by term mythologize? By common understanding to mythologize something means giving that thing a mythical quality. Now, what does one mean by this mythical quality? Is there such a thing as a mythical quality? Unfortunately, no, if there would have been something like that, it would have made it so much easier to label myths and non-myths aside. The trending terminology these days even name untrue popular perceptions as myths. The whole debate about what constitutes a myth and what doesn't is an unending one. However, there are some qualities that almost all the debaters on myths agree on. Here's a brief delineation of a few of them. Wendy Doniger says that myths are nothing but shared common stories about humans and animals. The main element in mythology is the presence of such emotions as are shared by all human beings and these emotions help humans connect to others whose stories they're reading or listening. This is true about almost all the mythologies in this world that people connect to them through common elements present therein. But the problem is that this can be true of almost all the stories in this world. The stories, be they myths or not connect to humans all around the world so how does one differentiate what are myths and what not. Sir James Frazer in *The Golden*

Bough says that all the myths eventually talk about the idea of fertility in nature. This may be true about some myths related to the creation and seasons etcetera but this doesn't essentially apply to Indian myths. In India myths range from the ones about idea of creation to those that talk about family ties and family politics. There's a whole plethora of myths in Indian culture but all cannot be talked about in one single paper. This paper will talk about the epic Ramayana, its mythological angle and other perspectives related to it.

The Ramayana originated in the trend of 'shruti' literature so it is not possible to assign a fixed date to this story. Even in the written form, there are so many versions of this story that it is not possible to designate any one as the original. As this paper is dealing with popular literature so here Tulsidas's *Ramacaritamanasa* as a very popular version of the Ramayana that was not only popular when it was written but enjoys a special place even today is taken. *Ramacaritamanasa* as a literary text is a concoction of all the major dramatic elements. Everything from tragedy to festivities, marriage to death, separation to reunion can be found here. Such dramatic elements not only make it an entertaining text but also help its readers in feeling a bond with the story and its characters. The *Ramacaritamanasa* is looked up at by many people for various reasons. Some look at it as the solution to the problems of mundane existence, finding their answers in it through varied ways. Some believe it to provide a salvation from the cycle of existence. Others take life lessons from the text by connecting themselves to the characters and applying their ways to own life. Some others see it as a masterpiece of literature. Be it any reason for which one looks up to this text, one thing is undeniable that the text is highly spiritual. The *Ramacaritamanasa* is unmatchable in its sublime poetry but somehow the religious devotion towards Lord Ram takes precedence. Among a lot of things that can be seen here, some that disturb the current age reader include harsh casteist dialogues, blatant anti-feminism, and the element of devotion perched high above the tragic-dramatic narrative of the epic. Even then something worth noticing about the text is that in spite of the mental shackles of the poet binding him, he still managed to maintain a sublime quality throughout the epic. The strange thing is that this quality doesn't come from the devotion that dominates him. But it comes from the fact that the poet has managed to keep all the characters together throughout the epic. It gives a comfort in knowing that the societal barriers do not stop the poet from respecting and considering all his characters together. Claude Levi Strauss says that human mind functions in binary oppositions and all the myths are a product of those oppositions. This fits to some aspects of the *Ramacaritamanasa* like it depends heavily on the binary oppositions of good/evil and God/demon but other than that the epic takes co-existence of binaries as its basis.

A theory that suits the vastness and complexity of the text of *Ramacaritamanasa* better than what Edward Burnett Tylor who said that myths should not be read as bad history but rather as social institution is yet to come forth. This solves a bit of the problem at least in one aspect because there is no end to the debate whether mythology is history or fiction. Also, there is no way to find out which version of the Ramayana is the original one so even if it is taken to be history, no one can know which version is truly historical. So the *Ramacaritamanasa* cannot be judged on historical basis any more than a literary text can be used to judge the age and place where it was written. So it can be analyzed only as a literary text but one which has set up a social institution.

Ramacaritamanasa is not just a text but a feeling that is shared by a major population of the country. People connect to it, revere it and relate their identities to it. It is a major part of the nation's identity because everyone here has heard or read or watched the story somewhere or the other. Everyone here knows the basic story so over time people start connecting to it as their own story. This connection simultaneously leads to many other feelings which then affect their whole personality and way of thinking. Joshua Leland in his article *On Re-Mythologizing the World* said that "What is important to agree upon is that we all have myths that we believe in, and which myths we believe in will shape the rest of what we believe to a large degree". Religion and spirituality are personal things and people must practice them in private. These things are about faith and faith doesn't need reassurance of agreement with thousands of people. But religious texts and preaching etcetera affect people so strongly that their thinking rigidifies within a boundary. Everything outside this boundary seems lost and suspicious. This is primarily the reason for religious feuds. And the way to curb them is through objectifying the texts to just being texts. We've seen how people connect to mythological texts but such connection is set on a subjective level.

The need to objectify the approach towards mythology brings us to what Friedrich Schlegel said in his *Dialogue on Poetry*. He said that new mythology is needed in order to rival classical mythology. Indian contemporary authors have taken this responsibility very seriously and are working diligently towards this. Contemporary re-writing of mythology mainly portrays two types of writings. It either takes particular characters from a myth, be it major or minor and the whole story revolves around that character or a myth is looked at from a completely fresh perspective. In both the cases a new light is shed on something really old and classical. In continuation from *Ramacaritamanasa*, Amish Tripathi's *The Ram Chandra* Series is being examined as the contemporary re-writing of the myth of Ramayana here.

Out of planned five books in the *Ram Chandra series* by Amish Tripathi, three have been published so far and though it might seem like testing an unfinished project to the naïve eyes, the excitement these books have caused among the reading public makes it worth analyzing. The three books include *Ram; The Scion of Ikshvaku*, *Sita; The Warrior of Mithila* and *Raavan; The Enemy of Aryavarta*. The first thing to be noticed in the titles itself is an attempt to reclaim the essence of language that was lost in the colonizer's language. This is not a matter of contention that even after gaining freedom, the country is deeply neo-colonized. There are various instances where one can note the still colonized neo-colonial nation soaking pleasurably in the colonial culture. Language contributes the maximum in maintaining the neo-colonial stronghold. A person with good knowledge of linguistics may well understand the significance of residual 'a' used in the end of Hindi names written in English but to common people, the correct pronunciation is lost in the oscillation between the two languages. With spelling the names of Ram and Raavan in Indianized English, Amish has cleverly tried to reclaim the power of his language bringing the countrymen closer to their roots (or mythology, here).

Farther than using the colonizer language, there is an attempt to overthrow the western philosophies by referring back to ancient Indian philosophies again and again. His writing style is not too scholarly but it gets the work done. With the three books, readers go back to their roots, learning about lifestyle, warfare, politics, and governance etcetera. The topics dealt with in the book series are contemporary issues that time and again create unrest in the young generation. The solutions propounded here are not classical or contemporary independently but a proper balance between the classical philosophy and modern thought. The narrative style of the author is free flowing which not only makes it an easy to read and follow book but also is a host of considerable interesting ideas.

The most striking thing about the *Ram Chandra series* is that it looks at the myth of the Ramayana objectively. It introduces the three main characters of Sita, Ram and Raavan in a very different setting than what people are used to. The previous knowledge of the epic and the modern rendering to it keeps readers at an edge the whole time bringing to their mind a new perspective towards the story. This new perspective is the key feature in making people a little detached from the story and they develop a sense to look at the epic objectively. Even now, Ram and Ramayana are so close to people that they become an easy matter to fight on. The Ayodhya case of Ram temple is not unknown to many. Even after the settlement of this case, fairly recent news had shown prime minister of Nepal saying that Ram belongs to Nepal. Many other countries too connect to Ram and the Ramayana and all of them want Ram to belong only to them. The problem is not with the connection to Ram but with the social structure that Ramayana has helped to build. With Tulsidas's *Ramacaritamanasa,* a fixed role for ideal Hindu women was set. There were many ideals for men too but the patriarchal society rarely took them seriously. The strict code of conduct for women, on the other hand was strictly observed. The character of women in society started depending upon her demeanor which had to be docile and submissive to attain acceptance in the society. This was a torture for women who had their own mind and for those who were not allowed to develop their minds. Not only was this but the battle between Ram and Raavan was also in the binary of black and white. It was simply put up as the fight between good and evil. But the battle and the whole story is a complex web of life lessons for different situations in a mortal person's life, many of which were overlooked in the seemingly outer simplicity.

Arthur Schopenhauer said that knowledge is one that can be proved. Only that which can be proved can be considered knowledge. Many of the things depicted in the Hindu mythological texts do not relate to present day generations. The heavy use of unrealistic hyperboles and a change in the kind of devotion practices has all led to the questioning of classical epics. The thoughts propounded there can no longer be proved. Addressing all these issues and re-writing the book in a fresh setting took away the mythological elements from the tale of the Ramayana. Rudolf Bultmann introduced the term 'demythologization' and applied the approach on New Testament. He said that demythologization to religious texts seeks to separate cosmological and historical claims from philosophical, ethical and theological teachings. Bultmann in reference to the New Testament said that only the faith in proclamation of the New Testament was necessary for Christian faith, not any historical facts about Jesus. When de-mythologization is applied to the Ramayana or other texts of Hindu mythology, the outcome has been the books written by contemporary authors these days which do not rely on mythical aspects or exaggerated hyperboles for their storyline but instead focus on raw, needful incidents making it easy to drive home the lessons needed to change the social structure to give way to a better and more free structure. Some might say that de-mythologization is breaking the system apart. To answer such apprehensions, it must be seen that change is inevitable. In order to be the best, everyone and everything must have a scope for change. The social structure created by the Ramayana had been so strict that it became suffocating for a section of the society. De-mythologization is just one way to allow breathing space into the system. However, only de-mythologizing can be overwhelming for a society that has always depended on myths for its identity. Hence, it is important that in the process of de-mythologization, authors accommodate a little bit of re-mythologization also. It is true that people attach to myths more than necessary but if myths have a space of acceptance and tolerance in their making, it may even change the nature of population over time. Re-mythologization does the same work as de-mythologization but in a better way. It doesn't make the generation holding on to their mythology suddenly bereft of their identity but gradually provides a new identity which they feel proud to attach to. However, the process of going from de-mythologization to re-mythologization is not one that can be completed overnight. It needs a careful analysis of the de-mythologized versions and a sense of tolerance and acceptance towards what is being offered. With the de-mythologization having made its way in our society already, it can be hoped to see re-mythologization also making its way close behind.

In the end, this paper reaches at the conclusion that mythological epics remain relevant throughout ages because humans across all the ages relate to them. The reasons behind this are several but one of the most obvious one is that these epics portray ideological characters and although it is not possible to follow the same level of idealism in day to day life of human beings, still all humans tend to be inclined towards idealism. The element that detaches human readers from these stories is the God-like treatment meted out to them. The contemporary re-writing of mythology treats these characters as human beings who reached the level of Godhood by making difficult yet right choices throughout their lives. They had to go through a lot of troubles all their life but still they chose to stay on the right path – the path of the truth. In this way other people get an inspiration to make the right choices, it gives them a hope to reach that same level that they had been reading about in awe from ages. This method helps in making a better society.

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A STUDY ON IMPACT OF HR POLICIES IN COMPLIANCE WITH PRESENT SCENARIO IN IT INDUSTRY AND OTHER COMPANIES

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Abstract

It is a widely accepted fact that employee and employer are interdependent of each other. A simple equation between the two states an employee is the one who makes his skills and knowledge utilised by the company, for it to earn profit; in return of his service, employer is the one who compensates him with salary /wage. HR policies and practices act as a catalyst in this equation. It binds the relationship to be mutually favourable. Such relationship could grow mightier only when an employee tends to spend longer period of time with the company whilst employer respects his employee in all aspects of professional needs and desires. In recent times employers are facing a crucial issue of employee attrition. Annually a minimum of 10% mobility of workforce has been recorded in any organisation.

In this competitive era, retaining and maintaining an employee is the most researched topic which has helped in discovering the causes behind employee turnover and employing immediate changes in policies to retain employees. Preserving a maximum number of talented skills in any organisation would definitely act as a stimulator for success (Mahmood & Zafar, 2016).

Employing the best HRM practices is advantageous for both employee and employer, and it plays an important role in the constructive growth of the organization (Jeet &Sayeeduzzafar, 2014).

This study is aimed to identify the impact of HR policies on employee retention in relation to IT sector in Kolkata. The result of the study would help in developing a better understanding on how to manage the HRM policies keeping in view the dimensions of employee commitment, employee retention.

Key words: HRM practices, HRM policies, Retention

Introduction

Employee retention could be defined as the process in which employers invest time and energy to motivate employees to increase their period of stay and avoid shifting of jobs in between designated assignments (Chagani, 2015). According to Khalid, Pahi, and Ahmed (2016) employee retention is an exercise in which management persuades its

employee to continue with the organization. But in contrast to above thoughts, Anwar, Nisar, Khan, and Sana (2014) explained employee retention as a performance management instrument to increase competitiveness and improve overall performance.
HR leaders for years have been facing issues related to retention (Renaud et al., 2015; Wei, 2015). For instance, employers in the banking industry had experienced acute hindrances because of inadequate availability of employees with requisite skills-sets (Aned, Zainal, &Alya, 2013)

With reference to Haider et al., 2015; Sandhya & Kumar, 2014 in their study stated about the challenges faced by HR due to retention leading to loss of skilled employees and a turn down in the organization's performance, resulting fall in profits. In a survey, it has shown 48% of employees' loyalty to stay on with an organization is positively correlated with HR management practice and job satisfaction (Kadiresan, Selamat, Selladurai, Ramendran, & Mohamed, 2015). The generic problem of any HR in today's date is retaining an employee who is considered as an asset and is directly responsible for company's profit; but loss of any human capital would change the story from profit to loss incur and hampering company's good will.

HR policy is a preamble towards the accomplishment of Organization goals and objectives. Such guiding principles aid in properly planned efforts towards accomplishment of strategic aim. It is neither a strategy nor a method. Strategy is defined as a recommended course of action to exercise a far reaching result on the capability of the enterprise to reach its common target. It is pertinent to the structure of basic philosophy of decision making and provides a regular model of decisions.
While policy shapes frame of general principles, a set of rules inevitably indicates how to do something, guide and control employees toward the completion of goals. Agenda were developed on the basis of policies with a view to execute them and consequently, engage additional steps past policies to make straightforward decisions.

Literature Review

Present research gave an idea about HRM policies and its importance in organisational performance but little had been stated on the impact of HRM policies on organizational performance in milieu with economic freedom of India. The study tried to comprehend the role of ground-breaking HRM policies such as the role of HR department and majorly HR practices during change process

.
To measure the implications of human resource policies on organizational performance, if there is a positive relationship between human resource policies and organizational performance, and to understand the scope of application of human resource policies in the IT industry in Kolkata.

Globalization has altered the world of trade into a multifarious set of inter-links and networks that aspire to increase the act of each company within a specific system.

Mostly companies were bureaucratic in nature; with a well defined hierarchical structure. This is called as bureaucratic theory. The theory was developed by Max Weber in late 19th century, to make organizations more competent and sound on authority. Later in 1920's, the thought on human aspect in workplace began to weight on management outlook. Hawthorne experiment, carried out at the Western Electric Company in 1924 was an initiator of thoughts in management. This experiment recommended that employees' efficiency increased if they were treated in an encouraging manner. The study also hinted on importance of interrelationship in the workplace.If employees were contented with the human resource policies and practices in the organization, then they would be more rivetted and stimulated to attain organizational objectives and goals. (Danish, R.Q, & Usman, A., 2010). So far studies have covered the aspects of human resource practices like reward and recognition, training and development and job security, but, If HRM policies play an important role in enhancing or ensuring employee job satisfaction, needs to be investigated.

Problem Statement

A case based in US of 30 steel mini-mills is stated as a paradigm to believe that unambiguous permutation of policies and practices are functional in determining differences in performance and turnover (Arthur, 1994). The mills which followed employee support system highlighted by worker's participation management, team – building activities, proper dissemination of wages and salaries yielded higher output, lower wastage in time and efficiency resulting in reduced employee turnover than control system approach with minimum employee involvement in management functionalities. (Eisenhardt, 1985 & Walton, 1985).

The focus of the study to explore if a change brought in HR Policies could affect individual performance which in turn might have an effect on organizational performance by reducing turnover through assurance to the employees who continued with the organization (Dalton & Todor, 1979; Mobley, 1982; Staw 1980)

Objectives

The main criteria of the study which was derived from problem statement are:

(i) To understand if employees needed any amendment in the HR policies of their existing organisation

(ii) To view if these changes could address retention issues in a positive manner.

Methodology

In this process of study a questionnaire was sent to employers and employees of five different IT giants like HCL, CTS, TCS, IBM, and Infosys to gain a generic view of HR policies. Due to the present crisis owing to COVID 19, numbers of respondents were less; around 50 reacted to the questionnaire. The questionnaire mainly dealt with six~11``(6) categorical policies were taken into consideration. These were: (a)"Time-In policy", (b)"Time-Out policy", (c) "Promotion policy", (d)"Leave policy", (e) "Dress code policy" and (f)"Exit policy".

(a) Time-In policy described employee's check in time with relation "5 minutes grace", "15 minutes grace" and "Fixed 9 hrs from login".

(b) Time -out policy defined the employees 'checking-out time related to "regular office timings", "entirely on completion of work", and "on Boss's whims".

(c) Promotion Policy is based on certain preset rules like "post 4 years", "Performance reward", and "Rapport with Superiors".

(d) Leave policy dealt with two (2) features, namely "Earned leave of 20 days fixed" and "Sick Leave (12 days) + Casual Leave (12 days)".

(e) In certain IT companies there are few relaxations on "Dress code policy" and are set on three (3) different heads like "Full casual", "Full formal" and "Semi casual".

(f) Exit policy implies when an employee quits his existing office, then any of these three would likely to be followed "Min. 30 days notice on priority", "Min. 60 days notice on priority" and "Notice period attuned with final dues ".

To learn on the definition, importance, to set different categories of policies and its implications on employee job satisfaction various journals was referred.

Findings

(1) Using mean of different categorical policies with their features a model has been construed to find the most appropriate policy which might be beneficial for working scenario.

(2) The Confidence Interval (CI) of the mean for the list of policies was estimated at 95% significant level.

(3) Suggesting for any amendment by understanding and accepting the most pertinent features of policies as formulated for IT employees

Table 3.2:Reactions on Change of Policy

Dimensions	Levels	Levels Mean	Levels C.I.	Dimension Mean	Dimension C.I.
Time-in policy	5 mins.	3.07	2.98 – 3.16	3.04	1.845 – 4.234
	15 mins.	1.97	1.88 – 2.07		
	Fixed 9 hrs. from login	4.08	3.99 – 4.17		
Time-out policy	regular office timings	3.48	3.35 – 3.60	3.18	2.02 – 4.346
	entirely on work completion	4.03	3.93 – 4.12		
	Boss's whims	2.04	1.95 – 2.13		
Promotion policy	Post 4 years	2.97	2.88 – 3.06	2.97	1.824 – 4.121
	Performance reward	3.99	3.89 – 4.08		
	Rapport with Superiors	1.96	1.86 – 2.05		
Leave policy	20 days fixed(EL)	2.93	2.84 – 3.02	3.5	2.378 – 4.632
	12 days CL & 12 days SL	4.08	3.98 – 4.17		
Dress code policy	Full casual	2.98	2.89 – 3.08	2.96	1.814 – 4.112
	Full formal	3.97	3.87 – 4.06		
	Semi casual	1.94	1.85 – 2.03		
Exit policy	Min. 30 days notice on prior	3.92	3.83 – 4.00	3.1	1.963 – 4.236
	Min. 60 days notice on prior	1.98	1.89 – 2.07		
	Notice period adjusted with final payout	3.40	3.27 – 3.53		

From the table above it could be easily summarised the most pertinent policy in regards to IT employee:

(i) Time-in Policy: in comparison to other features fixed 9 hours with convenient log in is the most preferred feature and employees feel happy to virtually log in or physically be present in their offices at their convenient time and spend 9 constructive hours.
(ii) Time-out Policy: the rationality of this feature is in precedence of the above policy. As convenient turning up in offices would not conclude an easy exit but would be judged through completion of work.
(iii) Promotion Policy: With a mean of 3.89-4.08 Performance Based decision on promotion was the most expected reply from the respondents.
(iv) Leave Policy: Combination of Casual Leave and Sick leave is a complete package for any employee as, either of the leaves are the mostly availed privileges by any employee.
(v) Dress code Policy: Formals were the most convenient choice of maximum respondents to unharm the decorum of organisation.
(vi) Exit Policy: As per the new trend of 3 months of notice period, respondents felt to bring a change in the policy by reducing it to 30 days (1 month).Though the introduction of this policy is to reduce attrition rate but from employees' point of view this should be reduced to 30 days.

Conclusion

Due to recent pandemic effect, few policies which were on proposal are actually on implementation, especially 'Time-in and Time-out' policy, where the major concern is on employee comfortability with completion of work. It is still on experimenting mode due to the demand of present situation companies are bound to follow the practice, but as the world is shrinking into laptops and desktops and still there is continuity in business activities, soon there would be a wave of change in all other aspects of policies, like Promotion Policy. The results would be fairer and strictly based on real facts and outcomes, therefore, chances of Halo effect and Leniency error would also minimise.

On a global platform Leave policy has seen a change in COVID times. For instance, American companies have introduced paid Sick leaves for their employees, apart from casual leaves which are 12 in count.

Such other major changes are still expected to come depending on present scenario

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MUSIC: AN INTRODUCTION TO THE CHANGING CULTURE OF ENGLISH LANGUAGE LEARNING

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Abstract

The use of music in the ESL classroom provides a distinctive approach to the study of culture. Musical nodes are the reflection of culture, history and a common interest uniting the ESL learners. If music is harnessed, teachers would find a motivational driveto broaden the horizon of culture to classroom activities. Music oriented activities aim to reinforce the communication skills within the target language. Unfortunately, music in the classroom is not a feature of many ESL programs. Generally, language educators regard music activities as a source of entertainment anddistraction. Music programs have been largely incorporated in primary section course programs. However, music oriented activities for higher secondary, intermediate and advanced ESL learners are rare. This paper attempts to demonstrate the importance of using music activities in the language classroom to increase language and cultural competence. Further, suggestions are proposed for promoting cultural awareness and effective command on language skills.

Keywords: Music, cultural competence, linguistic competence, language skills, English as Second language and English as Foreign Language

Introduction

The impact of music in the classroom is justified by the Multiple Intelligence Theory proposed by Gardner (2006) which claims that learners hold varying dimensions of linguistic, music, logical, mathematical, spatial, personal and kinaesthetic bits of intelligence. Other scholars like Degrave (2019); Shock (2017) mentioned that music can be incorporated in the language classroom to enhance proficiency in language skills. Many of the second language institutions have incorporated varying CALL software and introduced games, simulations, tutorial videos making the learning process easy and fun-oriented. Certainly, incorporating music like signing can be utilized to reinforce cultural awareness and boost communicative skills. It has been observed that in the last few decades, a few pieces of research have shown a significant relationship between language learning and music. All too often, teachers and parents regard music as a source of entertainment and not inclusive. Delibegovic& Pejic (2016) expressed the positive influence of music on young learners' vocabulary retention. He added that music in aural or and/or visual media degrees are suitable for different learning styles. Activities that are inclusive of music encourage positive learning experience and enhance cultural competence. Degrave (2019) explained the two reasons for not integrating music in language classrooms. First, teachers lack the theoretical groundings that support the use of music in education. The second reason for the discrepancy, he mentioned that due to the limited knowledge of adapted material, musical activities lack the potential benefits of music-related methodologies. Engh (2013) argued that there is substantiated literature that establishes the strong relationship between music and language in the fields of cognitive science, anthropology, sociolinguistics, psycholinguistics, First Language Acquisition (FLA) and Second Language Acquisition (SLA).Shayakhmetova et al. (2017)created a set of song-based exercises to form socio-cultural and regional knowledge and familiarize the learners with the culture and life of Great Britain. The results revealed that the songs related to intercultural competence create interest among students. The researchers also expressed that the lyrics of the songs leaves a deeper meaning and diverse connotative information into the minds of learners.

Music can be incorporated into listening for all ages and all levels. Many learners struggle in remembering lyrics but find it easier when listening is linked with music, rhythm, rhyme, and melody. Music texts carry most of the grammatical features and offer a plethora of vocabulary, all of which can be utilized in acquiring proficiency in the second language. Music for listening can make the learners conscious and aware of phonetic peculiarities. Students can mark the frequency of words, identify the words that are spelled and pronounced differently, deduce the meaning of homophones and homonyms from the context and list order of words they hear from the song. Musical and linguistic skills are interconnected. Milovanov et.al. (2010 conducted an experiment in which phonemic listening discrimination and Seashore task were included. They deduced that all the participants performed equally in the phonemic listening discrimination task. Further, they mentioned that the participants who had higher musical aptitude were able to produce correct pronunciation of English words than the participants with low musical aptitude.

Along with the development of vocabulary and phonetic aptitude, mood elevation is also mentioned in the literature.Lehmann and Seufart (2017) studied the Mozart effect and the arousal-mood-hypothesis indicating that music can benefit listening outcomes. They tested 81 students using a between-subject design with half of the sample listening to pop songs and the other half learning in silence. They found that learning with music exerted optimum force on working memory capacity, thereby enabling the students to learn and recall for a longer period. This research concluded that the higher the learners' working memory capacity, the better they learned with music.Listening to music was also justified by Kumar et al. (2016). They indicated that the trend of listening to music saying might improve the performances of the learners.The effect of active listening training was also demonstrated by Bulut and Karasakalolu (2017). They tested the fourth-grade students on their vocabulary by using semi-experimental trial models. They observed that active listening training positively contributed to vocabulary building. Further, students' listening comprehension had contributed to learning new words.

Moreover, music can strengthen listening comprehension and pronunciation intelligibility. If songs are chosen correctly, then liaison, assimilation, rhyme, rhythm, and colloquial contractions can be learned easily. In primary sections, the learners acquire English sentence structure efficiently by repeating the English song with pleasure. In addition to pronunciation and grammatical knowledge, learners can practice conversation since song lyrics lend themselves to questions and answers. Stories in songs can be paraphrased, summarized and dramatized as well.

I. Music in Reading and Writing

Different music activities are adaptable and can help learners of all ages. Jiang &Sengupta (2011) calculated the typing performance and assessed it by instructing the participants to copy the words from the GMAT's comprehension section while making them listen to the music of their choice. The results confirmed that the students' efficiency of typing was increased while listening to music. Erten et al. (2015) conducted an experimental study to identify the effects of listening to music while reading. The results demonstrated that the students who listened to their favorite music performed better and showed significant scores of improvement than those who listened to unfavourite music. Yildrim (2007) found that learners often choose to listen to instrumental songs while reading a book. Lozanov (1960) developed Suggestophedia, a method of learning and teaching which was also approved by UNESCO in 1970. In this method, the teacher used to read the text while listening to music. When the teacher would stop reading the text, students go on listening to music. According to Bhanawat (2019), humans' ears are sensitive to different musical sounds that make the learner feel differently. He mentions that the best way to make a comparison between music and writing is to find a favorable sound for studying. Further, he added that music in academic writing makes optimum improvement in the performances of the learners.

In another study conducted by Koopelman (1995) explored the effect of different kinds of music on children's writing content. Students were asked to participate in 10- 15-minute writing sessions. Each session was accompanied by background music including classical, jazz, popular, and country. The counter group was exposed to silent writing. The results indicated that students wrote more words while listening to classical music conditions. He further noted that there were fewer inconsistent writings while listening to jazz music. In addition to it, Top-40 music had left a significant negative effect on students' writing. Interestingly, in another experimental study, the effectiveness of background music was studied. The researcher asked forty-five psychology undergraduates to write brief expository essays. He noted that background music disrupted writing fluency. In addition to it, he mentioned that the students who had musical training and high working memory span were likely to pause at clause boundaries.

II. Music and Culture

The relationship between singing and cultural understanding is widely evident in the literature. Music emerges infancy and develops through the process of enculturation and socialization. Learners get the opportunity to learn about different cultures which play an important role in the construction of linguistic knowledge and identities. Cultural understanding which is multi-layered in nature can be simplified by listening to a variety of songs. Not only has this, singing multicultural songs promoted the linguistic well- being of the learners. Music is a form of education that humans as social beings can acquire in the form of cultural connotations. Shock (2017) mentioned that utilizing culturally relevant songs can be introduced with compelling stories. These stories can be about a musical genre, a musician, or a theme for the day. Music increase focus enhances mood, promotes inspiration and built cross-cultural values. Trellon (n.d.) mentioned that music produces cultural understandings of the world, humanity, and its societies. Not only this, but music-focused fields such as musicology, music cognition, and music therapy also pervade the view of music from varying cultural disciplines and establish broad-ranging history, anthropology, and language study.

Music is linked with the cultural context in which it is presented. The relationship between music, culture, and society has been studied for many decades. The field of ethnomusicology has explored social and cultural customs that influence music practices in a variety of ways. As evident from the paper of Barton (2018), music is a core feature of many of the social celebrations such as weddings and get-togethers. Therefore, cultural expression is expressed and maintained through music. As indicated by Poulshock&Menish (2014) two approaches can be used in English language courses, first to promote language acquisition and cultural understanding, and second, music appreciation. In the first approach, students come across with popular songs and stories that relate to lingual and cultural knowledge, for example, "media gap" and "story pods" activities. In the second approach, students learn to learn and interact with songs to create their self- composed songs. Aldeguier (2018)conducted a study to examine the influence of music on learners from different cultures. According to the researcher, the aim was to analyze the effect of music as a tool to transfer values that built a sense of identity in the primary classroom. Multicultural music was exposed as an intervention of the experimental group. As a result, children were seen singing songs, performing dances, and related customs of their culture. Not only was this, rhythmic teaching model “body music” observed that had engaged all the participants in a common task.

III.Conclusion

Music is a reflection of culture and culture is interwoven in language. An introduction to music can provide the necessary focus on language learning and teaching. As indicated in the literature, music can provoke inner thought and emotion which produces a direct influence on language skills. Today, many of the textbooks do not incorporate musical activities for acquiring language and cultural competence. A few publishers like BBC, British Council have created tapes and texts and suggested especial musical songs. Music activities can aid in the complex task of listening, speaking, reading and writing. Sub skills like auditory discrimination, vocabulary development, sentence structure, focus reading, and writing can be enhanced by playing music.However, the type of music, thematic songs, and accents also matter as they contribute to not only lingual knowledge but also embed cross-cultural values. In every melancholy, there are pitches, rhymes, rhythms that can be used to measure phrases and aware of the learners with vocabulary and syntactical structures. Musical activities are appealing in nature. The choice of a song is dependent upon the instructional point desires. Before choosing a suitable song for the learners, it is important to note the level of language development and the age group of the students. In the present day world, there are many culturally rich contemporary songs and musical styles that can enhance the focus of second language learners. A teacher can induce a variety of musical contexts to sensitize the second and foreign language students.

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By themselves or with no music. The focus of this research was the participants' performance and their muscle movement while typing on the computer.

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A STUDY ON CAREER MATURITY OF HIGHER SECONDARY STUDENTS IN RELATION TO THEIR SELF-CONCEPT AND INTELLIGENCE

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ABSTRACT:

Having reviewed a good number of studies on career maturity and factors contributing to it and some observations in real life situation, the researcher selected intelligence and self concept as factors of career maturity of secondary students. Keeping this in view, the researcher has selected 240 (N=240) secondary students randomly. The descriptive survey method was used for the study. To assess the intelligence, self concept and career maturity of secondary students three tools i.e. Dr. Nirmala Gupta's CMI, R. K. Ojha and K. Ray Choudhury's VIT and Mukhapadhya and Basantia's MBSCQ were adopted. The intelligence and self-concept were found strongly related with career maturity of secondary students.

Keywords: Intelligence, Self-concept, Career Attitudes, Career Competency, Secondary students.

(I) INTRODUCTION:

The period of adolescence is the threshold of entry in adulthood and is vital to enter the world of work. It is a challenge for the young people to choose the career as per their own abilities and skills; and becoming more aware of the world of work and its perspectives as they see their elders, friends, siblings and others struggle to find job or experience the work stress. At this stage, the education, training, guidance, etc. help to channelise their career by choosing the suitable career. The process of choosing a career is an important incision that impacts an individual's entire future. Moreover, their career maturity i.e. career attitudes, career preference and competency mighty be influenced by many contextual, social and environmental, biological, psychological factors. For the purpose of identifying the factors of career maturity, the researcher has reviewed a number of studies and found very contradictory results. Career maturity is influenced by age, race, ethnicity, locus of control, socio-economic status, work salience and gender (Naidoo, 1998). The complex interaction of these factors affects individuals readiness to succeed in mastering the tasks appropriate to various stages of career development. Some investigators used career maturity as vocational maturity, career aspirations and so on. Out of various factors, the Intelligence and self-concept have been considered to study as the factors of career maturity. Crites (1978, 1995) defined career maturity as the extent to which the individual has mastered the vocational development task including both knowledge and attitudinal components, appropriate to his or her state of career development. Maturity is assumed to be an underlying psycho-logical construct reflecting this developmental level just as intellectual, moral and social development are assumed to be psychological constructs (Betz, 1988). Career maturity describes one's ability to successfully cope with vocational development tasks (e.g. crystallizing, specifying and implementing career choice) that are encountered across the development continuum from exploration stage through withdrawal.

(II) OBJECTIVES OF THE STUDY:

a) To find the relationship between Intelligence and the career maturity of secondary students.
b) To find the relationship between Self-concept and the career maturity of secondary students.
c) To find the differences of high and low intelligent secondary school students in relation to their career maturity.
d) To find the differences between students with high and poor self concept in relation to their career maturity

(III) HYPOTHESES OF THE STUDY :

1. $H_0$1: There exists no significant relationship between Intelligence and Attitude towards Career of secondary students.
2. $H_0$2: There exists no significant relationship between Intelligence and Competency for Career Maturity of secondary students.
3. $H_0$3: There exists no significant relationship between Self-concept and Attitude towards Career of secondary students.
4. $H_0$4: There exists no significant relationship between Self-concept and Competency for Career Maturity of secondary students.
5. $H_0$5: There exists no significant difference between Low Intelligent and High Intelligent Students in relation to their Attitudes towards Career Maturity.
6. $H_0$6: There exists no significant difference between Low Intelligent and High Intelligent Students in relation to their Competency for Career Maturity.
7. $H_0$7: There exists no significant difference between Students of poor self concept Students of high self concept in relation to their Attitudes towards Career Maturity.
8. $H_0$8: There exists no significant difference between Students of poor self concept and Students of high self concept in relation to their Competency for Career Maturity.

(IV) METHODOLOGY AND DESIGN OF THE STUDY:

(a) Population: The population for the present study comprised of all the 10 the grade students at secondary level located in Jalpaiguri Districts of West Bengal.
(b) Sample : A sample of 240 (N = 240) students of class X studying in three secondary schools located in Jalpaiguri District of West Bengal was drawn using simple random sampling technique.
The sampling distribution has been presented in the table-1.

Table-1: Showing the sampling distribution

STRATA→ ↓		Locality		Total
		Rural	Urban	
Gender	Male	60	60	120
	Female	60	60	120
Total		120	120	240

(c) Methods : The method of present study has been planned an implemented descriptive frame work.

(d) Variables : The variables studied were as followings:

Independent Variables: As a multivariate approach, the present study comprised of five independent variables. Out of these four independent variables there were two treatment variables and two attribute variables.

Treatment variables : (a) Intelligence and (b) Self-concept

Attribute variables : (a) Gender (boys and girl) and (b) Localities (Rural and Urban)

Dependent variable: Only one variable that is career maturity as a dependent variable was considered in the present study.

(e) Tools : The tools used for the present study were:

i. Career Maturity Inventory **(CMI)** developed by Dr. Nirmala Gupta (2005). This Career Maturity Inventory (CMI) consists of two parts i.e. Attitudes towards Career Maturity **(ACM)** and Competency for Career Maturity **(CCM)**

ii. Verbal Intelligence Test **(VIT)** developed by R. K Ojha and K. Ray Choudhury and
iii. Mukhapadhya and Basantia Self-Concept Questionnaire **(MBSCQ)** developed by D. Mukhopadhyaya and J. Basantia.

(f) Statistics Used: For the statistical treatment of the collected data, different statistical techniques used for the present study can be divided into two major parts, i.e. (a) Descriptive Statistics and (b)Inferential Statistics.

(V) ANALYSIS AND INTERPRETATION:

The employed statistics for analysis of three variables were: **-** (i) Descriptive Statistics, (ii) Inferential Statistics and (iii) Correlational

(a) Descriptive Statistics for CMI, VIT and MBSCQ:

Table-2: Showing the descriptive statistics.

Statistics		Variables			
		ACM	**CCM**	**VIT**	**MBSCQ**
N		240	240	240	240
Mean		26.938	43.279	67	164.158
Std. Error of Mean		0.329	0.636	0.919	1.349
Median		26.875	43.3	67	164.5
Mode		27	42	67	121
Std. Deviation		5.109	9.847	14.25	20.903
Variance		26.101	96.955	203.038	436.954
Skewness		0.052	0.019	0.000	-0.043
Std. Error of Skewness		0.157	0.157	0.157	0.157
Kurtosis		-0.404	-0.473	-0.576	-0.622
Std. Error of Kurtosis		0.313	0.313	0.313	0.313
Range		24	46	64	88
Minimum		15	21	35	121
Maximum		39	67	99	209
Sum		6465	10387	16080	39398
Percentiles	P_{25}	23.3929	36.5000	56.9	149.5
	P_{50}	26.8750	43.3000	67	164.5
	P_{75}	30.4400	50.0714	77.1	179

The table-2 indicated the value of Mean, Median, Mode and P_{50} of the scores of concernvariables coincide. The Intelligence scores are almost normal as the skewness of the VIT was 0 (Zero) and in other variables the distributions were slightly skewed.

(b) Graphical Representation of Data: The scores of three variables for the sample of 240 (N = 240) were represented with help of NPC with histogram.

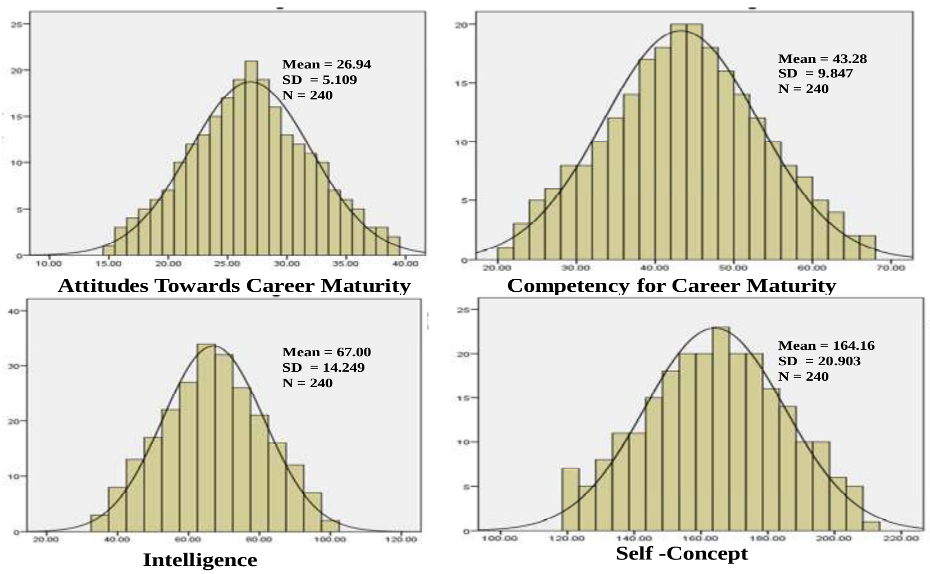

Fig.-1: Showing the NPC with histogram for the scores of ACM, CCM, VIT and MBSCQ:

The observation of the fig.-1 of NPCs for ACM, CCM, VIT and MBSCQ revealed that the distribution obtained in the case of Attitudes towards Career Maturity, Competency for Career Maturity, Intelligence and Self-concept was the normal. Both the descriptive statistics and the figure showed the concern distributions to be as trend of normality. Hence, the nonparametric statistics considered to use for the present study were right decision as each distribution satisfied the conditions of nonparametric statistics.

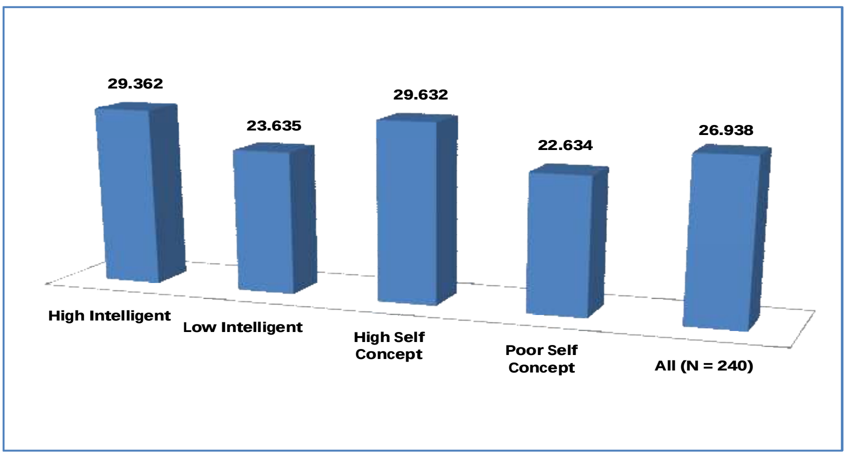

Fig.-2: Showing the Mean values of ACM Scores

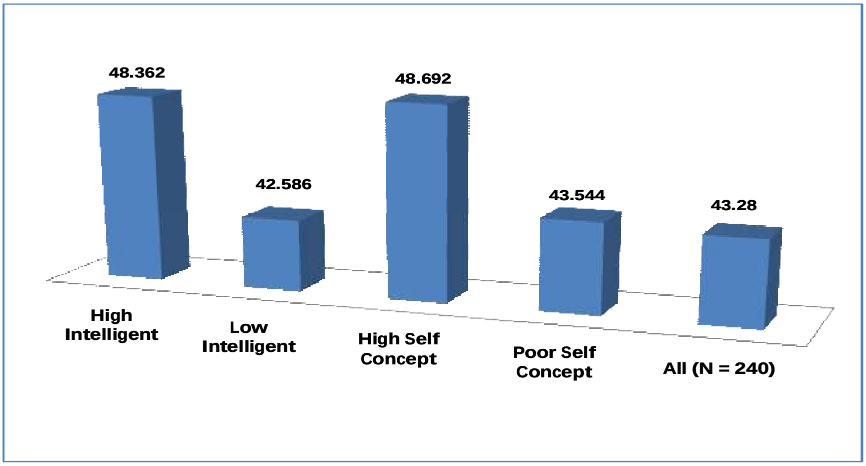

Fig.-3: Showing the Mean values of CCM Scores

(c) Correlational statistics: Analysis of Relationships Between Scores of Dependent Variable (Career Maturity) and Independent Variables i.e. Intelligence and Self-concept for secondary students were computed by the used of Spearman's Product moment method. All the computed r-values were tested at significance of 0.01 level using two tailed test. The statistical result of correlation-coefficient had been shown in table-3 and table-6.

(1) Analysis of the Relationship between Scores of Intelligence (VIT) and Attitudes towards Career Maturity (ACM) students pertaining to the Null Hypothesis No-1 (Ho_1)

Table-3: Showing the relationship between Scores of Intelligence (VIT) and Attitudes towards Career Maturity (ACM) students

Variable	N	r	Level of Significance
Intelligence (VIT)	240	0.759	Significant at 0.01 level
Attitudes towards Career Maturity (ACM)	240		

From the table-3 it was found that, there was a positive and high correlation (r = 0.759) betweenIntelligence and Career Maturity of Secondary students which was significant at 0.01 level. Hence Ho_1 was rejected. It could be stated that, ''there was a significant relationship between Intelligence andCareer Maturity of Secondary students.''

(2) Analysis of the Relationship between Scores of Intelligence (VIT) and Competency for Career (CCM) of the secondary students pertaining to the Null Hypothesis No-2 (Ho_2)

Table-4: Showing the relationship between Scores of Intelligence (VIT) and Competency for Career (CCM) of the secondary students.

Variable	**N**	**r**	**Level of Significance**
Intelligence (VIT)	240	0.738	Significant at 0.01 level
Competency for Career Maturity (CCM)	240		

The table-4 portrayed that there was a positive correlation (r = 0.738) between VIT and CCM of secondary students which was significant at 0.01 level. Hence Ho_{16} was rejected. Therefore it could be stated that "there was a significant relationship between Intelligence and Competency for Career Maturity of secondary students"

(3) Analysis of the Relationship between Scores of Self-concept (MBSCQ) and Attitudes towards Career Maturity (ACM) **students pertaining to the Null Hypothesis No-3 (Ho_3)**

Table-5: Showing the relationship between Scores of Self-concept (MBSCQ) and Attitudes towards Career Maturity (ACM) **students**

Variable	**N**	**r**	**Level of Significance**
Self-concept (MBSCQ)	240	0.801	Significant at 0.01 level
Attitudes towards Career Maturity (ACM)	240		

From the table-5, it has been observed that , there was a positive and high correlation (r = 0.801) betweenSelf-concept and Career Maturity of Secondary students which was significant at 0.01 level. Hence Ho_3 was rejected. It could be stated that, ''there was a significant relationship between Self-concept andCareer Maturity of Secondary students.''

(4) Analysis of the Relationship between Scores of Self-concept (MBSCQ) and Competency for Career (CCM) of the secondary students pertaining to the Null Hypothesis No-4 (Ho_4)

Table-6: Showing the relationship between Scores of Self-concept (MBSCQ) and Competency for Career (CCM) of the secondary students.

Variable	**N**	**r**	**Level of Significance**
Self-concept (MBSCQ)	240	0.786	Significant at 0.01 level
Competency for Career Maturity (CCM)	240		

The table-6 revealed that there was a positive correlation (r = 0.786) between scores of MBSCQand CCM of secondary students which was significant at 0.01 level. Hence Ho_4 was rejected. Therefore it could be stated that "there was a significant relationship between Self-concept and Competency for Career Maturity of secondary students"

(d) Inferential Statistics: As per the scores obtained by 240 students in Verbal Intelligence Test and in Self-concept Scale, the students had been divided by the researcher into High Intelligent and Low Intelligent group in case of intelligence, similarly as Positive self-concept and Poor or negative Self-concept group for the purpose of applying the 't' test to find the mean differences of the divided groups in concerned variables. This division was done by the researcher according to own consideration and convenience for the smooth analysis and interpretation of the data.

Table-7: Showing the Grouping of Respondents according to certain obtained score level

Verbal Intelligence Test (VIT)	Values	Mukhapadhya and Basantia Self-Concept Questionnaire (MBSCQ)	Values
Total Respondents taken for administering the test	240	Total Respondents taken for administering the test	240
Low Intelligent Group	40	Poor Self Concept Group	40
Average Intelligent Group	160	Average Self Concept Group	160
High Intelligent Group	40	High Self Concept Group	40

(1) Analysis of the Difference between High Intelligent Secondary School Students and Low Intelligent Secondary School Students in relation to their Attitude towardsCareer Maturity pertaining to Null-Hypothesis No-5 ($H0_{5}$).

Table-8 :Showing the 't' value of the scores of Attitude towardsCareer Maturity between High Intelligent Secondary School Students and Low Intelligent Secondary School Students

Variable	Difference between	N	M	SD	SE_D	t- value	df
Attitude towards Career Maturity	High Intelligent Secondary School Students	40	29.362	4.35	1.289	4.443*	78
	Low Intelligent Secondary School Students	40	23.635	6.894			

*Significant at both 0.01 and 0.05 level.

The summary of 't' values showed that the "t" –value between High Intelligent Secondary School Students and Low Intelligent Secondary School Students in their Attitude towards Career Maturity was significant at 0.01 level. Hence the Null-hypothesis (Ho1) was not retained. Thus it might be concluded that, "there was a significance difference between High Intelligent Secondary School Students and Low Intelligent Secondary School Students in relation to their Attitude towards Career Maturity."

(2) Analysis of the Difference between High Intelligent Secondary School Students and Low Intelligent Secondary School Students in relation to their Competency for Career Maturity pertaining to Null-Hypothesis No- 6 ($H0_6$)

Table-9 :Showing the 't' value of the scores of Competency for Career Maturity between High Intelligent Secondary School Students and Low Intelligent Secondary School Students

Variable	Difference between	N	M	SD	SE_D	t-value	df
Competency for Career Maturity	High Intelligent Students	40	48.362	7.161	2.107	2.742 *	78
	Low Intelligent Students	40	42.586	11.235			

*Significant at both 0.01 and 0.05 level.

The two-tailed P value is less than 0.01 . By conventional criteria, this difference is considered to be extremely statistically significant as table- 4 showed that "t" value between High Intelligent Secondary School Students and Low Intelligent Secondary School Students in Competency for Career Maturity was significant at 0.01 level. Thus, the Null-hypothesis (i.e. Ho_6) was rejected. It was established that, "there existed a significant difference between High Intelligent Secondary School Students and Low Intelligent Secondary School Students in Competency for Career Maturity."

(3) Analysis of the Difference between Students with High Self Concept and Students with Poor Self Concept in relation to their Attitude towardsCareer Maturity pertaining to Null-Hypothesis No-7 ($H0_{7)}$

Table-10 :Showing the 't' value of the scores of Attitude towardsCareer Maturity between Students with High Self Concept and Students with Poor Self Concept.

Variable	Difference between	N	M	SD	SE_D	t-value	df
Attitude towards Career Maturity	Students with High Self Concept	40	29.523	4.133	1.33	5.18*	78
	Students with poor Self Concept	40	22.634	7.325			

*Significant at both 0.01 and 0.05 level.

The table-5 revealed that, 't' value of the scores of Attitude towards Career Maturity between Students with High Self Concept and Students with Poor Self Concept was significant at 0.01 level. Hence $H0_7$ was rejected and concluded that "A significant difference exist between Students with High Self Concept and Students with Poor Self Concept in their Attitudes towards Career Maturity."

(4) Analysis of the Difference between Students with High Self Concept and Students with Poor Self Concept in relation to their Competency for Career Maturity pertaining to Null-Hypothesis No-8($H0_8$)

Table-11 :Showing the 't' value of the scores of Competency for Career Maturity between Students with High Self Concept and Students with Poor Self Concept

Variable	Difference between	N	M	SD	SE_D	t-value	df
Competency for Career Maturity	Students with High Self Concept	40	48.692	7.322	1.994	2.582*	78
	Students with poor Self Concept	40	43.544	10.265			

*Significant at both 0.01 and 0.05 level.

The 't' values showed that the difference Students with High Self ConceptStudents and with poor Self Concept in their Competency for Career Maturity was significant at 0.01 level. Hence the Null-hypothesis (Ho1) was not retained. Thus it might be concluded that, "there was a significance difference between Students with High Self Concept and Students with poor Self Concept in relation to their Competency for Career Maturity."

(VI) MAJOR FINDINGS:

It has been found that, the Intelligence is related with Career Maturity of Secondary Students. Intelligence was highly and positively correlated with the attitudes towards career maturity and competency for career maturity of secondary students. Therefore, the intelligence has also been proved as a factor of career maturity of the students studying at secondary level.

Like Intelligence, Self-concept has been strongly associated with Career Maturity of Secondary Students. Self-concept was found as highly and positively correlated with the attitudes towards career maturity and competency for career maturity of secondary students. Self-concept like intelligence has been established as a predictor of career maturity of the secondary school going students.

(VII) IMPLICATIONS: The researcher pointed out the various aspects of implications of the present study. The implications of the present study were:

Both Intelligence and self-concept were found the determining factors of career maturity. It was a matter of common observation from the findings and discussions of present study that the persons who were very intelligent would able to choose better career and understand job perspectives and might prepare own self as per the nature of work and ability. It was also same in case of self concept, the persons with high and positive self concept showed the high career maturity. The findings of the present study would be utilized in various ways:-

- Organisingcareer counseling programmes.
- Consultation with career specialists.

- Assignments like laboratory work library study, visits and complicated projects to promote maximum intellectual growth.
- Day to day observation inside and outside the classroom.
- Identifying the slow-learners and giving special attention to them.
- Enrichment of curriculum.
- Encourage the students who are in stress and reduce their feeling of inferiority.
- Find the students with poor self concept and guide and encourage them for work.
- For developing self-concept of low achieving students on their intellectual status, creative work, problem-solving games, easy competitions, debates, quizzes and group should be introduced on a large scale in schools.
- Due recognition and appreciations in the above activities should be given by distribution of awards, prizes scholarship and medals.

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EMPOWERING WOMEN THROUGH SELF-HELP GROUPS IN INDIA - A CASE STUDY

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Abstract:

Empowerment in the context of women's development is a way of defining, challenging and overcoming barriers in a woman's life through which she increases her ability to shape her life and environment. It is an active, multidimensional process which should enable women to realize their full identity and power in all spheres of life. The rural poor with the assistance from NGOs and various microfinance institutions have demonstrated their potential for self-help group to secure economic and financial strength. Various case studies prove that the credit availability has impact on women's empowerment. Thrift is a very important indicator of a group's success because consistent growth in thrift is a clear indication of the growing confidence of the members in the group. Collection of thrift is a major activity of the SHGs. The poor who need money for purchase of various consumption goods quite often meet their contingencies by borrowing from professional money-lenders and others at high rates of interest. SHGs have been extremely effective in creating the habit of savings among the rural poor and mobilizing it for common good. Government and NGOs should look beyond credit and follow the 'credit with social development' approach. Policy implications and programme attributes are to be framed to achieve better results in reducing poverty and empowering women.

Keywords: Women Empowerment, Rural Women, SelpHelp Groups, Villages, poorwomen.

Concept Of Empowerment

Empowering means enabling people especially women to acquire and possess power resources in order for them to make decisions on their own or resist decisions that are made by others which affect them. Participation and control over resources are considered as the critical indicators in the process of empowerment. Disadvantaged women especially in rural areas possess least proportions of resources and as a result they are powerless and dependent on the powerful. Historically, credit access and terms have discriminated against women (Manimekalai,1999) due to various reasons such as inability to provide collateral, small-sized loans, high transaction costs for banks formalities.Microfinance through women Self-Help Groups is a significant medium of poverty alleviation and empowerment of women. SHGs formed by women in different places have proved that they could indeed bring about a change in the mindset of the very conservative and tradition-bound illiterate women in rural areas. The concept of group formation is the best strategy to enlighten women and provide necessary mental courage for self-employment. Grouping of women has increased their awareness and reduced the chances of exploitation by middlemen.

Empowerment of women is necessary for sustainable development. Empowerment is increasing the capacity of women to develop self-reliance in order to identify their problems. It emphasises solidarity and collective action. Groups or communities act together in order to gain access to policies and decision-making arenas where their quality of life is determined. Development is a process of Empowerment. A Self Help Group (SHG) is a small, economically homogenous and affinity group of rural poors having a common perception of need and impulse towards collective action, voluntarily formed to save and mutually agreed to contribute to a common fund to be lent to its members as per group decision for meeting the emergent needs of the members, both for productive and consumptions purposes to raise their income and improve their living standards. Self-help groups are generally facilitated by NGOs, and increasingly advise and train members in a variety of on- and off-farm income-generating activities. Indeed, in a number of recent projects, NGOs were substituted by trained facilitators and animators drawn from self-help groups. Through promoting self-help group, IFAD-funded projects have contributed to improving the overall status of women in terms of income, empowerment, welfare, etc.

In the Rural Women's Development and Empowerment Project, for example, 90 per cent of the beneficiaries reported increased access to and control over resources such as land, dwellings and livestock. Under the Livelihoods Improvement Project in Himalayas, women self-help group members in Uttarakhand were even elected as *gram pradhans* (heads of the local governments at the village or small town level) in 170 out of 669 *panchayats*[2] in villages. In those operations, the country programme evaluation also found unequivocal advances in the self-confidence and assertiveness of self-help group members. In the Tamil Nadu Women's Development Project, 50 per cent of women self-help group members reported that, for the first time in their lives, they had visited new places and travelled longer distances, while 90 per cent had interacted with institutions such as banks, NGOs and project agencies. The impact study on the Jharkhand and Chhattisgarh Project reveals that access to finance through group savings and lending to members had allowed women to become increasingly involved in economic activities such as the collection and sale on local markets of non-timber forest products. However, the study also noted that greater effectiveness would have been achieved if the project had stressed value-addition and promoted market linkages. The box below provides an example in how self-help groups introduced changes into women's lives

Objective

i. To evolve supplementary credit strategies for meeting the credit need of the rural poor.
ii. To encourage banking activities – both on thrift as well as an credit portfolio.
iii. To build mutual trust and confidence amongst the group members as also between the bankers and rural poors / groups.

Membership

The membership of the group should be restricted between 10 to 20. Only one person of a family either male or female can be the member of an SHG. The Group should preferably be economically and socially homogeneous, covering people below poverty line, above poverty line or even a mixture of the two.The defaults by a few members of SHGs and/or their family members to the financing bank should not ordinarily come in the way of financing SHGs by Bank provided the SHG is not in default to it. However, the bank loan was not be utilized by the SHGs for financing a defaulter member to the Bank.

Opening of Account

Account of the registered or unregistered SHGs are to be opened. For this purpose a duly filled in application form should be obtained along with

- A copy of the resolution passed in the meeting of the SHG signed by all members containing the decision to open the bank account with authorization of 3 members for joint operation of the account
- Bye law if any, initial cash deposit of Rs.50/- may be accepted for opening of S.B. account. The A/c. and Pass Book should be in the name of SHG.

Internal lending by SHG

The deposit held in SB Account over the minimum balance of Rs.50/- shall be utilized for internal lending among the members. The repayment including principal and interest shall be deposited in the SB account and further lending be carried on to maintain the cycle.

Assessment of SHG

The SHG is required to be assessed by the branch according to prescribed check list before extending credit.

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Credit facility

- Loan should be sanctioned in the name of the Group and not in the name of individual members.
- Amount of loan should be up to four times the group corpus fund. Higher amount may however, be sanctioned depending upon the Credit absorption capacity, conduct of the SHG and viability of the project.
- . Group corpus will include the balance in SB Account, outstanding balance in the loan ledger, cash held by authorized person and any other contribution received by SHG as grant, donation etc.
- Credit facility will be in the forms of Term Loan / Cash Credit / Overdraft depending upon the productive activity undertaken.

Margin & Security Norms

Up to Rs.50,000/- no margin and collateral security to be obtained. The branch shall not mark lien on the deposits in SB A/c. of the SHG which is a component of group corpus fund meant for internal lending. However, a letter of guarantee may be taken from all the members of the group. In case of loans to NGOs, third party guarantee and/or collateral security may be insisted upon.

Rate of interest

Are applicable as per H.O. Circular. The NGOs should not charge interest to the SHGs more than 1.5% over the rate with which they borrowed from the Bank. The current rate of interest for different scheme given in separate chapter of the Manual of Instruction.

Links to formal rural finance

Another important feature of self-help groups has been the establishment of links between self-help groups and the formal microfinance institutions and commercial banks. To give one example, the Firsipur branch of the Bank of Maharashtra is financing more than 400 self-help groups in the district, lending on average about US$1,600 per group. The bank has set up its own in-house NGO to support these efforts. Loans are provided only to the groups, not individuals (although the groups normally on-lend to individual members). Recovery rates on the loans stand at 99 per cent. In addition to lending to self-help group, which is profitable for the bank, ancillary business has been brought in through self-help group members opening deposit accounts and taking loans as individuals. The impact of the commercial banks' links to self-help groups is attested to by members. In Urali Devachi village (mentioned in the box), members' loans have provided the wherewithal to purchase a flour mill, and the working capital for a market stall selling refreshments and a shop selling saris. Members have used the loans to pay off moneylenders, and for education and health needs

Conclusion

Rural women have sparks which can be fanned into flames with necessary guidance and training. There are innumerable possibilities for promoting profitable small enterprises by rural women and all efforts should be made to develop this nursery for entrepreneurship. Self-Help Groups of assetless women will have to be made sustainable through backward linkages to credit and technology and forward linkages with organized markets.The efficacy of SHGs would be considerably enhanced if a symbiosis could be worked out between SHGs and Panchayati Raj Institutions (PRIs) because by nature and mandate both these institutions have the same objective viz. of ushering people-centred development and through it to empower the disempowered

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THE ABSTRACT SKILLS, TO BOOST THE EMPLOYABILITY QUOTIENT OF ENGINEERING GRADUATES

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Abstract:

The job scenario has been changing drastically all across the globe, with competition getting intensely fierce across almost all the professional segments, educational strategists are devising newer educational policies and innovative techniques to bolster the system. The academic sector is in a total state of flux, and changes are being suggested for positive job readiness of students. This emphasis on assorted skill development has inevitably changed in Higher Education, with the intent of reinforcing students' employability outcomes, as they have to match with the expectations of the industry. The stipulated settings for most organizations presently is globally interconnected, extremely competitive, fast changing and can be anticipated to remain so for a couple of decades to come. The challenges thrown up by this dynamic setting in organizational management are multiple and far too complex than they actually appear to the analyzer who is mostly the top management. In the present paper we are discussing about the competencies of engineers so to be precise an engineering fresh jobseeker stands absolutely confused while he/she is just at the verge of stepping out of the campus. Today as the competition is fierce for engineers in the age of Artificial Intelligence and Automation man and machines are somewhat at the same competitive level, each trying to supersede the other. It is high time we share a thought on certain abstract skills which has been discussed here. These abstract skills are the lesser talked about and hence are at times neglected. Positive communication, active listening skills, willingness to work hard, stably working under pressure, dependability, positive self starter approach towards work are some of the many skills related to the emotional intelligence quotient or EQ of an individual which at most of the times decides the professional success of an individual. The discussion is quite complex and arriving at a concrete conclusion for theories and principles to be implemented will be inaccurate. Hence more research and studies in this context is suggested.

Key words*:* Abstract Skills, Professional,employability,employability quotient, Industry, Automation, Competency.

I. INTRODUCTION

With the job scenario changing drastically all across the globe, and competition getting intensely fierce across almost all the professional segments, educational strategists are devising newer educational policies and innovative techniques to bolster the system. This has led to the academic sector being in a state of absolute flux. Globally the education system has seen rapid change encouraging skills development as a key ingredient. This emphasis on assorted skill development has inevitably changed in Higher Education, with the intent of reinforcing students' employability outcomes, as they have to match with the expectations of the industry.The stipulated settings for most organizations presently is globally interconnected, extremely competitive, fast changing and can be anticipated to remain so for a couple of decades to come. The challenges thrown up by this dynamic setting in organizational management are multiple and far too complex than they actually appear to the analyzer who is mostly the top management. This is all a far complex and convoluted imbroglio to an onlooker, making everything complex for the base unit facing all this brunt. This base unit is the student just ready to step out of the campus, the jobseeker is directionless and confused. To sort out things requires the joint efforts of a group of high statured intellectuals to formulate result driven educational strategies with undisputable positive outcomes. But never the less now globally all the mastermind educational intellects have unequivocally and unanimously acquiesced to the fact that to shape the employability quotient of students while they are still in the university could be envisioned by the proficient management and development of certain skills. Not only hard skills or technical skills are imperative, but consistently developing certain human oriented skills was extremely important to get hired and position themselves comfortably in the organizational set up.

The complex expectations have given rise to the concept of finishing schools where graduates get equipped with soft skills as well as technical skills. These finishing schools give the final polish to a candidates education to make them complete with a good personality, grooming, excellent personal etiquette and dress sense, so that he/she can stand out in a crowd and has a higher chance of ready acceptance in any organizational setting – be it the job market, family environment or peer group, this moreover prepares them to foray into the organizations and thrive there. But as there are always both sides of the coin, the base unit or the student ready to step out of the campus is still in the confused mode. The expeditiously mushrooming finishing schools, soft skill trainers, coaches, human skill mentors, have rather complicated all the process. To make the right choice is pertinent and crucial. Looking into the technical education sector, it is far more complex as technology is globally changing rapidly where as it is impossible to alter curriculum of universities at the same pace. The graduate stepping out of a technology institute needs to be updated with recent technology to be hired, in this race the soft skills, people skills or human skills are sometimes neglected.

II. LITERATURE REVIEW

Literature exploration reveals that in various parts of the world emphasis is laid to skill development for boosting the employability quotient of students, engineers when focussing specifically on this professional perspective. Review of literature on employability skill needs in engineering on a study of United Kingdom reveals conclusions that for engineering and manufacturing man power to develop certain skills pertaining to the needs of the industry, this can only be achieved through centrally coordinated approach of skills assessment, monitoring and development[1]. A study expresses on how imperative it is for engineers of the 21 century to be efficient with certain skills as core competency in the job market to excel. This study discusses the need of creative problem solving, communication, and teamwork, to be developed for all engineers to succeed in any proposed projects [2]. An article discusses the ordeal of an engineer who faces difficulty in adjusting to the work atmosphere and how in various job setups people are not willing to work with her due to her lack of people skills [3]. A comparative study reported a decade back also suggests soft skills, as an important ingredient of an engineer's profile. They enlisted multiple skills like leadership quality, team work, conflict management skills, interpersonal skills, self-management skills, decision making capacity, futuristic thinking, continuous learning capacity, empathy, persuasion, negotiation, presentation skills, personal effectiveness, diplomacy, orientation towards goal, flexibility, good customer service, written and oral communication skills, creativity/ innovation, and problem solving capacity[4].

An article expresses that effective communication is the key to superior professional outcomes in technical scenario and hence there is a need to focus in this sphere, further they suggest that by doing this they will be capable and competent at influencing, leading, and conveying ideas and concepts to their colleagues and others[5]. An important finding in Vietnam and Thailand enumerates problem solving skills in engineers for better job outcomes in process innovation and hence suggests organizations to train their employees in the same [6]. A paper concludes how improvements of soft skills in engineering can be made by rebranding soft skills as entrepreneurial skills [7]. An elaborate study in Malaysia was aimed to determine the non-technical skills required by entry-level engineers in the manufacturing industry. The skills were divided into seven categories i.e. four functional skills categories (communication, creative thinking and problem solving, information management, leadership and organizational skills) and three adaptive skills categories (group effectiveness and teamwork, work-related dispositions and attitudes and personal traits and self-management [8].

A dissertation titled "Soft Skills Development of Engineering Students through Mentoring in Cooperative Education" by Dyah a. Hening,Director of Dissertation: David A. Koonce has been approved for the Department of Industrial and Systems Engineering and the Russ College of Engineering and Technology [9]. It was concluded that Psychosocial mentoring functions improves soft skills performance more effectively than career mentoring functions.

III. ABSTRACT SKILLS FOR ENGINEERS

The word abstract skills have been chosen here to enumerate key competencies to succeed for the engineering jobseeker. The massive use of the phrase soft skills and the largely multiplying and mushrooming training academies and finishing schools of multiple statures has totally left the engineering jobseeker bewildered and confused. He has accepted the fact by now that though technical skill is the qualifying criteria for the job, but that alone doesn't punch the ticket to his career entry. The employers seek an assorted assemblage of skills. So the major issue is exactly what, how and when to start.

This is variable factor in the candidates profile and is open to assessment and exploration by the employer. The competition is fierce for engineers today. In the age of Artificial Intelligence and Automation man and machines are somewhat at the same competitive level, each trying to supersede the other. The global community is talking about Industry 4.0,the digital transformation of manufacturing/production and related industries and value creation processes, resulting in the intelligent networking of machines and processes for industry with the help of information and communication technology. As put forth in one of the online industrial news site, that when we hear about automation and manufacturing in one go, our mind visualizes assembly lines staffed by armies of tireless robots. The engineer jobseekers mind fills with anxiety, the association between innovation and job losses stems from an image of technology that replaces the need for humans in manufacturing. With Industry 4.0 on the ascent, it's understandable that the manufacturing labour sector is anxious about its human workforce being replaced by machines. But reports also suggested otherwise positively [10]. A robust job market when it was in the pre COVID times , due to a growing economy, it was observed that plenty of engineering jobs were going unfilled, vacant in many industries, due to lack of suitable recruit. At the same time plenty of engineering graduates are taking non-engineering jobs. Multiple studies have quoted that machines probably will never replace man. One such study clearly concludes that Man power will continue to remain as the key asset in organizations, though AI and Process automation is entering into every phase of life, but Automation only replaces job and not employees [11] But are we ready to face the facts that the engineering graduate jobseeker has to upload his armamentarium with skills his predecessors probably had never thought off. Today when we talk about one world, or global community then surely we must take into consideration the multiple modes to materialize this vision or dream of the intellectual educational strategists. Certain aspects need serious contemplation on how the various communities will achieve international mobility which is the one and only solution to "one world".

IV. KEY COMPETENCIES FOR ENGINEERS

In this emerging trend of globalization it has been a matter of rich and significant debate to address the key competencies considered critical for students to possess in order to succeed in the world. The fact is, when we enumerate the list of key competencies for sustainability in the global professional front, the knowledge of English language flashes among the topmost listed proficiencies. Inevitably, the basic step to substantiate the vision of unifying the world intellectual community and industrial and professional platform would start with the need for accepting a global professional language. English now being accepted as the Lingua Franca, we can nominate English communication skills to be an integral skill. For the developing countries like India with dialectal diversities definitely students face this issue during graduation, though they often have moderate writing skills, the competency in English verbal communication is often the biggest challenge. A paper presented at a global Linguistics conference enumerated a study wherein an English language instructor and Engineering instructors, surveyed the needs of entrepreneurs using English for communication, with the objective to develop a model of English instruction to meet their employability needs, and assess the levels of English proficiency, among the group of engineering students under consideration regarding this model of English instruction. They concluded that the proficiency was low and hence a model of English instruction for engineering students was developed combining a communicative approach and content-based teaching methodologies, implemented from the second semester [12].

Though there are many skills enlisted for engineers but active listening is a skill which seems simple yet difficult to actualize. Active listening involves mental processing and understanding what is being communicated, and then reacting. Passive listeners often fail to respond to a situation the way it is expected. Whether working individually or in teams engineers work on problem solving or project completion, which often require them to take instructions of senior colleagues or team mates. A smooth flow of communication is imperative for transfer of information and result oriented project outcomes, at the same time at the receiving end too need active listening to complete the process and then only the entire chain is accomplished. A study presented in a conference reported investigation to develop the STEM Active Listening Skills Assessment (STEM-ALSA), an instrument to measure four components of active listening, important aspect of communication in all academic settings. The STEM-ALSA comprised of three unique scales to measure a person's knowledge (12 items), ability to apply (25 items), and self-efficacy (5 items) with respect to active listening [13].

The willingness to work hard, the desire to excel in the job, the self starter or self motivated attitude has a huge role to play in an individual’s success. It is widely believed that motivation is the major driving force in business success and this factor is inextricably linked with the management of workers, clearly connected with leaders or managers, with specific roles to motivate people by a combination of rewards and threats. But in today’s complex work scenario, it is required to be self driven; in fact companies are always inclined to hire professionals with intrinsic motivation and drive, to work hard towards achieving their goals. In this competitive and fierce global employment platform employers seek to hire people ready to contribute to the organizational revenue right from the start. This is only possible with recruits with a quick learner and self starter approach towards work. These are certain skills which are abstract yet must be imbibed in students ready to step out of campus. A significant study indicated that high-activated positive mood was positively associated with all elements of proactive goal regulation [14]. An interesting finding was reported in the context of engineers in a reputed publication wherein it was observed that Engineers were rated higher on Tough-Mindedness and Intrinsic Motivation; but in terms of Assertiveness, Conscientiousness, Customer Service Orientation, Emotional Stability, Extraversion, Image Management, Optimism, Visionary Style, and Work Drive they could not score satisfactorily[15]. All these findings have significantly contributed to the fact that our education system should catch these warning signals to nurture certain significant employability skills in students while they are still in the learning phase. This can surely result in potential benefits and faster outcomes for engineers after they start a career. As it is obvious that success breeds success, recruits tasting success in the early phase of probation would certainly be motivated to continue with positivity. Though many companies train their employees in motivational and attitude development during probation, but at the same time there are many corporate houses looking for trained and ready professionals with success track record while hiring. Here the fresh jobseekers are not entertained.

Dependability is another abstract skill which needs special mention. When working in a team it is crucial for a team leader to be assured of the dependability while delegating responsibilities. This is a skill which is an indicator of a strong character. Unfortunately this abstract skill is quite difficult to teach. It can only be learnt with practice. For any organization this skill surely affects the performance of teams and then jointly contributes to the overall success of the organization.

V. DISCUSSION

While discussing employability skills for engineers finishing schools generally focus on greater known soft skills like interpersonal skills, teamwork, leadership, critical thinking, problem solving, dressing sense and the like. The undergraduate curriculum though has included certain aspects of soft skill development in the curriculum, but certain gaps in the implementation process and in descriptive loopholes cause students to ignore these and focus more on their technical skills and grade points. Many of them do not realize the reasons of failure at their jobs, or till the time they do, the damage is already done. In such a scenario the intellectual community spearheading educational reforms are constantly devising practises and policies to integrate the educational system with industry. The institute industry interaction which is a vital part of every technology institute must be actualised.

VI. CONCLUSION

It is observed that students placed in organizations during campus placements often fail to secure their positions and are at times forced to leave due to non performance. The major reason of failure at the professional front is contributed to lack of abstract soft skills which most of the engineering interns are unaware of. Positive communication, active listening skills, willingness to work hard, stably working under pressure, dependability, positive self starter approach towards work are some of the many skills related to the emotional intelligence quotient or EQ of an individual which at most of the times decides the professional success of an individual. The discussion is quite complex and arriving at a concrete conclusion for theories and principles to be implemented will be inaccurate. Hence more research and studies in this context is suggested.

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CONSUMER BRAND LOYALTY TOWARDS FAST MOVING CONSUMER GOODS IN ARIYALUR DISTRICT

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Abstract:

"The consumer behaviour plays an important role in marketing of fast-moving consumer goods. This behaviour is affected by various factors. In the present era of globalization needs and wants of consumers changes with time. The fast-moving consumer goods (FMCG) sector contributes a lot to the growth of India's GDP.Therefore, it is necessary to identify the changes in consumer buying behaviour towards FMCG products. This study an empirical investigation that seeks to find consumer brand loyalty towards fast moving consumer goods in Ariyalur district. The large number of consumers provides a good foundation for the expansion of the FMCG market. Respondents have been taken by applying purposive sampling method, percentage analysis and Chi-Square test are used. This study purpose is to analyze the consumer brand loyalty towards FMGC. Total 800 sample Respondents used to test the hypotheses. Findings of the study reveal that the consumer have good perception by Fast moving consumer goods".

Keywords: Consumer, Fast-Moving, Behaviour, Brand Loyalty, FMCG, Service And Purchasing.

Introduction:

"The study is on Brand Loyalty of consumers towards Fast Moving Consumer Goods (FMCGs). Brand occupies a place of paramount importance in an organization and has become a major strategic factor in the corporate world providing competitive advantage, delivering shareholder value, creating wealth, and ensuring social prosperity. In today's world of internet and media explosion, the role of marketing is redefined as creating, communicating and delivering value to customers. Consistent tracking of the changes on consumers' preference has become the key factor in delivering value to customers[1]. After opening our economy to global companies, the phase of change that India experienced is mind-boggling. Today the Indian consumers are flooded with plenty of brands, both Indian and international. The new brands offer innovative features with better quality, but from the perspective of Indian manufacturers, these new entrants are major threats"[2].

Review of Literature:

Sanjana Gaur, (2002)[3]found that the important decision maker for the purchase of branded rice was the housewife of the family. The retailers were ranked as the prime source of information about the product. Most of the households purchased branded rice from the rice mandy. The quality and the image of the brand were ranked as the major factors for brand preference.

Dekimpe et al., (2003)[4] A firm's ability to retain customer and foster brand loyalty is crucial for its continued success. Loyal customers are typically less price sensitive than others, and a loyal customer base provides firms with a usable time to respond to competitive conditions. Indeed, cost of attracting a new customer has been found to be higher by six times than the cost of retaining a current customer.

Sampathkumar, (2003)[5] mentioned that the consumer's behavior involves understanding the acquisition, consumption and disposition of the products and services. Those involved in analyzing it, be it consumers, marketers, middlemen, or regulatory agencies, should continuously make sincere and necessary efforts and take periodic.

Muhammad Irfan Tariq et al., (2013)[6] in this article entitled "Customer Perceptions about Branding and Purchase Intention: A Study of FMCG in an Emerging Market" has made an attempt This study will show the purchase behavior of the customers that how general public are attracted to make purchase of the branded product and also reveal the important aspects which are quite necessary to capture the purchase intention of the customers. This research helps to categorize that among these aspects which factors have significant effect on the purchase intention of the patrons.

Dr. VenkataSaiSrinivasaRaoMuramalla (2013)[7] in this article entitled "Brand management of FMCG: A comparative of brand loyalty among the urban and rural consumers" the most important driving force behind this increased interest in strong brands is the accelerating pace of globalization the fast pace of technological development and the increased speed with which imitations turn up on the market have dramatically shortened product lifecycles. The specific objective of the study is to measure the loyalty of the respondents quantitatively.

Vibhuti, et.al(2014)[8] In their article titled "A study on Consumer Buying Behavior towards Selected FMCG Products" The consumer behaviour plays an important role in marketing of fast-moving consumer goods. The authors highlighted that the present era of globalisation needs and wants of consumers changes with time. The fast-moving consumer goods (FMCG) sector contributes a lot to the growth of India's GDP.Therefore it is necessary to identify the changes in consumer buying behaviour towards FMCG products. The study reveals examines the factors affecting consumer buying behaviour towards FMCG products and finally effecting their decision-making process. The study found that consumer behaviour is largely affected by place, product, price, promotion, physiological and psychological factors. However, effect of these factors also differs from product to product.

Ganesh (2015)[9] **-** In his article titled Consumers' Perception towards Brand Loyalty of FMCG Products -An Analysis. The author analyzed that the consumers' perception towards brand loyalty of the FMCG product is awareness, knowledge, attitude of the brand, risk aversion to change the brand, satisfaction and brand trust of the consumers, variables namely brand, image, product quality, product knowledge, product involvement, products attributes and brand loyalty of consumers.

Statement of the Problem:

"With variety of FMCG products, what brands the customers choose and their brand loyalty based on various factors and shifting of loyalty and reasons for the same variables are the problems to be studied which would be useful both to the consumers and retail outfits.

Objectives:

1. To study the socio economic back-ground of the consumers.
2. To study the brand preferences on select FMCGs at Ariyalur District.

The definitions and concept of Brand Loyalty

'You learn that creating customer loyalty is neither strategic nor tactic; rather, it is the ultimate objective and meaning of brand equity. Brand loyalty is brand equity'. -Daryl Travis Now, what constitutes brand loyalty? According to Bloemer and Kasper, brand loyalty implies that consumers bind themselves to products or services as a result of a deep-seated commitment. To exemplify this point, they rendered a distinction between repeat purchases and actual brand loyalty. In their published research, they assert that a repeat purchase behavior 'is the actual re-buying of a brand' whereas loyalty includes 'antecedents' or a reason/fact occurring before the behavior. Bloemer and Kasper further delineate brand loyalty into 'spurious' and 'true' loyalty. Spurious loyalty exhibits the following attributes:

a. Biased
b. Behavioral response
c. Expressed over time
d. By some decision-making unit, with respect to one or more alternate brands, and
e. A function of inertia

True brand loyalty includes the above, but replaces inertia with a psychological process resulting in brand commitment. Next, let's turn to various definitions proposed by different authors and thinkers to get a better insight towards the term brand loyalty. Brand loyalty is a topic of much concern to all marketers[10]. Every company seeks to have a steady group of unwavering customers for its product or service. Because research suggests that an increase in market share is related to improved brand loyalty, marketers are understandably concerned with this element. Thus, brands that seek to improve their market positions have to be successful both in getting brand users and in increasing their loyalty[11] .

Research Methodology

The methodology of the research indicates the general pattern of organizing procedure for gathering valid and reliable data for the purpose of investigation. The methodology of this study includes the description of research design, sample size, sampling techniques, development and description of the tools, data collection procedure and analyzing the data.

Research design: The research is descriptive in nature. The objectives of this design are to portray accurately the characteristics of the consumer Brand loyalty of Fast-moving consumer goods in Ariyalur district. Attempts are made to ascertain the attitude and buying behaviour of FMCG by the result of the study.

This study title is "A study on consumer brand loyalty of fast-moving consumer goods in Ariyalur district" and the methodology discussed the data collection, period of the study, sampling design, reliability analysis, pilot study and statistical tools and techniques. The validity of a research depends on the systematic method of collecting the data and analyzing them in the sequential order. In the present study, extensive analysis of both Primary survey data and Secondary source were used systematically.

SOURCES OF THE DATA

Primary Data: Primary data is the first hand information that is obtained through experiment, surveys, etc. in this study the primary source of data is obtained by interview schedule to various respondents in Ariyalur district. The selection of samples would help the researcher to carry out a reliable analysis.

Secondary Data: Secondary sources are the facts that are available already. In this study the secondary data were collected from the previous records, magazines, published articles, submitted thesis, and internet etc.

Analysis:

In order to achieve the objectives of the study an analysis is made to understand the consumer Brand loyalty of Fast-moving consumer goods in Ariyalur district. The statistical tools used are percentage analysis and Chi-square test. The socio-Economic profiles of the respondents are shown in the following tables.

Percentage Analysis:

1. **Gender:**

Thetable 1 described the gender wise classification of the respondents selected for the study. The gender is classified as male and female.

S.	**Category of pondents**	**No. of Respondents**	**Percentage**
1	Male	512	64.0
2	Female	288	36.0
	Total	**800**	**100.0**

Source: Primary Data

The table explains that out of 800 respondents, were 512 respondents (64.0 per cent) of the male and the remaining 288 respondents (36.0 per cent) are female. It is concluded that the majority (64.0 per cent) of the respondents selected for the study is male.

2. Age of the Respondents

Table 2 describes the age of the respondents selected for the study. The age is classified as less than 25 years, 26 to 35 years, 36 to 45 years, 46 to 55 years and above 56 years.

S. No	Age of the ›ondents	No. of Respondents	Percentage
1	Less Than 25 Years	208	26.0
2	26 to 35 Years	272	34.0
3	36 to 45 Years	112	14.0
4	46 to 55 Years	80	10.0
5	Above 56 Years	128	16.0
	Total	**800**	**1**

Source: Primary Data

Table 2 shows that out of 800 respondents, 272 respondents (34.0 per cent) are the age group between of 26-35 years, 208 respondents (26.0 per cent) are the age group between Less than 25 years, 128 respondents (16.0 per cent) are in the age group Above 56 years, 112 respondents (14.0 per cent) of age group of 36 to 45 years, and 80 respondents (10.0 per cent) are 46 to 55 years. Hence it is concluded that a considerable percentage (34.0 per cent) of sample is in the age group of 26-35years.

3. Which FMCG product you are buying?

S. No	Most Popular FMCG ıpanies	No. of Respondents	Percentage
1	ITC	160	20.0
2	Nestle	144	18.0
3	Colgate	80	10.0
4	ParleAgro	80	10.0
5	Britannia Industries	128	16.0
6	Marico	112	14.0
7	Procter & Gamble (P&G)	96	12.0
	Total	**800**	**100.0**

Source: Primary Data

Table 3 reveals that which FMCG products are buying the Market. Most of the respondents 160 (20 per cent) are preferred ITC, 144 (18 per cent) respondents are given the preference for Nestle. 128 respondents (16 per cent) of them prefer the Britannia Industries, Marico was preferred by 112 (14 per cent) of the total respondents, among the total 800 respondents Procter & Gamble (P&G) are preferred by 96 (12 per cent) of the respondents and each 80 (10 per cent) respondents are preferred by Colgate and ParleAgro. It is concluded that the maximum 160 (20 per cent) of the respondents is selected for the study to buying ITC and Nestle get a second position in the consumer prefers.

4. Most Influencing factors of FMCG and Gender of the Respondents

In this part, an attempt is made by the researcher to know whether the factors most influence your FMCG and gender made differs from male to female gender or not. The hypothesis framed and tested relating to this is given below in Table 4.

Ho: There is no association between the gender and factors most influence your FMCG Products.

4. Most Influencing factors of FMCG and Gender of the Respondents

Most influencing factors	Gender of Respondents		Total	Chi Square Value 24.206 Df=4 P value 0.001*
	Male	Female		
Product Quality	144	96	**240**	
Price	160	64	**224**	
Brand name & Image	96	32	**128**	
Promotion	64	48	**112**	
Design	48	48	**96**	
Total	**512**	**288**	**800**	

Source: Computed from Primary Data. * Significant at 5 per cent level.

In the Table 4 the chi- square value is 24.206 with degrees of freedom 4 and the P value is 0.001. Since the P value is less than 0.05 the null hypothesis is rejected. That means there is an association between the gender of the respondents and factors most influence your FMCG Product. In nutshell factors most influence your FMCGPurchase differs from male gender to female gender. The frequency distribution also reveals that when compared to female gender male gender is factors most influence of purchase taking on their own to some extent.

5. What is main motivation for buying FMCG?

S. No	Main Motivation of FMCG	No of Respondents	Percentage
1	Brand Awareness	224	28.0
2	Brand Loyalty	224	28.0
3	Product availability	144	18.0
4	Product variance	80	10.0
5	Brand Association	128	16.0
	Total	**800**	**100.0**

Source: Primary Data

Table5 describes that main motivation for buying FMCG. Out of the 800 respondents, 224 respondents (28 per cent) of them are stated Brand Awareness and Brand Loyalty, 144 (18 per cent) of the respondents are stated that Product availability, 128 (16 per cent) of the respondents are mentioned Brand Association, 80 (10 per cent) of the respondents are stated that Product Variance is main motivation for FMCG.It is concluded that the maximum 224 (28 per cent) of the respondents are stated that Brand Awareness and Brand Loyalty of FMCG Products.

6. Factors Most Influence Your Online Purchase and Educational Status

Educational qualification of the respondents plays an important role in FMCG Product purchasing. Hence in this section, an attempt is made by the researcher to know whether the factors most influence Consumer FMCG purchase by the educational qualification or not. The hypothesis framed and tested relating to this given below Table 6.

Ho: There is no association between the educational qualification of the respondents and factors most influence of FMCG.

6. Factors Most Influence FMCG Purchase and Educational Status of the Respondents

Factors	Educational Status				Total	
	Illiterates / Up to School Level	UG/Diploma	PG	Professionals		
Price	80	80	48	32	**240**	**Chi Square Value 375.990 Df=12 P value 0.001***
Brand Loyalty	16	144	32	32	**224**	
Brand Awareness	16	0	96	16	**128**	
Product Variance	48	32	0	32	**112**	
Brand Association	32	16	48	0	**96**	
Total	**192**	**272**	**224**	**112**	**800**	

Source: Computed from Primary Data. * Significant at 5 per cent level.

The above Table 5 the chi- square value is 375.990 with degrees of freedom 12 and the P value is 0.001. Since the P value is less than 0.05, it can be inferred that there is an association between the educational qualification of the respondents and factors most influence of FMCG purchase is influenced by educational qualification of the respondents.

Findings of the Study

1. The study explains that out of 800 respondents, 512 respondents (64 per cent) are Male and the remaining 288 respondents (36 per cent) were female.

2. It was found that respondents in the age group, 272 respondents (34.0 per cent) are the age group between of 26-35 years, 208 respondents (26.0 per cent) are the age group between Less than 25 years, 128 respondents (16.0 per cent) are in the age group Above 56 years, 112 respondents (14.0 per cent) of age group of 36 to 45 years, and 80 respondents (10.0 per cent) are 46 to 55 years. Hence it is concluded that a considerable percentage (34.0 per cent) of sample is in the age group of 26-35years.

3. The majority of duration of preferred brand use is 5 years and above for all the chosen brands of FMCGs (Tooth paste, Soaps, Talcum powder, detergent powder, Pocket milk and health drinks).
4. The most common frequency of purchase for tooth paste, soap, talcum powder, detergent powder, and health drinks are monthly once whereas it is daily for pocket milk.
5. Regarding brand loyalty, 93.1 per cent of the respondents confirm that they will use the preferred brand always.
6. There is significant association between age and detergent powder. Preference in Rin is commonly preferred by age category less than 25 years, 26 to 35 years and 36 to 45 years whereas older age group prefers Surf.
7. There is significant association between age and pocket milk preference. Age group (<25 years, 26 to 35 years and 36 to 45 years) prefer Arokya whereas common preference for old age person is Aavin brand.

8. Regarding brand loyalty, there is significant association between education of the respondents and purchase. Even if no sales promotion. High is given educated consumers purchase the product even if price rises.

9. There is significant association between gender and price factors influencing brand purchase. It is inferred that majority of female consumers are more concerned about price in selecting the brand of FMCGs.

Suggestions of the Study

1. The brand preference in urban areas particularly in FMCG sector is showing a significant growth. In this survey we found that most of the popular FMCG brands and using any one of them as their brand.
2. Indian domestic companies should enhance theirproduct standard and more effort to increase salesthrough sales promotion methods. These companieshave to create consumer awareness to purchase thedomestic products.
3. Brand loyalty is an important factor in FMCGs. It isvery difficult to induce the consumers for brandswitching. Any firm should study these very critically.The quality aspects coupled with competitive price maylead to change of brands.

Conclusion

The consumer brand loyalty is apparently decreasing in recent times, attributed to several factors, viz., sophisticated advertising appeals and heavy media support, similarity of products in form, content, price, communication, sales promotion tactics of mass displays, coupons, and price specials that appeal to consumer impulse buying, general fickle mindedness of consumers in buying behaviour, growth of new products competing for shelf space and consumer attention. The reasons for variation in the degree of brand loyalty is an important area of study in the vast understanding of consumer behaviour. These differences in brand loyalty are affected by demographic factors and studying the significance of demographic factors in determining brand loyalty may help the marketers in redesigning the marketing strategy to increase brand loyalty for their products which has several benefits to the marketers and the organizations.

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SOME COMMUTATIVE RESULTS ON SEMI-PRIME RINGS

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Abstract:

In the paper two commutativity theorems are proved: (1) If R is a semi prime ring and n > 1 a fixed positive integer such that either $[[x,y]^n - [x^n , y^n],x]= 0$ or $[(x o y)^n – (x^n o y^n),x]$ then R is commutative (ii) If R is a ring in which for each x,y in there exists a positive integer n = n (x, y) > 1 such that $(x,y)^n =yx$, then R is commutative.

Key words: commutativity, Semi-Prime Ring.

Introduction:

Let R be an associative ring with a centre Z (R). For any x,y in R as usual, [x,y] = xy –yx and (x o y) = xy + yx, the well-known Lie and Jordan products, respectively. In a paper the authors together with M.A. Khan [6] replaced the associative product of the ring R by the above defined non-associative products in the identity $(xy)^2 = x^2 y^2$ (C.F. Johnsen. outcalt and Yagub. Amer. Math. Monthly 74 (1968) and investigated the commutativity of associative structure. The result to which we refer is as follows: "If R is 2-torsion free ring with unity 1 in which either $[x , y]^2 = [x^2 , y^2]$ or $(x o y)^2 = x^2 o y^2$, then R is commutative".

Main Results:

Theorem 1: Let R be a semi prime ring and n > 1 be a fixed positive integer. If R satIsfies any one of the following polynomial identities:

(1) $[[x, y]^n - [x^n ,y^n], x] = 0$ for all x,y in R,
(2) $[[x, y]^n - [x^n ,y^n], Y] = 0$ for all x,y in R,
(3) $[[x o y]^n – [x^n o y^n], x] = 0$ for all x,y in R,
(4) $[[x o y]^n – [x^n o y^n], y] = 0$ for all x,y in R,
then in each case R must be commutative.

Proof:

If R is a semi prime ring satisfying the hypothesis of the theorem, then it is Isomorphic to sub direct sum of prime rings R_i each of which as a homomorphic image of R satisfies the hypothesis placed on R. Thus, we may assume that the ring R is prime satisfying any one of the polynomial identities (1) - (4). By Posner's theorem [2, Page 465], the central quotient of R is a central simple algebra over a field.

Case I

Let the ground field be finite. Then, the centre Z (R) is a finite integral domain and R is equal to its central quotient of R. Hence R is a matrix ring M_r (K) for some $r \geq 1$ and some field K.

Case II

Let the ground field be infinite and P(x, y) =0 is the polynomial identity for R. We write $P = P_0 + P_1 + \ldots\ldots P_m$ where P_i is the homogeneous polynomial in x, y. Then $P_0 = P_1 = \ldots = P_m = O$ for every x,y in R, since the centre of R is infinite. Thus $P_0 = P_1 = \ldots = P_m = 0$ is also valid in the central quotient of R. Thus $P = P_0 + P_1 + \ldots + P_m = 0$ is satisfied by elements in A X_k L where A is a central quotient of R, K=Z (A), L any field extension of K. In particular taking L to be a splitting field of A, A X_k L= M_r (L). Thus P= 0 is satisfied by elements in M_r (L)

Now, we claim that r = 1 in every case. Let e_{ij} $1 \leq 1, j \leq r$, be the matrix in M_2 (K) with 1 on the position and with zeros elsewhere.

(i) If R satisfies (1) or (2), then $P(e_{11}, e_{11} + e_{12}) \neq 0$.
(ii)If R satisfies (3) or (4), then again $P(e_{11}, e_{12} + e_{22}) \neq 0$.

Thus in every case we get a contradiction and hence r = 1 . Now since r= 1, the central quotient is contained in the respective ground field and R itself is commutative.

The ring of 3x3 strictly upper triangular matrices over a ring provides an example to show that the above theorem is not valid for arbitrary rings.

A ring R without a proper nil ideal is necessarily semiprime. Hence the following Corollary is a special case of our theorem. But it may be somewhat interesting to give an easy direct proof of the same.

We notice that a Boolean ring (satisfying $x^2 = x$) is necessarily commutative and so in such rings $(xy)^2 = xy$ and $(xy)^2 = yx$. But there exist non-Boolean rings satisfying $(xy)^2 = xy$ or $(xy)^2 = yx$. Very recently Sercoid and MacHale [7] have studied the commutativity of rings with $(xy)^2 = xy$ and $(xy)^{n(x, y)} = xy$. In [6] the commutativity of rings satisfying $(xy)^2 = yx$ have been investigated. Now, we can generalize the mentioned result [6, Theorem 3] as follows:

Theorem 2: Let R be a ring in which $(xy)^n = yx$ for all x, y in R. whate n= n (x, y) > 1 is an integer. Then R is commutative.

Proof: R satisfies the condition $(xy)^n = yx$ for all x,y in R and n = n (x, y) > 1. Clearly xy = 0 implies yx = 0. It follows that for any nilpotent element x in R, (xy) is nilpotent for all y in R. Thus the nilpotent elements of R annihilate R on both sides, and are therefore, central. Now for x in R, there exists m = m(x) such that x^{2m} x^2 and 2m $\neq$ 2. Thus R is a periodic ring with central nilpotent elements. Hence, commutativity of ring R follows by the theorem Herstein [3]

Corollary 1: Let R be a ring without proper nil ideals and n > 1 be a fixed positive integer. In R satisfies one of the polynomial identities (1) - (4), then R must be commutative:

Proof: Each of the conditions (1) - (4) is a polynomial identity P(x, y) = 0, where P(x, y) is a polynomial in two noncommutative variables with rational integral coefficients at least one of which is equal to 1. Moreover, none of the rings M_2 (GF (p)) (p a prime) satisfies this identity. In fact, for e_{11} E M_2 (GF (p)0 we have P(e_{11}, e_{11} +e_{12}) $\neq$ 0, in the case (1) or (2), and P(e_{11}, e_{12} +e_{22}) $\neq$ 0 in the case (3) or (4). Hence, the ring R must be commutative according to a well result due to T. Kezlan [1. Theorem]

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- ❖ jk'Vªh; ,o jkT; ou cksMksZ dks] ou ,o oU; thoa lqj{k.k rFkk izHkko dk eY;kdu djus] xjs ouhdj.k {ks= o ouhdj.k {ks= dh igpku djus ds mnns"; ds fy, i;kZoj.k lqj{k.k vf/kfu;e ds vk/khu ^ikf/kdj.k* ?kksf'kr fd;k tkuk pkfg,A
- ❖ i;kZoj.k lqj{k.k vkSj blesa l/kkj djus ds iz;kstu Lo:i ty] ok;q vkfn dk fu;f=r djus ds fy, ,dy fo/kku dh vko";drk gSA
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  - ▪ jkT; ljdkj }kjk xfBr jkT; fo/kku e.My ds ifr tokcnsg jkT;h; i;kZoj.k ikf/kdj.k dk xBu fd;k tk;A
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EXPERIMENTAL STUDY OF PROPERTY OF CONCRETE USING SILICA FUME

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ABSTRACT

Increase in the consumption of materials required in the production of concrete has lead to depletion of materials. Silica fume can be mixed with concrete to improve the strength and durability of the concrete. In this present investigation an attempt has been made to determine the effect of SF and steel bars on M-45 grade concrete. The experimental investigation involved addition of silica fume is varied as 5%, 7.5%, 10% and 12.5% by weight of the cement. The steel fibres of aspect ratio 35 are also added to improve the tensile strength of the concrete. The addition of steel fibre is varied as 0.5%, 0.75% and 1% by volume fraction. The characteristics of the fresh concrete are carried out to find the workability of the concrete. The hardened properties of the concrete such as compressive strength, flexural strength, tensile strength and modulus of elasticity were carried out to determine the effect of silica fume and steel fibre. The addition of 7.5% SF and 0.75% hooked end steel fibre was found to be optimum.

Key Words: Hooked End Steel Fibre, Compressive Strength, Tensile Strength, Flexural Strength, Modulus of Elasticity

INTRODUCTION

The concrete is a cement based material, which has become most popular and widely used in construction field such as Highways, flyovers, building, dams etc., It is composite material made up of cement, crushed stone, sand, water and admixtures. The nature of the concrete is very good in compression but weak in tension and also it is characterized by brittle in nature. There are different types of binders which are used in preparation of concrete. In most of the construction work Portland cement used as a binder. Now-a-days the consumption of concrete increased exponentially and structure without concrete cannot be imagined. Usually normal concrete has some drawbacks like, weak in bond, low tensile strength, and limited ductility and allow strain at cracks (Manoj Kumar et al, 2015). Durability of concrete mainly depends upon the climatic condition, which may likely to damage the concrete structures. To enhance the life against such problems, it is necessary to improve the mechanical properties of the concrete. To achieve this, engineers are looking for new generation of concrete.

REVIEW OF LITERATURE

Alok Kumar 2016 [1]The aim of this study is to evaluate the performance of Silica Fume and Fly Ash(replacement) a mineral admixture in concrete when it is mixed in cement concrete for workability,durability and strength of concrete using OPC (43 grade). Effortsfor improving the performance of concrete over the past fewyears suggest that cement replacement materials along withmineral & chemical admixtures can improve the strength,workability and durability characteristics of concrete. Theresearch has focused on developing high performance concrete incooperating relatively large amounts of mineral by products such as Silica Fume and Fly Ash as supplementary cementing materials. This study investigates the performance of concrete mixture in terms of Compressive strength for 7 days and 28 days, Flexural strength of beam 28 days and Splitting tensile strength of Cylinder for 28 days respectively of M-30 grade concrete. The replacement levels of OPC by Silica Fume were 0%, 2.5%, 5% and 7.5% where replacement levels of OPC by Fly Ash were 0%, 5%, 10% and 15% by weight. 1% super-plasticizer was used in all the test specimens for better workability at lower waterbinder ratio and to identify the sharp effects of Silica Fume and Fly Ash on the properties of concrete. Water-binder ratio waskept 0.43 for all cases.. These Concrete specimens were deep cured in water under normal atmospheric temperature. On the basis of result that partial replacement of cement in M-30 concrete from Silica Fume and Fly Ash was found to increase in all strength (Compressive, Flexural & Splitting Tensile strength)and durability of variational mix of concrete on all age whencompared to normal concrete its use should be promoted for better performance as well as for environmental sustainability**.**

Abhinav Shyam, Abdullah Anwar, Syed Aqeel Ahmad 2010 [15]In the recent past, there has been considerable attempts for improving the properties of concrete with respect to strength and durability, especially in aggressive environments. High performance concrete appears to be better choice for a strong and durable structure. A large amount of by-product or wastes such as fly-ash, copper slag, silica fume etc. are generated by industries, which causes environmental as well as health problems due to dumping and disposal. Proper introduction of silica fume in concrete improves both the mechanical and durability characteristics of the concrete. This paper present literature review on replacement of Cement by Silica Fume which includes current and future trends of research.

Jain &. Pawade (2015) [16] studied the Characteristics of Silica Fume Concrete.The physical properties of high strength silica fume concretes and their sensitivity to curing procedures were evaluated and compared with reference Portland cement concretes, having either the same concrete content as the silica fume concrete or the same water to cementitious materials ratio.The experimental program comprised six levels of silica-fume contents (as partial replacement of cement by weight) at 0% (control mix), 5%, 10%, 15%, 20%, and 25%, with and without superplasticizer. It also included two mixes with15% silica fume added to cement in normal concrete. Durability of silicafume mortar was tested in chemical environments of sulphate compounds, ammonium nitrate, calcium chloride, and various kinds of acids.

Sasi kumar (2016) [17] Performed an Experimental Investigation on Properties of Silica Fumes as a Partial Replacement of Cement.main parameter investigated in this study is M30 grade concrete with partial replacement of cement by silica fume0%, 25%, 30%, 40% and 50%. The normal consistency increases about 40% whensilica fume percentage increases from 0% to 25%. The optimum 7 and 28-day compressive strength has been obtained in the 25 % silica fume replacement level. Also the split tensile strength is high when using 25% silica fume replacement for cement.

MATERIALS AND METHODOLOGY

2.1 Cement It is very fine powder with adhesive properties and acts as binder material in the concrete matrix. Ordinary Portland cement of 43 grade cement was used in this study. The basic tests were carried out in accordance with relevant IS codes.

2.2 Silica Fume Silica fume is also called as micro silica and it is used as pozzolonic admixture or mineral admixture in concrete. In the present investigation, the silica fume used was procured from "CORNISHE Silica fume" from Manjeshwar techno traders, Yeyyadi, Mangalore Karnataka, India.

2.2 Aggregates Aggregates are the secondary component to the concrete. Aggregate below 20mm down size are used for concrete mix. Well graded aggregates which minimize the voids in concrete and hence it requires minimum cement paste to fill the voids. There are two types of aggregates mainly depending upon their size i.e. fine aggregate and coarse aggregates which has been used in our study.

2.3 Super Plasticizer It is a chemical admixture other than the water, aggregate or cement which is added to the concrete along with water during mixing. The chemical admixture will affect the setting and Harding characteristic for cement paste. "Conplast SP430" super plasticizer was used for this project which is supplied by FOSROC.

2.4 Methodology The mix design for the M45 grade of concrete was carried out based on the guidelines given in IS 10262-2009 and IS 456-2000. The target slump was selected as 100 and water cement ratio of 0.4 was kept constant. After many trials, based on strength and workability, the final mix proportion for control mix of 1:1.68:2.79: 0.4 with cement content 410kg/m3 was selected. To study the effect of silica fume in the concrete mix, various mixes were proposed with varied proportions of silica fume and an experiment was conducted for about 56 days.

3. RESULT AND DISCUSSION

3.1 Slump Test The effect of silica fume addition to the concrete as cement replacement on workability characteristic is shown in Fig 4.1graphically. As the percentage of silica fume increases from 0% to 12.5% the slump decreases from 100 to 72mm. The reduction in slump is attributed to the particles size, surface area and size of silica fume particle which is very much lesser than cement particles and it requires more water than cement alone for a given slump. Figure 1 shows the slump test performed for the fresh concrete.

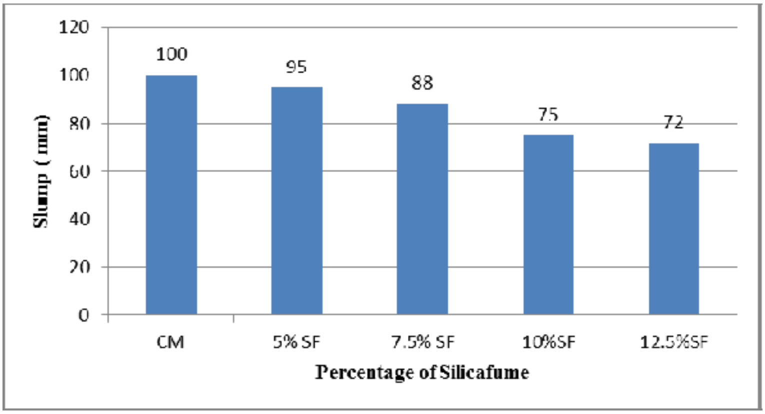

Figure 1: Slump Result of Silica Fume Variation

3.2 Density

The density test is conducted to know the compactness of the concrete. It is mainly depends upon the compaction of the concrete. From the Figure 2 it is observed that the density obtained for control mix is 25.46 kN/m3. The addition of silica fume is tends to reduce the density of the concrete. The density obtained for 5% silica fume i.e., 25.36 kN/m^3, 7.5% addition of silica fume i.e., 25.33 kN/m3, 10% silica fume i.e., 25.32 kN/m^3 and 12.5% replacement of silica fume i.e., 25.10 kN/m^3.

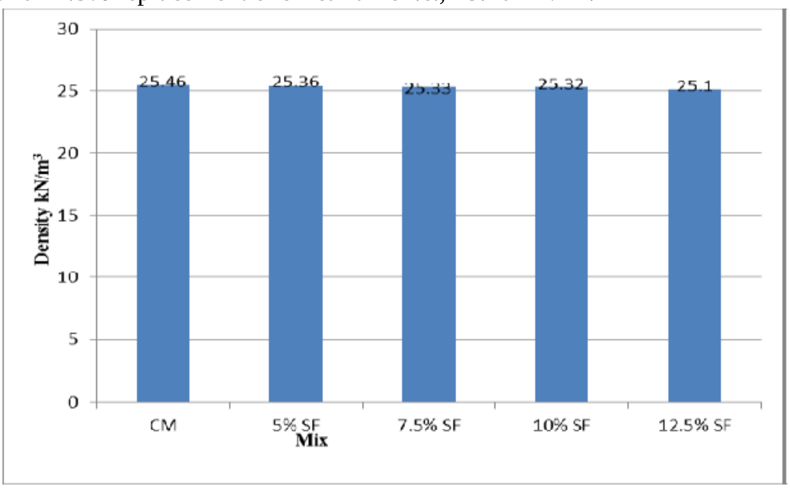

Figure 2: Slump Result of Silica Fume Variation

3.3 Compression Strength

Figure 3 graphically represents the variation of compressive strength of the concrete. It can be observed that percentage of silica fume increases the compressive strength is also increase. The compressive strength for 5% to 12.5% silica fume test was done at the age of 7, 28 and 56 days. The compressive strength for control mix was 43.76 N/mm2, 49.70 N/mm2 and 63.53 N/mm2 for 7, 28 and 56 days. For 5% replacement of silica fume the strength was increased 32.49%, 16.68% and 7.06%. For 7.5% replacement strength was about 14.87%, 40.74% and 15.47%, 10% replacement 11.49%, 0.6% and 3.49% and 13.27%, 20.38% and 17.04% for 12.5% replacement with silica fume.

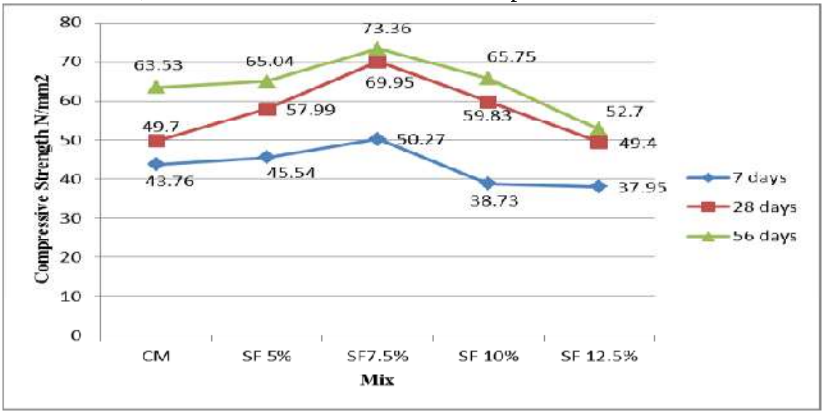

Figure 3: Compressive strength of Silica Fume variation

3.4 Split Tensile Strength

Figure 4 graphically represents the effect of silica fume on split tensile strength. Addition of silica fume on concrete slightly increases in the tensile strength of the concrete, because it enhances the mechanical properties of concrete. In this study percentage of silica fume was varied from 0%, 5%, 7.5%, 10% and 12.5%. As the percentage of silica fume increases the tensile strength increases up to 7.5% replacement but after that the strength was decreased. For 7.5% replacement 5.2 N/mm2 and for 12.5% replacement the tensile strength was about 3.8 N/mm2.

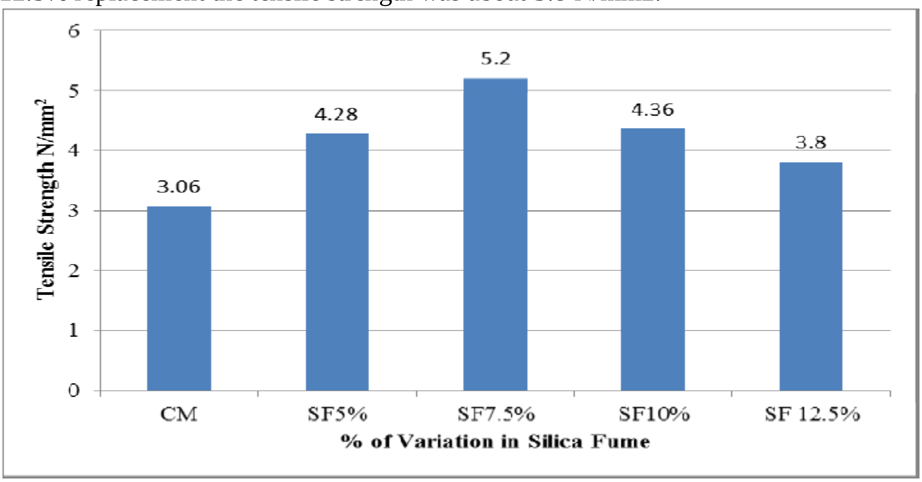

Figure 4: Effect of Silica Fume on Split Tensile Strength Concrete

3.5 Flexural strength of concrete

Figure 5 graphically represents the variation of flexural strength by adding of silica fume. Silica fume was added with percentage of 0%, 5%, 7.5%, 10% and 12.5% as a cement replacement. Flexural strength of conventional mix is 4.4N/mm^2, 5% of silica

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fume was added to the concrete mix the strength was about 3.8N/mm2 which is less than control mix, but as the addition of silica fume increases flexural strength was increases up to 10% the value is about 4.55N/mm^2 and 3.73N/mm^2 for 12.5% replacement of silica fume.

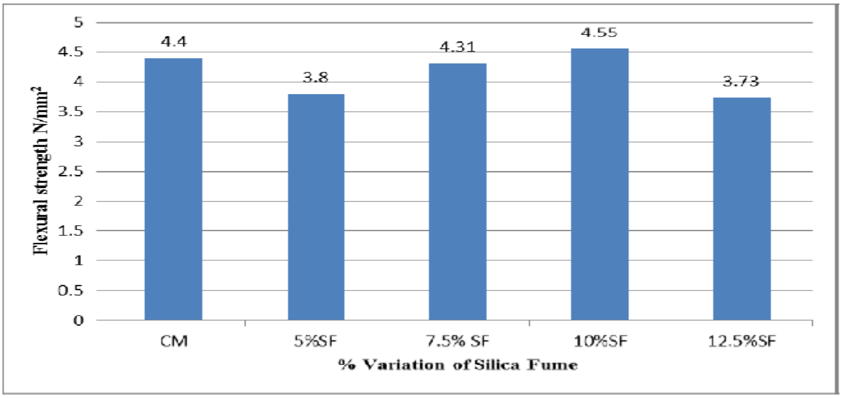

Figure 5: Effect of Silica Fume on Flexural Strength

3.6 Silica Fume variations on Modulus of Elasticity

Figure 6 shows the modulus of elasticity of silica fume concrete. The MOE for control mix was 33125 N/mm2. Addition of silica fume on concrete marginally increases in the Modulus of elasticity which is similar to the control mix. The silica fume was added up to a percentage of about 5% to 12.5%. 7.5% silica fume replacement on cement obtained value i.e., 38500 N/mm^2, and further increases in percentage of silica fume i.e., 12.5% replacement obtained 35830 N/mm^2.

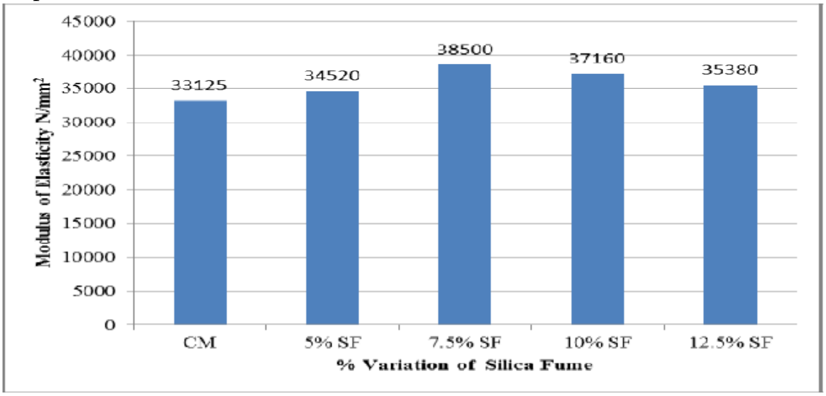

Figure 6 Effect of Silica fume on Modulus of Elasticity

4. CONCLUSION

The addition of silica fume to the concrete tends to decrease the workability of normal concrete. The density of the concrete with silica fume is similar to the normal concrete. But the use of steel fibers enhanced the density. The compressive strength of concrete gets enhanced with the use of silica fume. The split tensile strength and flexural strength is also found with similar variation when silica fume was used. There is no particular trend of variation in modulus of elasticity of normal and silica fume concrete.

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A RESEARCH PAPER ON GOODS AND SERVICE TAX (GST) AND ITS IMPACT ON INDIAN ECONOMY

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Abstract

The concept of Goods and Service Tax popularly known as GST was introduced on 1st July, 2017. The GST will have a 'dual' structure, which means it will have two components- the Central GST and the State GST. GST is expected to simplify tax administration, ensure 'Ease of Doing Business' and promote 'Make in India.' On bringing GST into practice, there would be amalgamation of Central and State taxes into a single tax payment. It would also enhance the position of India in both, domestic as well as international market. At the consumer level, GST would reduce the overall tax burden, which is currently estimated at 25- 30%.

The Goods and Services Tax (GST) is one of the biggest economic and taxation reforms undertaken in India. Parliament initiated a seven-hour marathon debate on four supplementary GST Bills. The Goods and Services Tax Bill or GST Bill, also referred to as The Constitution (One Hundred and Twenty-Second Amendment) Bill, 2014, initiates a Value added Tax to be implemented on a national level in India. The GST aims to streamline the taxation structure in the country and replace a gamut of indirect taxes with a singular GST to simplify the taxation procedure. GST is one indirect tax for the whole nation, which will make India one unified common market. It would also enhance the position of India in both, domestic as well as international market. The system will phase out all indirect taxes and only GST will be applied as an indirect tax. It will apply on both Goods and Services.

Taxes like excise duty, VAT, service tax, luxury tax etc will go with GST's implementation. GST is essentially a consumption tax and is levied at the final consumption point. The final consumer will thus bear only the GST charged by the last dealer in the supply chain, with setoff benefits at all the previous stages. The principle used in GST taxation is Destination Principle. It is levied on the value addition and provides set offs. As a result, it avoids the cascading effect or tax on tax which increases the tax burden on the end consumer. It is collected on goods and services at each point of sale in the supply line. The GST that a merchant pays to procure goods or services can be set off later against the tax applicable on supply of goods and services. Therefore, manufactures, wholesalers and retail merchants can avail tax credit

mechanism under GST regime. They would pay the applicable GST but it can be reclaimed by the tax credit mechanism. It will be charged at the point of sale according to its destination tax/point-of-sale tax nature. A person who supplies goods and services would be liable to charge GST from the consumer.

GST rates in India

SCHEDULE I: LIST OF GOODS AT NIL RATE
SCHEDULE II: LIST OF GOODS AT 0.25% RATE
SCHEDULE III: LIST OF GOODS AT 3% RATE
SCHEDULE IV: LIST OF GOODS AT 5% RATE
SCHEDULE V: LIST OF GOODS AT 12% RATE
SCHEDULE VI: LIST OF GOODS AT 18% RATE
SCHEDULE VII: LIST OF GOODS AT 28% RATE

Complete list of GST rates for all the items:

Impact of GST on Food items No tax (0 per cent GST)

Unpacked food grains, fresh vegetables and fruits, unbranded Atta, Maida, besan, gur, milk, eggs, curd, lassi, unpacked paneer, unbranded natural honey, salt, fresh meat, fish, chicken, butter milk, cereal grains hulled 5 per cent Sugar, tea, roasted coffee beans, edible oils, cream, skimmed milk powder, milk food for babies, packed paneer, frozen vegetables, cashew nuts, spices, pizza bread, rusk, sabudana, Raisin, fish fillet,
packaged food items 12 percent Butter, ghee, almonds, fruit juice, packed coconut water, preparations of vegetables, fruits, nuts or other parts of plants including pickle, murabba, chutney, jam, jelly, bhujia, namkeen, fruit juices, frozen meat products, dry fruits in packaged form, animal fat and sausage 18 per cent Biscuits (all categories), flavoured refined sugar, pastries and cakes, preserved vegetables, soups, ice cream, instant food mixes, pasta, corn flakes, curry paste, mayonnaise and salad dressings, mixed condiments and mixed seasonings28 per cent Chewing gum, molasses, chocolate not containing cocoa, waffles and wafers coated with chocolate

Impact of GST on Apparels/Footwear 0 percent Handloom 5 percent Footwear (uptoRs 500), apparels (uptoRs 1,000) 12 percent Apparel above Rs 1000 18 percent Footwear costing more than Rs 500, branded garments, headgear and parts thereof 28 percent Objective of the Study 1. To understand the GST and its impact on Indian Economy. 2. To know the benefits of Goods and Service Tax to business, consumer and industry. Methodology The data used in the research was collected through external resources like websites, Articles on the internet, previous researches to analyze and used analytical study Impact of GST on most used services 0 per cent Education services, health services, hotels and lodges with tariff below Rs 1,000, grandfathering service. Rough precious and semi-precious stones (0.25 per cent) 5 per cent Transport services (Railways, air transport) 12 per cent State-run lotteries, non-AC restaurants, business class air ticket, fertilisers, work contracts 18 per cent AC hotels that serve liquor, telecom services, IT services, financial services, room tariffs between Rs 2,500 and Rs 7,500, restaurants inside five-star hotels, movie tickets below Rs 100 28 per cent Private-run lotteries authorised by the states, hotels with room tariffs above Rs 7,500, 5-star hotels, race club betting, movie tickets above Rs 100 Impact of GST on household items 0 per cent Prasad, phoolbharijhadoo 5 per cent Agarbatti, domestic LPG, bio gas, coir mats, matting and floor covering

12 per cent Umbrella, sewing machine, spoons, forks, ladles, skimmers, cake servers, fish knives, tongs 28 per cent Paint, wallpaper, ceramic tiles, water heater, dishwasher, washing machine, vacuum cleaner Impact of GST on Health/aids 5 percent Medicines, stent, insulin, Braille paper, Braille typewriters, Braille watches, hearing aids and other appliances to compensate for a defect or disability 12 per cent Ayurvedic medicines, all diagnostic kits and reagents, glasses for corrective spectacles and flint buttons How will GST affect prices of electronic devices 12 per cent Mobile 18 per cent Computers, printers, printed circuits, camera, speakers and monitors, Electrical Transformer, CCTV, Optical Fiber

Impact of GST on stationary 0 per cent Children's drawing and colouring books, printed books, newspapers, stamps, judicial papers 5 per cent Postage or revenue stamps, stamp-post marks, first-day covers 12 per cent Exercise books and note books Others 0 per cent Jute, bones and horn cores, bone grist, bone meal, hoof meal, horn meal, Human hair 5 per cent PDS Kerosene, coal, lifeboats, ice and snow, kites 12 per cent Playing cards, chess board, carom board, ludo and other board games 18 per cent Bidi Patta, mineral water, tissues, envelopes, steel products, Aluminium foil, weighing Machinery (non-electrical or electronic), bamboo furniture, swimming pools and padding pools 28 per cent Automobiles, motorcycles, aircraft for personal use, bidis, pan masala, aerated water, weighing machine, ATM, vending machines

Gold and rough diamonds do not fall under the current rate slab and will be taxed at 3% and 0.25% respectively. Benefits of GST to the Indian Economy For business and industry 1) Easy compliance: comprehensive IT system would be the foundation of the GST regime in India. Therefore, all tax payer services such as registrations, returns, payments, etc. would be available to the taxpayers online, which would make compliance easy and transparent. 2) Uniformity of tax rates and structures: GST will ensure that indirect tax rates and structures are common across the country, thereby increasing certainty and ease of doing business. In other words, GST would make doing business in the country tax neutral, irrespective of the choice of place of doing business 3) Removal of cascading: A system of seamless tax-credits throughout the value-chain, and across boundaries of States, would ensure that there is minimal cascading of taxes. This would reduce hidden costs of doing business. 4) Improved competitiveness: Reduction in transaction costs of doing business would eventually lead to an improved competitiveness for the trade and industry.

5) Gain to manufacturers and exporters: The subsuming of major Central and State taxes in GST, complete and comprehensive set-off of input goods and services and phasing out of Central Sales Tax (CST) would reduce the cost of locally manufactured goods and services. This will increase the competitiveness of Indian goods and services in the international market and give boost to Indian exports. The uniformity in tax rates and procedures across the country will also go a long way in reducing the compliance cost. For Central and State Governments 1) Simple and easy to administer: Multiple indirect taxes at the Central and State levels are being replaced by GST. Backed with a robust end-to-end IT system, GST would be simpler and easier to administer than all other indirect taxes of the Centre and State levied so far. 2) Better controls on leakage: GST will result in better tax compliance due to a robust IT infrastructure. Due to the seamless transfer of input tax credit from one stage to another in the chain of value addition, there is an in-built mechanism in the design of GST that would incentivize tax compliance by traders. 3) Higher revenue efficiency: GST is expected to decrease the cost of collection of tax revenues of the Government, and will therefore, lead to higher revenue efficiency. For the consumer 1) Single and transparent tax proportionate to the value of goods and services: Due to multiple indirect taxes being levied by the Centre and State, with incomplete or no input tax credits available at progressive stages of value addition, the cost of most goods and services in the country today are laden with many hidden taxes. Under GST, there would be only one tax from the manufacturer to the consumer, leading to transparency of taxes paid tothe final consumer.

2) Relief in overall tax burden: Because of efficiency gains and prevention of leakages, the overall tax burden on most commodities will come down, which will benefit consumer. 3) Removal of manufacturing costs: Removal of manufacturing costs due to lower burden of taxes on the manufacturing sector. Hence prices of consumer goods will be likely to come down. 4) Lower the burden on common men: Public will have to shed less money to buy the same products that were costly earlier. How will GST impact the Indian Economy? 1) Remove the custom duties: GST will remove the custom duties applicable on exports. The nation's competitiveness in foreign markets will increase on account of lower costs of transaction. 2) Eliminate the different tax barriers: Different tax barriers, such as check posts and toll plazas, lead to wastage of unpreserved items being transported. This penalty transforms into major costs due to higher needs of buffer stock and warehousing costs. A single taxation system will eliminate this roadblock. 3) Reshapes Indirect tax structure: It will reshape the indirect tax structure by a subsuming majority of indirect taxes like excise, sales and services levies.

4) GDP growth: GST is a key for India's gross domestic product in times of challenging global environment. GST could boost India's GDP growth by 0.9-1.7 percent. 5) Foreign Exchange: The passing of GST will be welcome news for the Indian rupee (INR). GST will lead to higher foreign direct investment inflows and a narrow current account deficit- factors that should help the rupee increase. 6) Impact on Make-in-India: The impending GST promises a progressive tax system which avoids tax cascades and

helps establish India as a true common market. 7) Clean- up India: The clean-up of Indian taxation system will reduce the number of excise duty exemptions. According to the estimates, excise tax exemptions result in foregone revenues of Rs.1.8 lakh crore. India loses about 2.7 percent of GDP because of these exemptions. 8) Foreign trade: The impact of this will be on the all multinational companies and facilitates for ease of doing business and adds factor to the globalization and companies.

A Brighter Economy The introduction of GST will be a very noteworthy step in the field of indirect tax reforms in India. By merging a large number of Central and State taxes into a single tax, GST is expected to significantly ease double taxation and make taxation overall easy for the industries. For the end customer, the most beneficial will be in terms of reduction in the overall tax burden on goods and services. Introduction to GST will also make Indian products competitive in the domestic and international markets. Last but not least, the GST, because of its transparent character, will be easier to administer. Once implemented, the proposed taxation system holds great promise in terms of sustaining growth for the Indian Economy.

Conclusion

It can be concluded from the above discussion that GST will provide relief to producers and consumers by providing wide and comprehensive coverage of tax credit set-off. More than 150 countries have implemented GST. Efficient formulation of GST will lead to resource and revenue gain for both Centre and States. It can be further concluded that GST have a positive impact on Indian sectors and industry.

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COVID-19 PANDEMIC: HOW CORPORATE ORGANIZATIONS ARE DEALING WITH THEIR EMPLOYEE'S JOB SATISFACTION AND AN ERA OF MYTHS AND MISLEADING ADVERTISEMENTS

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Abstract:

COVID-19 pandemic has shattered the global health economy. Due to COVID-19 pandemic all over the world, the Governments of concerned countries are taking steps to lockdown their countries and specified infected areas. Indian government also announced their nation-wide lockdown from 25th of march this year. Organisations have to switch to work from home model due to six-week lockdown and enforce their employees to work from home. But working of companies related to essential commodities products remained uninterrupted. As there was no another alternative to control the spread of this pandemic, most of organizations decided to work as per the newer working guidelines provided by the government.Some steps taken by various organizations to deal with these situations include sharing of their best moment in office with each other, E-counselling sessions and taking help of experts from different areas to overcome stress and anxiety level, so that employees remain intact with their organizations with reference to their job satisfaction and career opportunities. Advertisers take advantage of fear and emotions in society due to the pandemic outbreak. Rumours spread rapidly through digital media are another form of misinformation. True information is of central importance in society to avoid false information during the pandemic to control unexpected damage. Without scientific and evidence-based information about all kinds of products and services through advertisements on social media people often use to shift social attitudes. In most of the Countries, false advertisements are illegal. Countries need to continuously introduce a strict regulatory framework with the *Suo Motu* surveillance system to breach false advertisements on all media platforms about health care products and services

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Keywords:COVID-19, False Advertisements, Regulatory, FDA, ASCI, Social media

1. Introduction:

The COVID-19 pandemic has drastically affected nearly every aspect of human life in most of the countries of the world. Misinformation rapidly spreads from the early days of the COVID-19 outbreak in various senses like fear, misrepresentations and contraindication assumption etc. Millions of people are affected due to false and misleading advertisements[1]. According to the World Health Organization(WHO) most of the countries are not only fighting with COVID-19 but also with infodemic on TV, print and web-network platforms which are harder to control[2]. There is currently no vaccine available 'Quarantine' is one of the most effective and oldest tools of controlling communicable disease outbreaks[3]. Companies seeking to capitalize on the market on a large scale are raising false advertisements and consumer effort due to the mentioned viruses[4].Due to COVID-19 pandemic all over the world, the Governments of concerned countries are taking steps to lockdown their countries and specified infected areas. Indian government also announced their nation-wide lockdown from 25th of march this year.

As per the government policies regarding social distancing measures and doing businesses according to the parameters laid down, it is the requirement of time for the organizations to run their businesses with their best according to their parameters and given situation as per governments guidelines.

To compensate situations like this, it is the responsibility of organization to reconsider and evaluate their policies to encourage the moral ground of employees by supporting them at metal and financial level. There are multiple factors which needs to be understand by the organizations like mental and financial situation of employees, job satisfactory level of employees and their options for career opportunities etc. These factors should be considered and implicate as per requirements and suitability of organization in this time of crises.COVID-19 disinformation campaigning is already in full swing. Some people are exploiting the present circumstances by false advertising products and services that claim to prevent and cure COVID-19.

False advertisements generally claim to prevent and cure COVID-19 by unregistered products and services[5,6]. Complementary and alternative traditional medicines that prevent and cureCOVID-19infection like Giloy (*TinosporaCordifolia),*Tulsi (*Ocimumtenuiflorum*) and ashwagandha (*Withaniasomnifera*) etc by Ayurveda medicine companies like Patanjali and Himalayas without any supporting data[7,8]. Unauthorized products such as air purifiers that help fight against coronavirus, alternative medicine and medical device that treats various diseases including cancer, HIV AIDS and COVID-19 etc. Unregistered and untested medications can be misleading and potentially dangerous[9,10]. Advertisers must be careful about unwary information to avoid being caught in consumer and competitive lawsuits in hassle time. Recently there have been numerous advertisements for products and treatments on the web, in print and on TV, which have been falsely claiming how effective their products and services are. Giant digital and social media platform facing expanding regulatory examination over various types of content. In particular reflect fake news, false advertisements and ideologies etc[11].

Direct to consumer advertisements of Pharmaceutical or Healthcare products is illegal except in two countries, New Zealand and USA [12,13].Advertisements of drugs and pharmaceuticals in some of countries are regulated to some extent by the following regulatory bodies enlists.in Table 1.

Table1.: Authorities of Pharmaceutical Advertisements[14-20]

Country	Regulatory body
India	Advertising Standards Council of India (ASCI)
USA	United State Food and Drug Administration (USFDA) -For Prescription products Federal Trade Commission (FTC) – For Non -Prescription Products
Australia	Therapeutic Goods Administration (TGA)
UK	Medicines and Healthcare Products Regulatory Agency (MHRA)
China	State Administration for Market Regulation (SAMR)
Brazil	National Sanitary Surveillance Agency (ANVISA)

2. Coronavirus outbreak: how corporate organizations are dealing with their employee's job satisfaction

2.1 Social isolation leading to higher stress levels

There are lots of benefits associated with work from home during COVID-19 pandemic leading to better performance rate of employees due to lesser person to person contact, consumption of home-made foods, spending more time with family members etc., which directly effects the total productivity of an employee to their firms. But the key drawback is social isolation. No man to man talks, lesser promotive chitchats, almost negligible physical contacts with outsiders other than family members and watching stressful media news etc are some factors which work as an elevator for stress and anxiety level among employees. But in the present scenario of pandemic, fortunately, most of organizations and government is taking necessary steps to overcome these drawbacks and trying to provide required mental and financial help to their employees to deal with current issues.

Some steps taken by various organizations to deal with these situations include sharing of their best moment in office with each other, E-counselling sessions and taking help of experts from different areas to overcome stress and anxiety level, so that employees remain intact with their organizations with reference to their job satisfaction and career opportunities.

2.2 Technology as the saviour

Without application of technology, work from home is nearly impossible. In the present situation, internet-based technologies like video conferencing, apps and internet-based programmes etc plays the key role for work from home.

The interaction of employees with employers or their managers is possible through virtual conferencing tools and internet based interactive technologies. There are lots of tools for cloud meetings such as Zoom, Webex platforms, skypes etc which could be possible way of communications between multiple persons and could play a role of virtual official atmosphere along with creating a monotony of working in a room.

These internet-based platforms create a mutual system of interaction where all the concerned personnel can share their information, helping in editing and downloading of information along with outlining the management of records and information. These tools help in checking and understanding of work in real time frame work.

The most important inventiveness is creating the virtual breaks during e-conferences. Commonly most of employees are being socialised during a coffee break and lunch break. These virtual breaks help in making strong relationship bonds between employees. Therefore, most of organizations started concept of virtual breaks like tea breaks or lunch breaks during video conferencing or video chats.

2.3 Digital employee benefits

The larger corporate companies are providing subsidised foods to the employees through providing meal cards to them which is applicable only within the official areas. In the current situation of pandemic, during work from home conditions, these organization are providing them virtual meal cards to get online food on a subsidised rate during virtual breaks.

The human resource department is also involved in motivating their employees by providing them virtual gift cards. Although, it is factual that these methods of interactions or working are not so much compensatory compared to real time working pleasure but it is also factual that inclusion of technology-based tools is the only way to keep the personnel in contact.

2.4 Transparency is critical during a crisis
All over the world, economy is getting effected the most due to lockdown and uncertainty. Organizations should be clear about salary cuts, promotions and increments policies and job satisfaction/ career opportunities of their employees. Organizations are taking relative measures in this regard and also providing different compensatory solutions to deal with them.

Due to COVID-19 pandemic, the job security and career opportunities for employees are being affected the most, so it is necessary for the organizations to give clear cut instructions and information about their future plans and information about crisis management. The larger corporations are providing advanced salaries and also announced hike in their salaries. But in bigger concepts, the parameters for bonus and promotions will be reconsidered and these factors will be revised according to the performance of employees. For the benefits of organization, both employee and employers should be sensitive on these factors. It is the responsibility of organisation to maintain harmonization between employee's wellbeing and their productivity.

2.5 Maintaining company's culture during the tremendous change
Due to COVID-19 pandemic lockdown and change in working environments is the key factors which both employees and employers needs to understand and modify their working habits as per the requirements of time and situations.

It is the key focus area to maintain the better customer relationships along with maintaining the speed of productivity with benefiting the employees by employers according to the need of time. So in this scenario of COVID-19 time, it is unpredictable for the organization, government and employees as well to resolve these conditions, because all of them don't know how long this situation may go on, so it is the responsibility of employees and employers to understand and comply with the given situation and parameters.

3. False Advertisements Claims

3.1 False Safety Health Claims

Negligent misrepresentations claim and common law flaws are a combination of false advertising which puzzles the healthcare experts about any Mysterious Pathogen, sometimes even about known Infections[21].

As per the online survey conducted by Ofcom in UK; The most common misinformation read by 35% of respondents claims that drinking more water will help to 'flush out' the contamination. While avoiding cold food and drink that would help to treat infection or virus was seen by 24 % of people as fake news. Another 24% of people had read false material stating that the use of salt-water is an effective treatment of COVID-19[6,22].

FDA and FTC issued more than seven warning letters jointly to traders of misbranded and unapproved products, claiming that they can prevent or treat COVID-19 by various remedies in USA. Companies products include colloidal silver, teas and essential oils etc[23-26].

In Australia on social media Pete Evans (Famous chef) was trying to sell $15,000 fancy light machines as Bio Charger to vulnerable and frightened people which claim to treat and protect against COVID-19 infection. TGA Australia fined $25,000 over coronavirus claims relating to Bio Charger [27-29].

3.2 False Testing Advertisements Claims
Advertising started in California by Santa Monica based company RootMD as 'at-home COVID-19 exposure and immunity tests' for consumers concerned about the COVID-19. The company ensured that consumers could send thus sample back to "certified MD immunologists" for testing antibodies to COVID-19 and collect the results within two days. At the time, the company had sold about 800 kits while the FDA did not approve

in-house testing for COVID-19. But company advertising material for RootMD Kits seemed recommended by the FDA.On Web-based platforms such as Twitter and Instagram the company's messages included the hashtag "#Approved #FDA". Company paid five thousand dollars fine to FDA as settlement and stop all deals with consumers of COVID-19 test kits unless if it gets approval from the FDA[30-32].

3.3 False Claims on Social Media

Social media organizations are ensuring to take action against misinformation and disinformation on their platforms. Amazon's footsteps, Facebook and Google also banned all misleading advertisements for products claiming to cure Coronavirus [29-31]. Social networks, by their very nature, are social. Common forms of misinformation on social media are exaggerated, Untrue and dubious health claims due to fear. Nowadays there is tremendous flow of numerous unregistered traditional and alternative remedies to cure and prevent COVID-19 and other serious infectious diseases in society by the digital and social media platform. A viral video claims that COVID-19 can be treated by using hair dryer for breath. Videos Claiming the cure of COVID-19 through injected of vitamin-C into the blood circulation are viral on the social media platform. Hypocritical baseless medical claims viral on web network are uncountable which create panic and disturb the society [33,34].

3.4 India Advertising Regulatory Scenario in COVID-19 Outbreak

When the world was fighting against COVID-19 pandemic. WHO has issued an official guideline to use soap and water for clean hands at least for 20-30 seconds. In India Lifebuoy soap merchandised by Hindustan Unilever Limited (HUL) filled plea in Bombay high court against Dettol handwash, merchandise by Reckitt Benckiser Healthcare (RBH). Dettol advertised handwash is 10 times more effective against bacteria and viruses as compared to soap. An advertisement of Dettol handwash trying to convey the message that soap is useless and not beneficial is against COVID-19. The High Court said that advertisement against the WHO guideline and misrepresentation of facts. So, the company will have to stop advertisement. Dettol Suspends handwash advertisement. But Dettol gains false commercial importance in the market and interesting to see how the Bombay high court perceives and deals with this matter in the upcoming time [35,36].

India's Ministry of AYUSH promotes various practices and traditional healing therapies for boosting the immune system. Ministry has been promoted many traditional remedies to specifically ward off COVID-19. However, no scientific-based information is still available on how effective they are in COVID-19. The Indian government has already rejected health claims such as drinking hot water or gargling with salt or vinegar solution etc from a self-check system (PIB fact check)[37,38].Another false claim by local company Arihant Mattress that advertised 'anti-coronavirus' mattress. Image of commercial advertisement viral quickly on social media platforms like Facebook and Twitter. The half-page advertisement entitled "*Anti Corona Virus Mattress pe soyega India tohbadhega India* (India will progress if it sleeps on this anti-coronavirus mattress)". Case has been registered against the owner of the manufacturer of the mattress [7,39].

In the crucial time of COVID-19 Pandemic, millions of Indian people mislead by pharmaceutical companies.ASU product legislationsare feeble in India. On 23rd June 2020, NIMRS and PRI jointly in Press Conference launched a new innovative Ayurvedic formulation for the treatment of COVID-19. NIMSR and *PRI* have claimed to make Ayurvedic medication kit '*Anu Taila,Swasari and Coronil* ' to treat and cure COVID-19 which was based on scientific data as per their claims. PRI said in the conference that 69 percent of patients recovered within 3 days it's a historical achievement. PRI claimed that Coronil gives 100 percent favourable results in the controlled clinical trial on mild and moderate patients.*Swasari* and *Anu Taila*were already available in the market. Coronil is a new Ayurveda product that comprises of the *Tulsi, Ashwagandha* and *Giloy* extracts. In the press conference, PRI announced the home delivery of the Ayurveda medicine kit via the OrderMe app. The medicine Kit has not yet been approved by the AYUSH ministry. But on the same day ministry of AYUSH takes*Suo moto* action and issued official notification against the claim by PRI and orders to stop publishing and advertising claims of medicine to Cure COVID -19 infection. Ministry of AYUSH had no evidence and claims information about Ayurveda kit. These kinds of advertisements regulated under DMR act. After the claim, the ministry asked to share details regarding the medicine such as consent information, sample size, CPP and clinical trial certificate etc[40-45].On 10th June 2020, PRI applied for a license and on 12th June 2020, the Uttarakhand Ayurveda Department (UAD) had issued a license for fever, cough and immunity boost, not for the COVID-19 cure. As per the WHO guidelines, immunity boosters are never consideredas treatment or medicine for the COVID-19 pandemic. Coronil is being inspected for supposed infringement of the DMR Act,1954 and D&C Act,1940. On 24th June 2020, Central AYUSH minister said on Ayurveda medicine kit which is developed by PRI and NIMRS should not be promoted before approval by the relevant government.Finally,the AYUSH ministry consideredCoronil as an Immunity booster only[46-48].
ASCI is a self -regulating body in India with no enforcement power over non-members. At present, numerous legislationsare the display of obscene and misleading healthcare advertisements in India and other countries. Government of India and other regulatory bodies are encouraging people and web-based media platforms worldwide through awareness campaigns to stop the upload of false health claims news and advertisements [14,49,50].

4. Conclusion

It is basic for authorities to comprehend, and for HR department to keep their ideas utmost, that the conventional system of checking job satisfaction can scarcely be relied upon to succeed, when everything else around us has changed unalterably. A system of "salary-cutting, legitimizing, accomplishing more with less" won't be successful, with a workforce that is constantly restless about job stability, discouraged about vocation and business prospects, and discouraged about existence all in all. Going ahead, the employer-worker relationship must be unmistakably progressively affectionate, dyadic, harmonious. Obviously, workers must grasp all the open doors that can help capitalize on temperamental circumstances. In any case, administrators have an equivalent obligation in plan the association, business activities, work jobs and duties in a way that empowers representatives to accomplish important work, while staying positive mentally. Like never before, in this manner, use of innovative technologies and implication of work from home with providing additional financial and emotional support along withtaking interest in worker prosperity needs to underscore by modifying organizational business methodologies. While in case of advertisements that are true today may be wrong tomorrow because relevant data often change as more cases are reported in the prospect of COVID-19 pandemic. Web-based platforms are not designed for information with scientific and legal bases in society. In reality, most of the advertisements are unnoticed by the statutory bodies and ignored by the consumers also. There is also an urgent need for amendments in the Information Technology Act, 2000 and enactment of Cyber Law for the prevention of unlawful DTCA over the internet in India.Advertising in the specific and general area pertains to multiple laws at an extensive rate which creates confusion in the mind of the consumer as well as manufacturers. On the global level with Harmonized scale requires carefully collected unbiased data to avoid unfounded inferences false and misleading claims due to fear in Society.

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THE LOW IMPACT DRIVE – GREEN BUILDING AWARENESS TOWARDS A SUSTAINABLE LIVING.

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ABSTRACT:

The symbiotic relationship between man and nature provides the basic structure of human existence in this complex environment, but the development in innovation and technology has created many positive effects and also harbors the neglected negatives resulting in adverse Impact on the ecological canopy. The need for a greener tomorrow is growing day by day and it's in the hands of younger generation, so the spotlight should be directed towards the students at the university level to acquire a greater understanding of this changing environment, where imparting a proper skeletal system of sustainability is very important. The world today races towards creating concrete jungles and sustainability makes a considerable impact in the construction system by promoting ways to live greener. This paper discusses the need for green building awareness & education for the students to learn the influence of a conventional building and to mitigate its harmful prints on land. The discussions cover the subject matter of green building, the need green building awareness and education, Green Initiatives, Green pedagogy, sustainability qualification, beneficial aspects, and social impact. Some of the major rating systems that are being used all over are explained here and they include- LEED, WELL, TRUE. This way of inducing awareness based learning will help us achieve the goal of minimizing waste, reducing energy consumption, Air quality Improvement, Water Efficiency, Human wellness and comfort, Pollution prevention, Alternative transportation and many more in a collective cooperation from the student sector as well.

KEY WORDS: Green Building, Awareness, Sustainable, Green Pedagogy.

1. INTRODUCTION:

"Green" is the new Black, The Implied meaning behind is going green in terms of efficiency in resource and environmental management. Construction industry is growing at rapidly and significant spikes in various factors such as hazardous emissions, depletion of non-renewable resource, carbon foot prints leading us to a point where the place we live in is not a home anymore but a death machine eating us slowly. Educators all around the world influence young aspirants to consider our environment in all the fields, but in reality the learning stops at one point and implementation never starts. One should consider contributing to the wellbeing of the place we breathe in and it starts from home. There has been a lot of research works in the past decade explaining the role of green rating systems in transforming from a basic to a sustainable lifestyle.

Delivering a sustainably responsible building requires educating young minds in green initiatives to explore numerous territories in the field of green building architecture. The positive sides of getting to know about the green buildings are that it creates a holistic approach towards human comfort and compatibility with nature. To certify a building based on its values there are many rating systems all around the world, they are region specific to comply with various categories. The buildings that are assessed for a particular rating system should sync with various evaluating systems to obtain the certification stating that is sustainable, For example taking LEED BD+C Core and shell (Leadership in Energy and Environmental Design) of U.S. Green Building Council covers base of the building, namely the structure, Building envelope and building-level systems, such as central HVAC, etc. Modules of core and shell construction contain Location and Transportation, Sustainable Sites, Water efficiency, Energy and Atmosphere, Materials and Resources, Indoor Environmental Quality, Innovation, Regional Priority. The mentioned modules look after the needs for a sustainable building through energy efficiency, water management, pollution control, human health comfort, responsibly sourcing building materials, low emission vehicles. So, while approaching the topic of rating systems to the students it is advised that they try to incorporate the basic principles of green strategies in their design from the beginning to prepare for the big picture, students can also become Accredited professionals in many rating systems across the field such as LEED AP, IGBC AP, WELL AP to gain a vast knowledge and more over if they join a firm as a green building consultant, the AP in a project contributes to 1 point in the overall certification process With the constant raise of disturbances in the environment the importance of sustainable building practices should be adopted since the population growth works on availability of limited resources and it tends to increase the general demands. So this paper aims to emphasize exploring the importance of green building concepts and to educate the Gen x on the implementation of Green construction.

2. THE CONCEPT OF GREEN BUILDING

A 'green' building is a building that reduces or eliminates negative impacts in the natural environment to preserve precious natural resources and improve our quality of life. The efficient use of renewable and non renewable resources, providing a good environmental quality, using non toxic materials, adapting the changes in the environment and incorporating it by taking the ecological component as a factor, to involve and to evolve with the surrounding raging environmental issues and converting them in to threads of opportunity to believe in transformation. Many of the people think the word Green or the solar panels or lot of natural landscaping as green buildings, but in the reality the construction of green building goes far beyond the notion of energy consumption, it's the long term impact on the nature's imprint. We live inside an enclosed capsule 80 to 90% of the day and truly the building decides your comfort, many health problems are tackled on daily basis and they are induced by poor air quality, inhalation of toxic substances contaminated in air, light pollution, our physical stature, transportation etc.

2.1 NEED FOR GREEN BUILDING AWARENESS

Green building constructions saves energy consumption, operating costs are less, waste minimization, it can help reduce the impacts of transportation, bring about the 3R's of the system – Recycle, reuse and reduce and many more. Apart from the view of human and building there are many issues to be concerned such as the generation of green house gases, rising sea level, melting of ice caps, heat island effect, vehicle emissions CFC emissions etc. the need for an alternate approach is of a dire need to the current situation. Green building considers costs that determine the entire life of the building, high-performance does not require continuous maintenance and it is made possible through commissioning by operating buildings in a way that is designed, resolving any issues, and to put forth trained personnel in operating the building.
The unawareness towards the benefits of the architectural designs voices, due to rapid urbanization in the country and the total energy consumption increases. Without proper awareness and education to the younger generation people, the Sustainable architecture is forced to work about the construction of substandard materials and techniques. Few parameters of green building rating system are:

- Lesser impact on the environment
- Efficient water management
- Efficient site design and planning
- Preservation and protection of top soil during construction
- Usage of resources in a controlled way
- Improves occupant health and comfort
- Enhancing indoor environment quality and thermal comfort
- Sustainability goal towards a longer period of time
- Waste management strategies
- Using land effectively pre and post construction
- Responsibly sourced Eco materials
- Reduction in operational and management costs
- Betterment of human wellness

2.2 GREEN RATING SYSTEMS

2019 Global Status Report for Buildings and Construction Towards a zero-emissions, efficient and resilient buildings and construction sector says that the buildings and construction sector accounted for 36% of final energy use and 39% of energy and process-related carbon dioxide (CO_2) emissions in 2018, 11% of which resulted from manufacturing building materials and products such as steel, cement and glass. 2019 Global Status Report provides an update on drivers of CO_2 emissions and energy demand globally since 2017, along with examples of policies, technologies and investments that support low-carbon building stocks. Green building rating is the certification of a building as green compared to a conventional building under the conditions of sustainable performance in areas like site development, reduced resource usage, material selection, operation & maintenance, environment quality, energy consumptions of predefined rating systems rules that need to be followed. Various rating systems are discussed below about their area of focus and how a building gets certified.

2.2.1 LEED CERTIFICATION (LEEDERSIP IN ENERGY AND ENVIRONMENTAL DESIGN)

BD+C **-** Building Design and Construction it is the rating used for new construction or major renovations. Applications for: New Construction, Core & Shell, Schools, Retail, Hospitality, Data Centers, Warehouses & Distribution Centers and Healthcare

ID+C **-** Interior Design and Construction it is for complete interior fit-out projects. The applications are for Commercial Interiors, Retail and Hospitality.

O+M **-** Building Operations and Maintenance it is the rating For existing buildings that are undergoing improvement work or little to no construction. It Includes: Existing Buildings, Schools, Retail, Hospitality, Data Centers, and Warehouses & Distribution Centers.

ND **-** Neighborhood Development it is the rating For new land development projects or redevelopment projects containing residential uses, nonresidential uses, or a mix. Projects can be at any stage of the development process that is from conceptual planning to construction. It Includes: the Plan and Built Project.

Homes are for single family homes, low-rise multi-family (one to three stories) or mid-rise multi-family (four to six stories). It Includes: Homes, Multifamily Low-rise, Multifamily Midrise. Homes and residential buildings that are greater than six stories can certify under the LEED BD+C category. The Modules are almost common for all the rating systems except for few special categories for types of buildings and their locations. So, it includes the following: integrative process, Location and Transportation, Sustainable Sites, Water efficiency, Energy and Atmosphere, Materials and Resources, Indoor Environmental Quality, Innovation, Regional Priority. The modules have few mandatory pre-requisite credits that are compulsory for the passing level of certification. These environmental measuring criteria rate the building according to the typology and credit merits. The certification process follows as pre certification, design level certification, construction level certification or both D+C. The levels of certification of LEED scoring are: Certified (40-49 points), Silver (50-59 points), Gold (60-79 points), and Platinum (80+ points).

2.2.2WELL CERTIFICATION

WELL is the rating system that is used as a leading tool for advancement in health and well-being in buildings and human beings in a global level. Well is the first of its kind rating system to exclusively focus on human comfort and wellness. It helps humans experience the wellness through design and construction based on comfort. The aim of well rating is to prevent many chronic illnesses by influencing the built environment in the advanced improvement of nutrition, mood, fitness, sleep patterns and performance of its occupants because the structural and behavioral changes can be altered within your home to reduce the level of carbon footprint. WELL concepts include: Air, water, Nourishment, light, Movement, thermal comfort, Sound, materials, mind, community, Innovation. WELL scoring is of 3 levels: WELL Silver Certification: 50 points. WELL Gold Certification: 60 points. WELL Platinum Certification: 80 points. An Examination can be taken to become WELL AP for in-depth knowledge about the wellness certification.

The Well standard is based on years of research in partnership with scientists, doctors and architects exploring the connection between the buildings and people to make a collaborative effort to create a holistic approach in taking care of the impacts in buildings and its occupants wellbeing.

2.2.3 TRUE CERTIFICATION

TRUE is a wholesome system that approaches in aiming at changing how different materials flow through our surrounding environment, resulting in no waste. TRUE encourages the redesigning of resources life cycles so that all products are reused will create a waste free system. Certification is available for any facility and their operations such as buildings owned by businesses, property managers, schools, government agencies and non profits organizations. The TRUE rating system scoring is Certified: 31-37 points Silver: 38-45 points Gold: 46-63 points Platinum: 64-81 The TRUE Zero Waste certification program is an Assessor based program that rates how the facilities perform in minimizing their non-hazardous, solid wastes and minimizing use of non renewable resources. The TRUE Advisor is a certificate program that uses instructional design principles to deliver best in class education. The course consists of 12 on-demand, self-paced modules and the assessment will be a 75-question exam delivered online via a computer-based testing platform. Individuals will be assessed to see if they have attained the learning outcomes of the course through a 75-question, 95-minute online exam. People can take up the TRUE examination just like LEED to get certified to be a TRUE advisor.

2.2.4 SITES CERTIFICATION

SITES certification is a comprehensive system for creating sustainable and resilient land development projects.It is used by landscape designers, engineers, planners, ecologists and architects with innovative sustainable design. This certification system also provide people to aspire for SITES AP. The scoring system levels are certified 70-84 points, Silver is 85-99, Gold is 100-134, Platinum is 135+. SITES certification is critical need for a more careful and sensitive approach to land design and development with respect to the growing population of the planet. SITES put fourths the goals of evaluating ecosystem services as a basis for land design and development. SITES certification is based on the point system: the number of points that a project earns determines which level of certification it is eligible for (Certified, Silver, Gold or Platinum). There are 18 prerequisites within the rating system are required to achieve certification, minimum number of credits to achieve the certification level.

The SITES and LEED rating systems are complementary, and can be used independently or together. If the concerned building project would benefit from certifying to both SITES and LEED, the advantage of the synergies between them can be quite useful. The SITES rating includes the following modules: site context, pre-design assessment + planning, site design—water, site design—soil + vegetation, site design—materials selection, site design—human health + well-being, construction, operations + maintenance, education + performance monitoring, innovation or exemplary performance.

3.GREEN PEDAGOGY FOR HUMAN WELLNESS

The environment as a whole, the quality of life, life cycle of the resources that we use, de-carbon sustainable life, The impact factor, embodied energy all contribute to the way of life for humans and the forgotten basic concepts of living a good life in unison with the nature is not possible anymore, but we can try to make it less miserable by following the green initiative that are being developed a lot lately, it is difficult to make someone try a new technology if the awareness of the ideal thing is not well known in the society, so it should start from the university level to make a bigger impact.
The solar, wind &water energy, Rain water harvesting, recycling, waste minimization, Material sourcing, good living practices everything should be taken under consideration. The students must be educated from understanding the concept to calculating the value of all the modules and credits. Learning should involve the concept of life cycle, reusing and reducing, skilled labor, energy consumption etc. green building id gaining more and more popularity among the sophisticated group, but the larger groups are not aware in comparison, Innovation in research and education in this green field should be incorporated in a mass of a scale.
Technological innovations in motion sensor can act as the technology for energy saving likewise indoor, outdoor water sage can be regulated.

DISCUSSION:

During the last few decades one of the major problems that we face include global warming, ozone depletion, non renewable resources depletion, energy scarcity, ecological toxicity, acid rains etc. We cannot avoid affecting the environment, but creating awareness about the green building will aim towards minimizing the environmental issues that we overcome daily. A green building contributes towards lower development costs, lower operating costs, enhanced comports, healthier indoor environment quality. The uncertainties in application of green building concept among different people and the reality of how green building works confuses students of the upcoming generations for the execution of green building concepts and that prevents the achievement of their Implementation. The most prominent fact being out there is that there is very little open data available regarding the manufacturing process that documents energy consumption on natural Resources, Carbon emissions from each building material in the city. Yet the decision making method requires individual and collective response from all a large group of people who have experienced the whole scenario of green building living. So, it is necessary for us to take in to consideration in educating the students in excelling in taking care of the environment, to help mitigate the effects that last longer than the human life itself.

CONCLUSION:

We are immensely benefited from all the Ecosystem services that are provided by natural systems and that support our lives, but we often consider these resources free and treat them in a meticulously degraded way. There are numerous ways of how green design strategies can both contribute to an environmentally responsible facility and act as a way to study everything in the correlation of human activity and surroundings. The application level of green activities is facing an increasing slump of awareness and that is mainly because of the some on-site green construction activities cannot support the high level of awareness while following the procedures in the greener guidebook and large gaps were pinned between green awareness and activities. In addition to on-site small scale projects had large differences from large- scale projects and medium-scale projects in terms of implementing green activity. So, it is necessary to incorporate green strategies to open up green building practices to students in the field of engineering/construction/architectural.

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CAN EMOTIONAL INTELLIGENCE BE DEVELOPED?

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Abstract:

The total concept of emotional intelligence acquired unique interest among masses. Great amount of research is being carried out to explore and understand exactly what emotional intelligence is and to make life better by applying it. Current paper is an attempt to explore literature encompassing emotional intelligence and to throw some light on the ways in which EI can be improved.

Keywords: Emotional Intelligence, Stress, Burnout.

Introduction:

Drooping eye lids, unfocused eyes, lip corners pulling down are the sign of sad face; eyebrows down together, narrowing lips are the sign of angry face, many people around us can be found with at least one of the 34000 emotions.

The statement "He/she is emotional" is quiet often heard among friends. Man cannot be separated from emotions. From birth to death every phase of human life is associated with multiple emotions; sometimes multiple emotions could be experienced at a time. Every emotion may not be reflected on the face; they may not be exhibited but are silently carried inside.

Intelligence is the competent ability to apply acquired knowledge. Emotional intelligence is the innate ability of a person to understand his emotions and the emotions of others to conduct one self.

Who wouldn't want a successful career, healthy relationships, best work environment? All these can certainly be achieved by person possessing emotional intelligence.Emotional intelligence acts as antidote to stressful career, people with high scores on EI are recruited and are said to be having rewarding career journey.

Can emotional intelligence be developed? The answer to this question is unequivocal 'yes'. With some interventions and with rigorous coaching and practice, remarkable changes can be brought in the level of intelligence quotient. But can the same be applied in building emotional intelligence?

If a person was asked to reduce his anger and speak politely this may not happen immediately but with deliberate practice this can be achieved. Ample amount of research was carried out on the topic emotional intelligence. It is evident from the study that :

Genetics play a major role in determining emotional intelligence levels of a person. Experiences as a child also play a major role in shaping a child into a person with high emotional intelligence.

Every individual wants to change but only few try to change, initially if a person is trying to change, emotion like fear, anger may not be expressed out but emotional outburst may be happening inside.

Emotional intelligence changes with age as a person come across life changing experiences. Emotional intelligence helps to strike a balance between work and life. It helps to achieve both physical and mental health.

1. Emotional intelligence is non cognitive intelligence.
2. Personality development coaches help people to increase emotional intelligence.

There is a greater need for developing ones emotional intelligence as people with low emotional intelligence are often sad with the happenings around them, they easily get upset and often they are misunderstood, where as highly emotional intelligent people are aware of the emotions, they possess tact and can easily handle complicated situations.
Some humans are naturally gifted with a higher EQ than others, like anything else; it is also possible to improve EQ with patience and dedication.

Improving EI

A study conducted in Western reserve University students of MBA it was evident from the study that there has been an increase in 50 to 100% competency .In another study carried out on professional executives of age around 50 years executives, it was noticed that emotional competency increased by 66.5% after completion of a personality development course, contradicting the claim “you can’t teach old dog new tricks”.

Somerville study says about, a 40-year investigation of 450 boys in which Two-thirds of the boys were from welfare families and one-third boys were said to be having IQ below 90. How well these boys did at work or in the decisions made in rest of their lives were certainly influenced by their emotional intelligence.

Biggest difference in life and work can be made by developing emotional competencies which in turn reflects on the abilities to handle frustration, to be able to control emotions, and learning to mingle with other people.

Emotional intelligence makes life more enjoyable and successful. A study conducted on IQ and EQ tests of 79 PhD holders right from the time they graduated in various personality aspects in 1950s.later when these men reached the age of 70 years i.e., nearly after 40 years, when their whole career is studied and the choices they made considering their resume and by questioning their superiors and subordinates reveals surprising facts that having social skills and emotional competencies is important than IQ by four folds. It is also inappropriate to say social skills alone fetch success. After attaining a threshold of intelligence quotient, there comes the role of emotional intelligence to surpass competitors.

Even if employees are trained in multi dimensions to improve emotional intelligence the result cannot be felt immediately.

Senior managers of a company based on Europe were selected for carrying out a study. Total of 54 senior level managers were selected, it is ensured that the sample comprises of 50 men and 50 women using stratified random sampling method. The average age of sample was 38 years. The total sample was bifurcated into experimental group and control group.

The selected control group was given training in EI and data was collected. The training program was successful in improving the EI of manages in few dimensions. The training on building emotional understanding and management of emotions gave the managers a sense of fulfillment. This study helped in nurturing the social skills of managers.

Emotional Intelligence can be gained and improved at any point in life (Goleman, 2014). Learning emotional intelligence skills needs a resourceful environment where the areas can be looked into, or the aspects of E.I. that should be focused on, and seek expert advice on how to do so.

4 Stages of learning emotional intelligence

Deep understanding

Learning emotional intelligence is possible when a person is aware of things that she or he should change, and also willing to undergo the changes to learn emotional intelligence. Learning is possible when one gains knowledge of different aspects of emotional intelligence like self awareness, self regulation, motivation, empathy and social skills

Some of us might be very good at self regulation but lack in social skill, where as others might be good in motivating others but fail to exhibit empathy. One has to be aware and gain complete knowledge of all the aspects for learning to happen.

Assessment

After gaining insights of various aspects of emotional intelligence, the next best step is to understand the level of emotional intelligence one has. Many tests are available to measure emotional intelligence both online and offline.

The instruments used to measure emotional intelligence are Mayer-Salovey-Caruso Emotional intelligence test (MSCEIT), Emotional Quotient Inventory (EQ-i), Emotional competence inventory(ECI),Emotional Intelligence appraisal (EIA), Work Profile Questionnaire-Emotional Intelligence Version (WPQei), Levels of Emotional Awareness Scale (LEAS) and Self-Report Emotional Intelligence Test (SREIT).

Training

Assessment of one's emotional intelligence helps to decide on the course of action to be followed to improve emotional intelligence. It also helps us to identify particular areas in to be focused and developed.

For Example if an individual is scoring low on social skills he/she can be made a part of some learning programs including lot of interaction with fellow employees.

After training the individual will be able to

- Gain the abilities to accept criticism and appraisals.
- Be a better team player, avoiding conflicts.
- Improve leadership skills.

Implementation

The final and important stage for an individual for self development and improving emotional intelligence is the implementation stage. This stage involves walk the talk in real time situations. All the training and assessment along with learning is helpful only if it is implemented in real time situations.

Ways to Develop Emotional Intelligence

Besides the formal training programme to improve emotional intelligence following inputs can improve the level of emotional intelligence.

1. Pick out the negative emotions.

How well one can handle negative feelings and makes efficient use of them helps to build an individual more immune to stress. When we can distinguish the emotions that make oneself down, one become less likely to get affected by adverse situation.

2. Choose responses wisely: Take time and respond, do not jump to conclusions.

3. Self-introspection in the following ways certainly helps to bring out behavioral modifications.

- Am I thinking the right way?
- Shouldn't I have used those words today?
- How would I have reacted if I were in his/her place?
- Is there any other way of dealing the matter?
- Are my friends and family happy with me?

4. Right communication
Improved communication with others, conveying thoughts naturally and understandably, brings people closer.
5. Stress Management
The most helpful stress reduction method is by consciously using our senses and staying close to nature (Bunzenmeyer).
Following can be practiced to reduce stress at work and bring considerable changes:
- Splashing cold water on face after long work hours or meeting helps feel fresh and relieved from anxiety.
- People generally resort to smoking or alcohol consumption to overcome stress which might worsen the life, instead meditation and spending time with nature helps to relieve stress.
- Spending quality time with family, going on family vacations helps break monotony in work life.

6. Gratitude journal: journalizing and thanking everyone and expressing gratitude for making one's life comfortable builds positivity thereby reduces stress.

7. Empathy as a daily habit

Empathy is walking in others shoes. When we start thinking from others point of view everything seems to be so true. This helps to reduce conflicting situations. It is an essential aspect of one's metal wellbeing.

Even at the workplace, listening to a colleague without judging, or accepting harsh words from someone undergoing stress, can significantly build our emotional and social intelligence, thereby strengthening interpersonal bonds.

Conclusion:

Mayer and Salovey wrote, 'Emotional Intelligence' (E I) which gave rise to this concept as a medium of individual assessment that accurately describes the attributions for responses to successes and failures in life,the ways in which it can be improved. It forms the juncture at which cognition and emotion meet, it facilitates our capacity for resilience, motivation, empathy, reasoning, stress management, communication, and our ability to read and navigate a plethora of social situations and conflicts If one can distinguish the emotions that make oneself down, one become less likely to get affected by adverse situation and make a happy living.

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2- rglhyk e dk; i.kkyh dk ydj Hk"VkpkjA
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8- de dher dh oLr dk vf/kd dher e cpu dk Hk"VkpkjA
9- Bdnkj }kjk Hkou fuek.k e Hk"VkpkjA
10- U;k;ky; e cB ckcvk d }kjk Hk"Vkpkj dh leL;kA
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4- lc°e.;e] ,l] °;eu jkbVl] bUVju'kuy pyt l Hkkx&1] ub fnYyh] 1997] i"B 6
5- lkjLor] v{kUnukFk] lkekftd U;k;] ekuo vf/kdkj vkj ifyl] jk/kk ifCyd'ku] ub fnYyh 1998] i"B 7
6- lkg] vkflek] °;eu jkbVl okby'ku ,.M yk] ikbUVj ifCy'kl] t;ij] 1999] i"B 25

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An Empirical study on Indian Banking Scams by Top Business Holders

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Abstract:

Indian Banking system is now in big trouble by giving large amount of loans and advances to the top Business Holders(borrowers) mainly due to political pressure and other internal banking management. This happens mainly in Public Sector Units, as they provide Loans and Advances which is an asset to the banks is created out of deposits and interest amount. The reason behind failure of banking system is Non performing Asset which means decreasing an income to the banks and not yielding any interest from Advances. Recently, Punjab National Bank in 2018 has been dubbed as the biggest fraud in India's Banking history, estimated to be worth over Rs.13,000 crores in which several senior officials found to be involved. Despite government's efforts the amount involved in banking frauds gone up to 73 percent. RBI has released a data showing that in FY2019 banking sector reported 6,801 frauds involving a total amount of Rs.71,542 crores. Though various legal measures were launched by RBI, they have hardly had an impact on Indian Banking system.

In this context, the study paper tries to find out the causes for poor performance of banking system i.e., Fraud cases -Bank group wise and Fraud cases- Areas of Operations. It also focuses on the impact on Indian Banking and in what way banks have tried to recover the amount from top business frauds. It is an attempt to analyze how much amount involved in each Indian banking sector and also made an attempt to analyze how much amount involved in different areas of operations.

Key Words: *Banking Groups, Areas of Operation, Bad loans, Recovery*

I. Introduction:

Bank is a financial institution licensed to receive deposits and make loans. Banks also invest money to build up their reserves. The two main functions of a bank are accepting deposits from general public and lending to individuals, corporate and government. In India we have Public Sector Banks, Private Banks, Foreign Banks, Financial Institutions, Small Finance Banks, Payment Banks and other Local Areas Bank. These banks provide different areas of operations to the public and government such as off-sheet balance sheet, Foreign exchange transactions, Card and Internet transactions, Deposits, Cheques, Demand Drafts, Inter-Branch Accounts, Cash Transactions, Clearing Accounts and others. Usually, Loans and Advances is one of the major factors for banks to generate the income from the Loans and Advances(asset). This motivates a bank to lend vigorously in order to increase profitability. However, banks have to make sure that the borrowers pay interest and principal amount promptly (Debt servicing) so that the profitability is not affected and at the same time the quality of assets (loans) remain good. Suppose the borrowers do not pay back the amount on time due to various reasons then the asset fails to yield the income and in turn banking system will be badly affected.

As per the RBI report Public Sector Banks involved 3,766 Banking frauds in FY 2018-19 which is relatively higher compared to other Banking institutions. RBI report shows that these Public Sector Banks has highest number of frauds in Loans and Advances given to corporate and other Financial Institution's.

The Reserve Bank of India (RBI) defines fraud *as "A deliberate act of omission or commission by any person, carried out in the course of a banking transaction or in the books of accounts maintained manually or under computer system in banks, resulting into wrongful gain to any person for a temporary period or otherwise, with or without any monetary loss to the bank"*.

II. Literature Review:

Ashu Khanna & Bindu Arora-Int. Journal of Business Science and Applied Management, Volume 4, Issue 3, 2009 in their research they found the bank employees do not give due importance to the problem of frauds. The awareness level of bank employees regarding bank frauds is not very satisfactory, and majority of them do not dispose favorable attitude towards RBI procedures as they find difficulty in following them due to workload and pressure of competition. Moreover, employees are not well trained to prevent bank frauds. Training positively affects the compliance level of employees and improves the attitude towards RBI"s procedure.

Charan Singh RBI Chair Professor Economics & Social Science Indian Institute of Management Bangalore in his working paper on Banking frauds he found that the frauds may be primarily due to lack of adequate supervision of top management, corporate borrowers and third party agencies; weak regulatory system; lack of appropriate tools and technologies in place to detect early warning signals of a fraud; and lack of coordination among different banks across India and abroad. The delays in legal procedures for reporting, and various loopholes in system have been considered some of the major reasons of frauds and NPAs.

Ainsley Granville Andre Jorge Bernard, Brahma Edwin Barreto, Rodney D'Silva (May 2019) in their research study they concluded "Majority of frauds in the banking sector relate to advances which is a cause of worry for banks in India. Frauds have a significant impact on Non-Performing Assets in the Indian banking sector.

RBI reported that Rs 71,500 crore worth of bank frauds detected in FY19. Overall, 3,766 incidents of frauds were detected in FY19, a 15 percent spike from a year ago, while the losses incurred saw an 80 percent rise from the last year, even as FY18 saw the most infamous banking fraud in India's history where Nirav Modi siphoned off nearly Rs 13,000 crores from Punjab National Bank in February 2018.

As per the business standard reports Finance Minister Nirmala Sitharaman said that according to the Reserve Bank of India, PSBs reported 5,743 incidents of fraud involving a total amount of Rs 95,760.49 crore from April 1 to September 30 (based on the date of reporting 2019). State Bank of India reported fraud of ₹25,400 crores followed by Punjab National Bank of ₹10,800 crores and Bank of Baroda of ₹8,300 crore.

III. Research objectives:

The study seeks to know how many frauds and amount involved in Indian Banking Institution's from FY 2017-18 to 2018-2019. The study seeks to know what was the impact on baking system. It aims to identify the procedural lapses and various other causes responsible for bank frauds. It shows how banks recovered the amounts so far from top business scammers. To study what measures has been taken by Banking sector to prevent the scams/frauds further.

IV. Research Methodology:

This paper is purely based on Secondary data collected from RBI website. For the purpose of data collection and descriptive part referred to various Journals, Magazines, authenticated reports, News articles, e and International journals. The main purpose of this study paper to know what was the impact of Banking frauds in India.
Tools that are used in finding analysis is "Trend Analysis".

Biggest scams in India that shook the nation in FY2020

In the first quarter of FY2020, the Central Bureau of Investigation has registered 40 cases of bank frauds worth over Rs 14,400 crore.

The biggest and most high-profile bank fraud of FY2020 is Yes Bank scam which involved an amount of Rs.600 crores given by DHFL. The Second major scam during the country lockdown is "digital education", Educomp Solutions Private Limited siphoning off bank loans worth thousands of crores 13 banks of over Rs 1950 crores.

Senior National Conference leader and former J&K finance minister Abdul Rahim Rather's son Hilal Ahmed Rather and his partnership firm Paradise Avenue was accused of defrauding J&K bank of Rs 177 crore.

The four officials of State Bank of India, Kakori branch, Lucknow for using forged documents and giving 96 Kisan Credit Card loans worth Rs 6.60 crores.

Biggest scammers who made Indian baking system dupe into uncoverable losses from FY 2000 to 2019.

1. Vijay Mallya – Rs. 9000 Crore

There was a time when people used to call him the 'King of good times', but today things are far from being good for him. We're talking about liquor baron Vijay Mallya. In 2016, Mallya absconded the country and sought refuge in the UK after he was accused of fraud and money laundering in the country. Vijay Mallya allegedly owes various banks over Rs 9000 crores, which he'd taken as a loan to keep his now defunct Kingfisher airlines from failing. He was recently declared a fugitive economic offender under the Fugitive Economic Offenders Act.

2. Nirav Modi PNB Bank fraud – Rs. 11,400 Crores

Diamonds are a man or woman's best friend, but diamantaires like Nirav Modi are not. One of the most controversial scams, this fraud reportedly took place through Punjab National bank's Brady house brand. Not just Nirav Modi, his uncle Mehul Choksi and two senior PNB officials were also involved in this fraud. In 2018, PNB filed a case with CBI accusing Nirav Modi and the companies he was connected to of obtaining Letters of Undertaking (LoUs) from PNB without paying up the margin amount against loans. This meant that if those companies failed to pay the loan, PNB would have had to pay the amount.

3. Satyam scam – Rs. 14,000 crores

This 2009 corporate scam is also known as 'India's Enron Scandal' and revolves around B Ramalinga Raju and his Satyam Computer Services Ltd. The company admitted that they misrepresented, manipulated and falsified their accounts of over Rs 14,000 crore, in front of its board, stock exchanges, investors and other stakeholders.

Impact on banking system due to big scams

As per the latest annual report, the Reserve Bank of India (RBI), has indicated that the rate of growth of frauds may not be substantial but the amount involved in frauds has gone up by a whopping 73.8 per cent.

RBI data shows that in FY19, banking sector reported 6,801 frauds involving a total Rs. 71,542.93 crore as against 5,916 cases involving Rs 41,167.04 crore reported in 2017-18.

As compared to this, state-run banks reported 3,766 cases of frauds worth Rs 64,509.43 crore as against 2,885 cases involving Rs 38,260.8 crore.

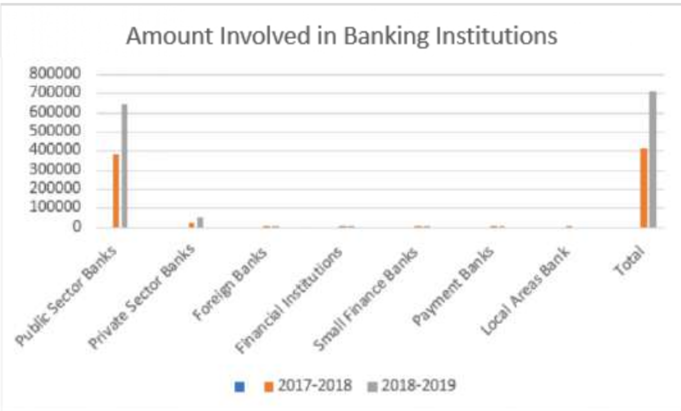
Table-1: Fraud Cases-Bank Group-wise

Bank Institution	**2017-2018**		**2018-2019**	
	Number of Frauds	Amount Involved(million)	Number of Frauds	Amount Involved (Million)
1	2	3	4	5
Public Sector Banks	2,885 (48.8)	382,608.7 (92.9)	3,766 (55.4)	645,094.3 (90.2)
Private Sector Banks	1,975 (33.4)	24,782.5 (6.0)	2,090 (30.7)	55,151.4 (7.7)
Foreign Banks	974 (16.5)	2,560.9 (0.6)	762 (11.2)	9,553.0 (1.3)
Financial Institutions	12 (0.2)	1,647.0 (0.4)	28 (0.4)	5,534.1 (0.8)

Small Finance Banks	65 (1.1)	61.9 (0.0)	115 (1.7)	75.2 (0.0)
Payment Banks	3 (0.1)	9.0 (0.0)	39 (0.6)	21.1 (0.0)
Local Areas Bank	2 (0.0)	0.4 (0.0)	1 (0.0)	0.2 (0.0)
Total	5,916 (100.0)	411,670.4 (100.0)	6,801 (100.0)	715,429.3 (100.0)

Analysis:

From the above table it clearly shows that Public Sector Banks are in highly risk compared to other banking institutions. Public Sector Banking scams have been increased from Rs.3,82,608 in FY 2017-2018 to Rs.6,45,094 in FY 2018-2019. As we see the other Banking institutions scams are very much low compared to PSBs. The major failure of Public sector Banking is due to political aspects and poor internal management.



The RBI report states that among bank groups, PSBs, or public sector banks which constitute the largest market share in bank lending, have accounted for the bulk of frauds reported in 2018-19. It was followed by private sector banks and foreign banks.

Last year, foreign banks recorded 974 cases of fraud and the amount involved was Rs 2,560.9 million. When compared to FY 2018-19 foreign banks recorded 762 cases the amount involved was Rs 9,553 million.

In terms of area of operations in banking institution's, frauds related to loans and advances constituted the major share of the total amount involved in frauds in 2018-19, while the share of frauds in off-balance sheet items declined and comparatively less a year ago.

Table-2: Fraud Cases-Area of Operations

Bank Institution	2017-2018 Number of Frauds	2017-2018 Amount Involved(million)	2018-2019 Number of Frauds	2018-2019 Amount Involved (Million)
1	2	3	4	5
Advances	2,525 (42.7)	225,583.2 (54.8)	3,606 (53.0)	645,481.7 (90.2)
Off-sheet balance sheet	20 (0.3)	162,876.7 (39.6)	33 (0.5)	55,375.4 (7.7)
Foreign exchange transactions	9 (0.2)	14,258.9 (3.5)	13 (0.2)	6,593.0 (1.0)
Card/Internet	2059 (34.8)	1095.0 (0.3)	1,866.0 (24.7)	713.1 (0.1)
Deposits	697 (11.8)	4622.7 (1.1)	596 (1.7)	1,483.1 (0.2)
Cheques/Demands/ Drafts etc	207 (3.5)	341.2 (0.1)	189 (2.8)	336.6 (0.0)
Inter-Branch Accounts	6 (0.1)	11.9 (0.0)	3 (0.0)	1.1 (0.0)
Cash	218 (3.7)	403.4 (0.1)	274 (4.0)	555.4 (0.1)
Clearing Accounts etc	37 (0.6)	56.2 (0.0)	24 (0.4)	2088.1 (0.3)
Others	138 (2.3)	2,421.5 (0.60	197 (2.9)	2,440.5 (0.3)
Total	5,916 (100.0)	411,670.4 (100.0)	6,801 (100.0)	715,429.3 (100.0)

Analysis:

From the above graph it shows that banking system failed to recover the amount involved in scams mainly from Loans and Advances which raised from Rs.2,25,583 in FY 2017-2018 to Rs.6,45,481 in FY 2018-2019. Public Sector Banks provided loans and advances to highly profile business men, where banks failed to collect the interest and principle amount which lead Public Sector Banks into huge loses. Other Areas of operations have less impact compared to Loans and Advances. Whereas, Off-sheet balance sheet scams also had huge impact due to improper internal banking system.

Bank Recoveries so far from Advances:

It has been two years since the multi-crore Punjab National Bank mega scam and now at present there is a little improvement from the banking sector and from the central government by collecting the amount duped in frauds by way of auctioning the assets of Modi included bags, paintings, watches worth Rs 1,28,29,007. As per the report from the IT department they had seized 173 paintings belonging to a company owned by Modi which were attached by the ED. A total of 55 paintings had been sold in the auction and an amount of Rs 55 crore was realized.

ED sources cited the example of the assets of fugitive businessman Vijay Mallya whose shares worth Rs 8000-9000 crore in companies owned by him were sold off. The ED has also recovered money from the Sale of shares of United Breweries (Holding) owned by Vijay Mallya.

Measures taken by RBI towards recovery of Advances:

RBI took several steps to check fraudulent banking practices, to fight this, the Reserve Bank of India has introduced Legal Entity Identifier to check and prevent banking scam.

Legal Entity Identifier is a 20-digit global reference number which uniquely identifies a company and it helps to improve the quality and accuracy of financial data across the world.

Banks will be required to acquire LEI number from the borrower and report it to (Central Repository of Information on Large credit), where the database of loan details which are above Rs.5 crores is maintained. CRILC collects the information and data on Non-performing assets from Indian Banks and gives timely advices.

Final outcomes of LEI helped the banking sector in many ways such as effective monitor debt, it prevents issuing multiple loans for same collateral, it serves as a proof of identity for a firm, it helps to report the transactions to regulators and so on.

Therefore, The Reserve Bank of India has mandated the implementation of Legal Entity Identifier for all borrowers of banks in India, without a LEI code will not be granted renewal for credit facilities further date.

Major weapons to recover the Loans and Advances from borrowers in India are:

A) Debt Recovery Tribunal: This is well known as The Recovery of Debts due to Banks and Financial institutions Act, 1993. Its primary objective to recovery the loans from the lenders and borrowers due to banks and financial institutions and helps to reduce the cases in civil court. The Tribunal power is to settle the cases regarding unpaid amount from non-performing assets as declared by the banks under the RBI guidelines. Recently Central Government has increased the limit from Rs.10 lakhs to Rs.20lkahs to recover the debts from borrowers. As per the RBI data on March 2018 an aggregate amount of Rs.3,98,671 crores were written off by banks over the last financial years.

B) **Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest (SRFAESI) Act 2002**, this Act was passed by the Government in order to fight against the willful defaulter, and an effective recovery without the intervention of courts and tribunals. This Act empowered vast powers to the banks to take over the possession from the defaulter such as factory, land and building etc including right to transfer by way of lease or sell the secured asset. As per the RBI annual report Rs.26,500 crores recovered through SRFAESI ACT in FY 2018.

C) **Lok Adalats:** It is formed under Legal Service Authority Act, 1987 which helps banking intuitions to recover the bad debts from borrowers and lenders which are more than Rs.10 lakhs. In order to save time banks can make out of court settlement to recover the debts from borrowers apart from the procedure followed from Tribunals. Debt Recovery Tribunals are empowered to organize the Lok Adalats to recover an amount Rs.10 lakhs and above. Lok Adalat institutions help banks to settle disputes involving account in "doubtful" and "loss" category, with outstanding balance of Rs. 5 lakhs for compromise settlement under Lok Adalat. In 2010-2011 an amount of Rs.151 crores have been recovered through Lok Adalat.

IV. Conclusion

The research concludes that Public Sector Banks bas been most effected especially in area of loans and advances. Advances are the biggest asset to the banking institutions which helps to generate income and profitability by way of collecting interest from borrowers and lenders. As

per the RBI report the data clearly shows that frauds have been increased from 2,885 in FY 2017-18 to 3,766 in FY2018-19 mainly in Public Sector Banks, whereas Private Sector banks and other banks are comparatively low. It is also found from this research that banks failed to recover the amount due from borrowers and lenders in which it resulted as non-performing asset.
The government played an important role in collecting amount from various borrowers and lenders through implementation of various schemes such as DRTs, Lok Adalats, SARFAESI Act (2002), Insolvency & Bankruptcy code (IBC, 2016).
Therefore, the final conclusion is that recovery of bad debts is very difficult and time taking factor despite government implementation of many schemes, but this can be achieved through proper functioning of internal staff and management, without pressure from external factors such as political power, banks need to check the profile carefully and precisely before granting huge amount of loans and advances. Lastly there should be proper understanding and strictly following RBI guidelines can overcome from the recovery of loans and advances from Business holders.

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CUSTOMERS SATISFACTION TOWRADS PUBLIC DISTRIBUTION SYSTEM IN SIVAGANGAI DISTRICT

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ABSTRACT:

Public Distribution System (PDS) is a poverty alleviation programme and contributes towards the social welfare of the people. PDS is considered as principal instrument in the hands of State Governments for providing safety net to the poor against the spiraling rise in prices of essential commodities. Customer's intensity of purchase at fair price shops depends on the quality of services extended at fair price shops. Poverty is a problem which is faced by the people. The government has taken more steps and programmes to overcome the problem. Public distribution system was established to provide food at a subsidized rate. Both primary and secondary data has been used for the study. In probability sampling method, Multi stage sampling method has been used for selecting the Ration shop and the convenience sampling method has been used for selecting the consumers. Therefore, the sample size for the study is 91. Therefore, the paper aims to study the customers' satisfaction towards public distribution system in Sivagangai district.

Keywords: Public Distribution System, Social Welfare, Fair price, Satisfaction.

1.1 INTRODUCTION:

India's public distribution system (PDS) is the largest food security program in the world, which covers nearly 60% of the population and costs Rs 1.45 trillion—close to 1.4% of the national income. PDS has often been criticdized for its structure, incessant corruption and leakages, and inclusion and exclusion errors in identifying the beneficiaries. The rolling out of the **National Food Security Act (NFSA), 2018**, and the overhauling of PDS in some states has created an aspiration that the system can be made effectual in making the households not only food secure, but also nutrition secure. Consumer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or her expectation. As this definition makes clear, satisfaction in a function on perceived performance and expectations. If the performance falls short of expectations, the consumer is satisfied or delighted. If the performance exceeds the expectation, the consumer is highly satisfied or delighted, high satisfaction or delight creates an emotional bond with the brand, not just a rational performance. Public Distribution System is among the most expansive

1.2 REVIEW OF LITEARTURE:

Deepa K Thomas & P. Shanmugam (2018)[1], in their study says that "consumer satisfaction towards public distribution system". The Main objective of the study is to analyze the factors related to customer's satisfaction from the Public Distribution System. The study concluded that the utilization of services given by the PDS scheme depends largely upon the satisfaction level of the customers in relation to the quality of services from ration shops. From his analysis, it could be comprehended that the prevailing PDS system protects the needs and satisfaction level of the customers to some extent, but it has to be implemented and scrutinized at its full swing to realize its basic purposes effusively. Therefore the Government is expected to employ its power and facilities for the better coordination and services of the PDS.

Dr.R.Velmurugan & D. Lavanya (2017)[2], in their study said that"consumer satisfaction towards public distribution system in Coimbatore District". The Main objective of the study is to analyze the consumers perception and satisfaction towards public distribution system. The researcher had used adopting convenient sampling, feedback obtained from 900 card holders. From his article, the researcher concluded that the general public will be satisfied when they could obtain goods from the PDS in all months, goods are supplied with accurate weight and adequate staff members are employed, PDS should be located at easily accessible place, distribution of variety of goods, supply of goods in time, goods supplied at PDS are fit for consumption, fair price shops are to be opened in accurate time, staff members of PDS should not insist the general public to buy unnecessary goods, PDS employees should redress the general public grievance at the earliest.

Bhagyasree PG (2017)[3], in her study said that," A Study on the Performance of Public Distribution System with Reference to Colachel Municipality". The main objective of the study is to evaluate the issues related to access, utilization and perception of PDS among APL and BPL beneficiaries. The study concludes that presented information about the PDS, details of its working, network, access, and utilization and satisfaction of family card holders towards PDS in Colachel Municipality. The prime aim of PDS is to ensure adequate supply of essential commodities of acceptable quality at an affordable price to general public, particularly the poor. It is true that PDS has achieved greatly in its objectives. But over the decades, its functioning has suffered due to inefficient management. The main aim of the government is pass on huge amount of subsidy it sanctions to the intended people for the intended purpose at low cost. In order to ensure greater efficiency concentration must be made on Targeted Public Distribution System (TPDS) and also application of computer, network technology along with a vigilant administration can equip government better to face the challenge successfully.

1.3 STATEMENT OF THE PROBLEM:

Rationing was introduced in India as a food control during the Second World War but has come to stay as a permanent feature of our economy as clearly stated in this study. Today the PDS is intended not only to ensure adequate and timely availability of essential commodities to people in the rural and urban areas, particularly the weaker section. Universal coverage is the aim of PDS in Tamil Nadu. State Government is making all efforts to make the PDS more effective by ensuring the availability, affordability and accessibility of PDS articles to the poor. The main work of Public Distribution System is to deliver goods to ultimate beneficiaries at the right time, right place, right quality, quantity and at right price. This is possible only with the effective support of both Government and staff members of PDS. As in private business concerns, staff members at PDS have to initiate necessary steps for ascertaining the customers grievances and to take suitable steps for redressing their customers grievances, so that the customers satisfaction may be increased. Thus, in this study an effort has been made on ascertaining the customer's level of satisfaction towards the services extended at fair price shops and factors influencing their satisfaction in Devakottai Taluk of Sivagangai District

1.4 OBJECTIVES OF THE STUDY:

- To Know the concept of Public Distribution system in Tamil Nadu.
- To Analyze the consumers satisfaction level towards Public distribution system in Sivagangai District
- To offer suggestions to improve the consumers satisfaction level towards PDS.

1.5RESEARCH METHODOLOGY:

The present study was carried out with the objective to find out whether the consumers satisfaction towards public distribution system in sivagangai District. The Researcher reviewed the related literature on Public distribution system to identify the research gap . Both primary and secondary data have been used in the study. The primary data were collected from the bank customers at Sivagangai District .The Sivagangai District is divided into 9 taluks. In Nine taluks, there are 521 Villages are there. The study was conducted only in one taluks such as Devakottai which have more number of Villages. One consumer were selected for each villages. The primary data were collected through a Interview schedule which was prepared and the respondents were required to provide necessary details when they visited the Ratio shop. Required secondary data for the study were collected from Journals, Magazines, Books, and RBI Reports.

1.6 POPULATION FRAME:

Table 1.1

List of Taluks in Sivgangai District

S.NO	**Taluk Name**	**Revenue Villages**
1	Sivaganga	67
2	Kalayarkovil	63
3	Manamadurai	41
4	Thiruppuvanam	43
5	Ilayankudi	52
6	**Devakottai**	**91**
7	Karaikudi	64
8	Thirupatthur	51
9	Singampunari	49

Source: Statistics of Sivagangai District Profile

1.7 SAMPLE SIZE:

The sample size for the study is 91. The researcher has chosen Devakottai taluk for the study purpose because the Devakottai taluk has more number of Villages in Sivagangai District.

1.8 SAMPLING TECHNIQUE:

The sampling technique used for the study is Multi stage sampling method for selecting the Ration shop and proportionate stratified random sampling method has been used for selecting the consumers.

1.9 TOOLS USED FOR THE ANALYSIS:

The researcher has used some of the tools for the analysis such as percentage analysis, Chi-square, correspondence analysis and Anova.

1.10 HYPOTHESIS FOR THE STUDY:

- There is no association between demographic profile of the consumers and status of card Holders.
- There is no difference between the income and savings of the consumers
- There is no difference between the consumers' satisfaction in ration shop and frequency of purchasing the goods.

1.11 DATA ANALYSIS & INTERPRETATION:

1.12 Cross tabulation Status of card Holder and socio economic factors of consumers:

Table 1.2

Status of card Holders					
		NPHH	PHH	NPHHS	Total
Gender	Male	10 (11%)	9 (10%)	1(1%)	20 **(22%)**
	Female	21 (23%)	50 (54%)	-	71 **(78%)**
	Total	31 (34%)	59(64%)	1(1%)	91**(100%)**
Educational Qualification	Not Formally Educated	5 (5%)	11 (11%)	8(9%)	23**(24%)**
	High School	4 (4%)	16(20%)	-	22**(23%)**
	Degree	8 (8%	9 (10%)	2(2%)	19**(21%)**
	Master degree	2(2%)	14(15%)	1(1%)	17**(19%)**
	Illiterate	4 (4%)	6(7%)	2(2%)	12**(13%)**
	Total	23 (25%)	55(65%)	12(13%)	91**(100%)**
Residence	Rural	9(10%)	20(22%)	1(1%)	**30(33%)**
	Urban	4(4%)	20(22%)	10(11%)	**34(37%)**
	Semi-urban	6(6%)	21(23%)	-	**27(29%)**
	Total	19(21%)	61(67%)	11(12%)	**91(100%)**
Size of the Family Members	Less than 3 Members	9(10%)	14(15%)	1(1%)	24**(26%)**
	3-5 Members	11(12%)	40(44%)	1(1%)	52**(57%)**
	More than 5 Members	2(2%)	10(11%)	3(3%)	15**(16%)**
	Total	22(24%)	64(70%)	5(4%)	**91(100%)**
Time of spending in Ration shop	Less than 1 hour	-	5(5%)	-	5**(5%)**
	2-3 hours	11(12%)	40(43%)	10	61**(67%)**
	More than 3 hours	-	10(11%)	15	25**(27%)**
	Total	13(14%)	55(60%)	15	91**(100%)**

Source: Primary Data

NPH = Non-priority Household:

Non Priority House Holds (NPHH) are ineligible to get subsidized food grains under NFSA system. They will get ration cards but no subsidized food grains as priority ration cards (PHH) get.

PH= Priority Household

Priority House Hold (PHH) are eligible to get all commodities like Rice, Sugar, Wheat, Kerosene, Toor dhall , Urid dhall , Palmolein Oil.

NPHHS = Non-Priority House Hold sugar

Non-Priority House Hold (NPHHS) are eligible to get only sugar.

Interpretation:

Gender of the respondents:

From the above table 1.2, it can understand that 22% of the male respondents are borrow goods in ration shop and 78% of the respondents were female. Therefore, majority of the respondents were female.

Educational qualification of the respondents:

From the above table 1.2, it can understand that 13% of the respondents were illiterate, 19% of the respondents were qualified Master degree, 21% of the respondents were qualified degree, and 24% of the respondents were not formally educated and 23% of the respondents were qualified high school. Therefore not formally educated people are frequently going ration shop.

Residence of the respondents:

From the above table 1.2, it can understand that 29% of the respondents were rural areas. 33% of the respondents were rural areas and 34% of the respondents were urban areas. Therefore, majority of the respondents were rural areas.

Size of the Family Members:

From the above table 1.2, it can understand that 15% of the respondents' family size is more than 5 members, 24% of the respondents' family size is less than 3 members and 54% of the respondents' family size is 3-5 members. Therefore, the majority of the respondents' family size is 3-5 members.

Time spending in Ration shop:

From the above table 1.2, it can understand that 27% of the respondents spend their time more than 3 hours, 5% spend their time in less than 1 hour and 67% of them spend their time in 2-3 hours. Therefore, majority of them spend their time in ration shop 2-3 hours because due to long queue.

1.13 Chi-square Analysis:

Hypothesis: There is no association between demographic profile of the consumers and status of card Holders.

Table 1.3

Association between demographic profile of the consumers and status of card Holders.

S. No	Preference factors	Pearson Value	Df	Sig.
1	Gender	86.024	7	.000*
2	Educational qualification	47.6	6	.000*
3	Residence	54.3	5	.000*
4	Size of the Family Mmebers	74.8	6	.000*
5	Time spending in ration shop	84.21	5	.000*
*** significant at 0.05 % level**				

Among the five dependent factors relating to demographic profile, all the factors show a significant association with the various status of card holders, since their significance value is less than 'P' value (0.05). Hence the null hypothesis is rejected. Which means there is no significant association between demographic profile of the consumers and status of card Holders

1.14 RELATIONSHIP BETWEEN INCOME AND SAVINGS - CORRESPONDANCE ANALYSIS:

Correspondence analysis is a statistical technique that factors the categorical variable and shows the dimensions or association of the categorical variable to each other. The Monthly Income and savings is the main source of doing any business. The correspondence analysis is used to club the group of variables.

Table 1.4

Relationship between Income and Savings

Hypothesis Ho: There is no significant relationship between Annual Income of the respondents and savings.

Correspondence Table						
Monthly Income	**Level of Savings**					
	Less than 10000	**10000-15000**	**15000-20000**	**20000-25000**	**Above Rs.50000**	**Active Margin**
Less than 20000	25	1	0	0	0	25
Rs.20000 to 30000	0	10	0	0	0	10
Rs. 30000 to 40000	0	0	15	0	0	15
Rs.40000 to Rs.50000	0	0	0	30	0	30
Above Rs.50000	0	0	0	0	11	11
Active Margin	25	10	15	30	11	91

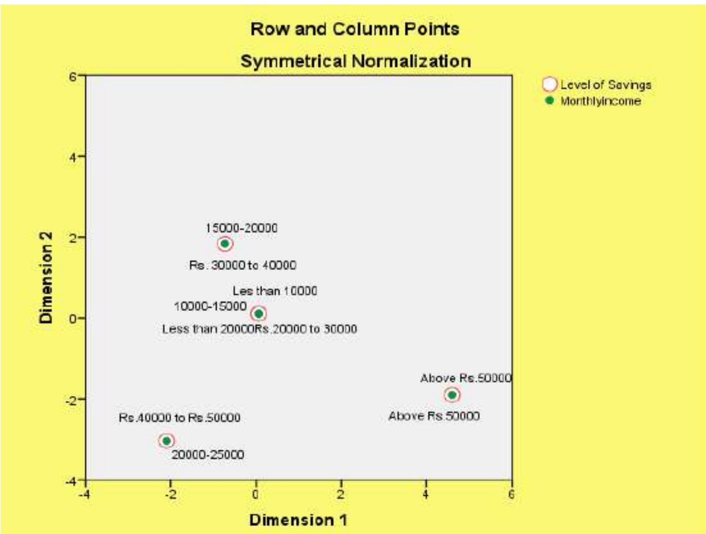
Source: Primary data

Table 1.5

Correspondence Analysis

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation 2
1	.381	.145			.694	.694	.092	.296
2	.253	.064			.306	1.000	.112	
Total		.209	27.186	.001	1.000	1.000		
a. 8 degrees of freedom								

Source: Primary data



The correspondence diagram illustrates that people who have higher level of income group and their respective saving is high. People who have low level of income group and their respective saving is low. The significant level is less than .05 i.e. sig values is 0.01 therefore null hypothesis rejected alternative hypothesis is accepted. There is no significant relationship between income and savings.

1.15 DIFFERENCE BETWEEN THE CONSUMERS' SATISFACTION IN RATION SHOP AND FREQUENCY OF PURCHASING THE GOODS:

ANOVA is used to uncover the main and interaction effects of categorical independent variables (called factors) on an interval dependent variable. A main effect is the direct effect of an independent variable on the dependent variable. An interaction effect is the joint effect of two or more independent variables on the dependent variable. The key statistic in ANOVA is the F-test of difference of group means, testing, if the means of the groups formed by values of the independent variable (or combinations of values for multiple independent variables) are different enough not have occurred by chance. If the group means do not differ significantly then it is inferred that the independent variable(s) did not have an effect on the dependent variable, then multiple comparison test of significance are used to explore just which values of the independent(s) have the most to do with the relationship.

In this present study one way ANOVA was performed to find out the difference between the factors determine the behavior of the car dealers while purchasing the car among the demographics variable. **Anova is also used to find out the difference between consumers satisfaction towards ration shop and frequency of purchase .**

Hypothesis:

There is no difference between the consumers' satisfaction in ration shop and frequency of purchasing the goods.

Table 1.6
Difference Between The Consumers' Satisfaction In Ration Shop And Frequency Of Purchasing The Goods.

S. No	Preference Factors		Sum of Squares	Df	Mean Square	F	Sig.
1	Convenience store Location	Between Groups	0.70145	4	0.27	0.781	.001*
		Within Groups	142.5797	87	0.346		
		Total	143.3905	91			
2	Quality	Between Groups	6.167	4	2.015	5.941	.001*
		Within Groups	143.547	87	.346		
		Total	149.714	91			
3	Quantity	Between Groups	45.515	4	15.182	20.823	.000*
		Within Groups	302.675	87	.712		
		Total	348.190	91			
4	Approach of shop keeper	Between Groups	3.337	4	1.121	4.376	.005*
		Within Groups	105.463	87	.246		
		Total	108.800	91			
5	Packaging	Between Groups	26.606	4	8.867	16.214	.000*
		Total	254.248	87			
6	Festivel offers	Between Groups	.942	91	.312	1.171	.302
		Within Groups	111.592	87	.267		
		Total	112.533	4			
* significant at 0.05 % level							

From the above table it is inferred that relating to consumer's satisfaction towards ration shop out of six factors Convenience store Location, Quality, Quantity, Approach of shop keeper, Packaging and Festivel offers. Frequency of purchasing show a significant difference with the festival offers, since the significant value is less than the "P" value (0.05%). Hence the null hypothesis is rejected.

Convenience store Location, Quality, Quantity, Approach of shop keeper, Packaging, shows no significant difference with the frequency of purchasing. Hence the null hypothesis is accepted which means that on an average the frequency of purchasing does not have the same level of opinion on **consumers' satisfaction in ration shop and frequency of purchasing the goods.**

1.16 FINDINGS OF THE STUDY:

Based on the analysis the findings of the study are given below,

- **Findings on Chi – Square analysis:**

It is observed that from the chi-square analysis among the five dependent factors relating to demographic profile, all the factors show a significant association with the various status of card holders, since their significance value is less than 'P' value (0.05). Hence the null hypothesis is rejected. Which means there is no significant association between demographic profile of the consumers and status of card Holders?

- **Findings From correspondence Analysis:**

It is observed that the correspondence diagram illustrates that people who have higher level of income group and their respective saving is high. People who have low level of income group and their respective saving is low. The significant level is less than .05 i.e. sig values is 0.01 therefore null hypothesis rejected alternative hypothesis is accepted. There is no significant relationship between income and savings.

- **Findings From ANNOVA:**

It is found that frequency of purchasing show a significant difference with the festival offers, since the significant value is less than the "P" value (0.05%). Hence the null hypothesis is rejected. Convenience store Location, Quality, Quantity, Approach of shop keeper, Packaging, shows no significant difference with the frequency of purchasing. Hence the null hypothesis is accepted which means that on an average the frequency of purchasing does not have the same level of opinion on consumers' satisfaction in ration shop and frequency of purchasing the goods.

1.17 SUGGESTIONS:

Based on the findings the suggestions are given below

- Government should take initiative to increase the working hours of the ration shop in every first week of the month. It will helpful to the consumers standing the queue in long time.
- Government may give proper training to the employess which will be very helpful to approach of the consumers.

1.18 **CONCLUSION:**

Consumers satisfaction level is more important likewise in ration shop most of the village people are borrow goods in ration shop only. Therefore the employess may satisfied the consumers by approaching in good manner. The utilization of services given by the PDS scheme depends largely upon the satisfaction level of the customers in relation to the quality of services from ration shops. From the above analysis, it could be comprehended that government should take initiative to increase the working hours of the ration shop in every first week of the month. It will helpful to the consumers standing the queue in long time.

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CLINIC AUTOMATION SYSTEM USING PIC CONTROLLER

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Abstract

Time is a very valuable thing. Everybody wants to save time as much as they can. New technologies are being introduced to save our time. To save people's time we are introducing clinic automation system. The main objective of this project is to develop a clinic automation system using a PIC kit with Wi-Fi and remotely control by any Android OS smart phone. As technology is advancing so everything is getting smarter. Presently, conventional wall switches located in different parts of the clinic makes it difficult for user or elderly or physically handicapped people to do so. Remote control clinic automation provides a most modern solution with smart phones. In order to achieve this, we have developed clinic automation.

Keywords: PIC, Wi-Fi, Automation, etc.

Introduction

Automation is defined as the use of control systems and information technologies to scale back the necessity for human work. Automation leads to real time communication between departments and in effect increases the speed of entire process immensely. An "Automated Clinic" relies on optimized and automated processes.

The aim of the paper is to investigate a cost effective solution that will provide controlling of clinic appliances. The motivation is to facilitate the clinic having ubiquitous access. The system provides availability due to development of a low cost system. The clinic appliances control system with an affordable cost was thought to be built that should be mobile providing remote access to the appliances.

In addition, there was a need to automate clinic so that user can take advantage of the technological advancement. Therefore, this project proposes a system that allows user to be control clinic appliances ubiquitously and control the bed movement using gesture recognition and also use of Wi-Fi technology for sending the data.

Literature Review

There are many existing technologies which make use of Bluetooth technology to ensure security and is used to control the home appliances. This type of systems makes use of Arduino Bluetooth board and an interactive python program is used in the cell phone to provide the user interaction. The I/O ports of the Bluetooth board and relays are used for interfacing with the devices which are to be controlled. The Bluetooth is a password protected to ensure that the system is secure and not misused by an intruder. This type of systems has a drawback of the range around 10 meters only.

There exist some systems which makes use of the dual tone multi frequency used in telephone lines. System uses standard public-switched telephone lines. The system includes three components, first is the DTMF receiver and ring detector. The second part is the I/O interface unit. The third part is the PC which is ideal for performing online operations. The PC detects the ringing of the line and then authenticates the user. After this the user will be allowed to use the keypad tones to control the devices as required. This type of systems has similar DTMF tones all over the world and has a drawback that the number of appliances is limited by the number of keys in the keypad.

Methodology

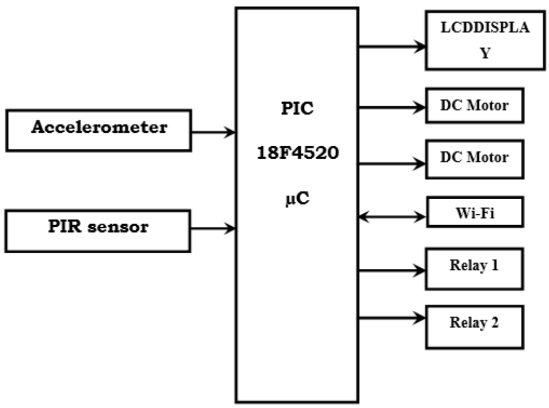

Fig 1. System Architecture

Here we are designing a system for clinic automation using PIC. For this we have interfaced an Accelerometer sensor to µC. The Accelerometer will give the X, Y and Z readings, accordingly the µC will compare the hand gesture of patient and move the DC Motor based Bed clockwise and anticlockwise.

Also we have interfaced Wi-Fi module to µC. The user can control the Appliances using android APP. The user can press the ON/OFF buttons given on APP.

The µC is also connected with PIR sensor which us used to indicate the presence of any live human. As soon as any movement is detected the µC will operate the DC Motor Based Gate using Wi-fi Module. Total count of visitors is sent via text message to the owner of the clinic.

Results

Hardware Implementation of the project is shown below:

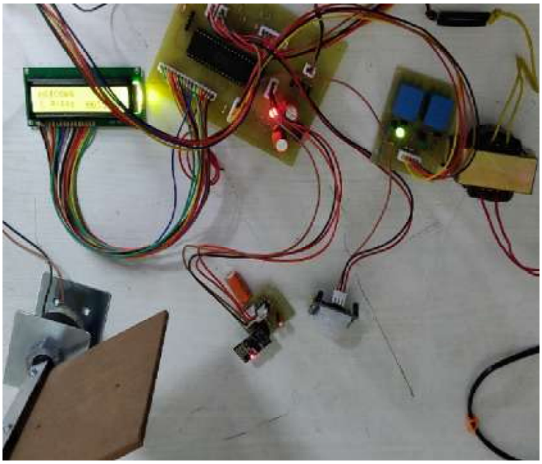

Fig 2. Interfacing of hardware

Conclusion

Clinic Automation is undeniably a resource which can make a clinic environment automated. People can control their electrical devices via these Clinic Automation and set up controlling actions through Mobile. In Clinic Automation, PIR sensor is used for detection of visitor and thus door opening with the help of motor and accelerometer is used for movement of bed using hand gestures. Relays are used for turning ON and OFF lights and fans.

Thus, a system is developed to integrate different facilities such as visitor counter, light-fan automation, bed automation using hand gestures and Wi-Fi facility integration with the system.

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ACADEMIC ACHIEVEMENT OF THE STUDENTS IN MATHEMATICS: A GENDER-WISE STUDY ON SECONDARY AND HIGHER SECONDARYLEVEL

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Abstract

The main purpose of the study was to compare the achievement in mathematics between boys and girls of secondary and higher secondary level students of Dhubri district of Assam, India. Descriptive and in ferential statistics like central tendency and t - test reused to study the problem of achievement. Achievement in tenth and twelfth grade for five consecutive academic years is taken as sample of the study. The study demonstrates that there is no significant difference in the attitude towards mathematics of boys and girls of tenth grade (secondary) level students, where in most of the cases there are significant differences for twelfth grade (higher secondary)students.

Key words: Secondary and Higher Secondary Level, Academic Achievement, T-test and Assam.

Introduction

The gender gap in mathematics performance and skills continues to be a problem as researchers attempt to address underrepresentation of women at the highest levels of mathematics, science and engineering (Asante, 2010). A study designed by an interesting international literature group suggests that female students perform better than male students (Arnot, David & Weiner 1999; Hydea & Mertzb, 2009). A large scale study in the USA from Hydea & Mertzb (2009) has shown that girls perform better than boys even in tasks that require complex problem solving. According to the SACMEQ (Second Southern and Eastern Africa Consortium for Monitoring Education Quality) (2000-2002) conducted by the International Institute for Educational Planning (HEP) -UNESCO (2004), no significant gender differences between students in South Africa were found. In contrast, boys in Tanzania, Kenya, Mozambique, Zanzibar and Malawi scored significantly more points than girls. In the other school systems, including those in South Africa, the differences were not significant. In Albania, teachers claimed that boys are more intelligent than girls in mathematics (UNESCO, 2003/2004). The work of an alternative research body has shown that gender differences in mathematical performance decrease (Frost, Hyde & Fennema, 1994; Hyde, Fennema & Lamon, 1990). Perie, Moran and Lutkus (2005) found that the gap has narrowed in the United States. Studies in Australia show that gender differences in mathematics performance decrease and shift (Forgasz, Leder & Vale, 2000). Vale (2009) found that many studies conducted in Australasia between 2000 and 2004 did not show significant results

Researchers have conducted studies in a variety of contexts to examine factors that affect gender performance in mathematics. Many such studies have focused on factors related to differences in the performance of boys and girls in mathematics (Abiam & Odok, 2006, Mahlomaholo & Sematle, 2005, Opolot-Okurut, 2005, Zhu, 2007). Boys are naughty, they are usually interested in a lot of activities and a lot of energy. Like girls, they are confident and obedient (Halai, 2010). Accordingly, girls, when shy and shy, ask questions that they are unable to learn math. They lose confidence. Student trust is the way that students can ask and explain the problem in the classroom (Forster, 2000).

According to Fennema & Leder (1990), gender-specific differences in teaching, learning and achieving mathematics were also explained on the basis of gender-specific differences in cognition and brain lateralization. Mutemeri and Mygweni (2005) argue that the idea that math is for boys can lead to low motivation among girls and can widen the gender gap in math performance in favor of boys. Kaino and Salani (2004) discuss that the important factors that arise when researching gender and mathematics are cultural, family influences, socio-economic status of parents, and cultural and traditional influences. In Nigeria, it has been argued that nursing increases male dominance over the female gender (Bassey, Joshua & Asim, 2007). Willis (1995) and Fullarton (1993) reported that "poor attitudes to mathematics were often cited as a factor that contributed to less participation and less success for girls in mathematics". The results of Ahmed and Bora (2011), who reported in their secondary school study in Assam's Karbi Anglong District that there was a significant difference between the mathematical performance of male and female students, further confirmed this. According to Ajai & Imoko (2015), their study was conducted to assess gender differences in math performance and retention using Problem Based Learning (PBL). The Algebra Achievement Test (AAT) created by the researchers was the main tool for data collection. Their study found that male and female students who taught algebra with PBL did not differ significantly in their performance and retention scores. It was stated by Nematullah et. al. (2015) that urban male students performed better than urban students in area-based comparison.

The work of Roy Chowdhury (2016) indicated that there is a significant difference in the attitudes towards mathematics of male and female students of private schools. The same was observed in male and female students of urban schools, in terms of their average overall assessment of attitudes to mathematics. On the other hand, in schools for rural, English and vernacular media, no such gender difference was apparent. A study designed by Malik et. al.(2016) that the main conclusions of their study were: The performance of girls was better than performance of boys. Students taught by experienced teachers showed better performance. The work of Mandal and Saha (2019) indicated that they randomly selected government and private schools from Kolkata and South 24 parganas district in the West Bengal. Mathematics anxiety was measured using a standardized instrument whereas, students' mathematics performance was collected from the progressive report of the schools. Results revealed that there are significant differences in mathematics anxiety and performance in mathematics on gender and type of schools but there is no significant difference between habitat in mathematics anxiety and performance in mathematics.

Present work is dealt with the achievement in mathematics at secondary and higher secondary level boys and girls of Dhubri district of Assam, India. The session 2013-15 to 2017-19 are taken into account for present study.

Objectives of the study

The major objective of the study is to compare the achievement of boys and girls students in the subject mathematics for secondary and higher secondary level in Dhubri district of Assam (India). Five consecutive sessions are considered to analyze the nature of difference in achievement.

Methodology

To study the problem six sets of data are prepared viz.

- Secondary and higher secondary level achievement score for the sessions 2013-15, 2014-16, 2015-17, 2016-18 and 2017-19.
- Secondary and higher secondary level achievement of total scores for the sessions from 2013-15 to 2017-19.

Descriptive statistics like mean, standard deviation and inferential statistics like t-test are done for analyzing the scores. Difference in achievement among boys and girls in respective grades are also studied. The following table is considered to represent the study.

Session	Secondary Marks	Higher Secondary Marks
2013-15	2013	2015
2014-16	2014	2016
2015-17	2015	2017
2016-18	2016	2018
2017-19	2017	2019
2013-15 to 2017-19	2013 to 2017	2015 to 2019

Table 1. Tests considered to study the achievement of boys and girls session-wise.

Results

The data were analyzed by using statistical techniques (t-test) for describing, analyzing and interpreting the achievement of boys and girls in mathematics for secondary and higher secondary level. Comparison of students by gender was done by the application of t-test. Following table shows the result:

Grade	Sex	N	Mean	Std. Deviation	t
10^{th} Grade	Boys	34	77.97	15.403	.916
	Girls	20	74.25	12.506	

Table 2a. Performance in the achievement between boys and girls in the tenth grade for the session 2013-15.

Grade	Sex	N	Mean	Std. Deviation	t
12th Grade	Boys	34	48.15	19.889	1.287
	Girls	20	41.35	16.560	

Table 2b. Performance in the achievement between boys and girls in the twelfth grade for the session 2013-15.

Results shows that the performance in the achievement in mathematics between boys and girls in the tenth grade (secondary). There is no significance difference between the means (vide Table 2a) in 0.05 and 0.01 level of significance. So there is no significant difference between boys and girls at secondary level. Similar results found in the achievement in mathematics between boys and girls in the twelfth grade (higher secondary) that there is no significance difference between the means (vide Table 2b) in 0.05 and 0.01 level of significance.

Grade	Sex	N	Mean	Std. Deviation	T
10th Grade	Boys	125	69.11	14.871	1.418
	Girls	44	72.82	15.026	

Table 3a. Performance in the achievement between boys and girls in the tenth grade for the session 2014-16.

Grade	Sex	N	Mean	Std. Deviation	t
12th Grade	Boys	125	56.23	14.451	4.037
	Girls	44	45.57	16.728	

Table 3b. Performance in the achievement between boys and girls in the twelfth grade for the session 2014-16.

Results shows that the performance in the achievement in mathematics between boys and girls in the tenth grade (secondary). It is found that there is no significance difference between the means (vide Table 3a) in 0.05 and 0.01 level of significance. Table 3b represents the performance in the achievement in mathematics between boys and girls in the twelfth grade (higher secondary). Result shows that there is a significance difference between the means in 0.05 and 0.01 levels of significance.

Grade	Sex	N	Mean	Std. Deviation	t
10th Grade	Boys	90	78.53	13.951	1.164

	Girls	72	81.03	13.036	

Table 4a. Performance in the achievement between boys and girls in the tenth grade for the session 2015-17.

Grade	Sex	N	Mean	Std. Deviation	t
12th Grade	Boys	90	44.07	16.499	1.186
	Girls	72	41.22	13.311	

Table 4b. Performance in the achievement between boys and girls in the twelfth grade for the session 2015-17.

Like previous cases mentioned before, it shows that the performance in the achievement in mathematics between boys and girls in the tenth grade (secondary) in Table 4a. It is recorded that there is no significance difference between the means in 0.05 and 0.01 levels of significance. Similar result is found in the case of twelfth grade (higher secondary), that there is no significance difference between the means (vide Table 4b) in 0.05 and 0.01 level of significance.

Grade	Sex	N	Mean	Std. Deviation	t
10th Grade	Boys	97	75.42	14.146	.817
	Girls	78	73.56	15.898	

Table 5a. Performance in the achievement between boys and girls in the tenth grade for the session 2016-18.

Grade	Sex	N	Mean	Std. Deviation	t
12th Grade	Boys	97	45.53	19.271	2.050
	Girls	78	39.95	16.008	

Table 5b. Performance in the achievement between boys and girls in the twelfth grade for the session 2016-18.

Like previous results it is found that there is no significant difference between the means for boys and girls in secondary level displayed by Table 5a, on the other hand, the performance in the achievement in mathematics between boys and girls in the twelfth grade (higher secondary) that there is a significant difference between the means at 0.05 level but there is no significant difference in the 0.01 levels (vide Table 5b).

Grade	Sex	N	Mean	Std. Deviation	t
10th Grade	Boys	75	71.59	15.194	.059
	Girls	69	71.74	15.713	

Table 6a. Performance in the achievement between boys and girls in the tenth grade for the session 2017-19.

Grade	Sex	N	Mean	Std. Deviation	t
12^{th} Grade	Boys	75	41.41	16.344	2.569
	Girls	69	35.35	11.295	

Table 6b. Performance in the achievement between boys and girls in the twelfth grade for the session 2017-19.

It is observed from Table 6a that there is no significant difference in the performance regarding the achievement in mathematics between boys and girls for tenth grade (secondary). But results shows that the performance in the achievement in mathematics between boys and girls in the twelfth grade (higher secondary) that there is a significance difference between the means at 0.05 level but there is no significance in the 0.01 level (vide Table 6b).

Grade	Sex	N	Mean	Std. Deviation	t
10^{th} Grade	Boys	251	76.22	14.249	.092
	Girls	251	76.10	14.831	

Table 7a. Performance in the achievement between boys and girls in the tenth grade for the session 2013-17.

Grade	Sex	N	Mean	Std. Deviation	t
12^{th} Grade	Boys	251	47.02	17.891	4.438
	Girls	251	40.47	15.095	

Table 7b. Performance in the achievement between boys and girls in the twelfth grade for the session 2015-19.

It is interesting to note that if we consider all the sessions together, there is no significance difference between the means (vide Table 7a) in 0.05 and 0.01 level of significance regarding the performance in the achievement in mathematics between boys and girls in the tenth grade (secondary) . Whereas, there is a significance difference between the means (vide Table 7b) in 0.05 and 0.01 level of significance.

Discussions

Remarkable nature of the achievement in mathematics for the above groups of students can be represented as; there is no difference in achievement among boys and girls in the tenth grade (secondary). It is reflected in the t-test performed by the authors. But in case of twelfth grade (higher secondary) there is a significant difference in achievement between boys and girls as shown in Tables 3b, Table 5b, Table 6b and Table 7b, where as it is found that there is no significant difference in achievement between boys and girls as shown in the Table 2b and Table 4b.

Another reason may be there is a huge increment in difficulty level of mathematics content from Tenth Grade to twelfth Grade and so on. Majority of the students becomes de-motivated and as there is a scope to consider this subject as 4th subject (marks obtained may or may not be considered for calculating result).

Additionally, most boys students liked math related university for future career and girls wanted to be teachers or doctors. The reason mentioned by the learner when asked, "Math is difficult. Usually when girls students faces to difficulties they escape from it, but boys students do not afraid of difficulties they try to enter among the problem and solve them."

These statements showed that students' achievement is related to factors which include parental support, self-confidence, professional mathematics teachers, and social indicators. In this study less number of girl students interested in mathematics than boys. These factors had direct influence on learner's achievements.

Conclusion

Achievement of mathematics from secondary to higher secondary level in Dhubri district of Assam (India) is discussed. It is found that there is a decreasing trend in achievement in mathematics which is significant. The salient observations of the present study are listed below:

A. There is no significant difference in the achievement in mathematics for boys and girls of tenth grade (secondary) where as there is a significant difference of twelfth grade (higher secondary) for same set of students.
B. When t-test is used the result showed that there is no statistically significant difference between average score of boys and girls in secondary level, where as in most of the cases there is statistically significant difference between average score of

boys and girls in higher secondary level. This is because mathematics of higher secondary level got more difficult than secondary level. In secondary level both boys and girls learners had same achievements but this situation changed in higher secondary level.

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A STUDY ON LIVELIHOOD STATUS OF WIDOWS IN PUDUCHERRY

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Abstract

Widows are more vulneragable group in the society for survival with burden of children and dependents in the family. Increasing widow's population in Union Territory of Puducherry, it has been reached around 14 per cent of the total female population. In this siution, the research paper aim is to findout the factor determinants of livelihood status of widows and als examines the socio-economic conditions of the widows in Puducherry region in the Union Territory of Puducherry. The study has also been focusing on widow's socio-cultural deprivation, social security and social participation in the system. Data for the present study has been collected from 200 widowsin both rural and urban of Puducherry area and hundreds of samples from each. The study reveals that there is no huge difference between the rural widows and urban widows are facing socio-economic problems and widows are not much facing socio-cultural deprivation due to changing the attitude of modern society. Widow's pension and free rice is the important factor determinants of livelihood status of widows in the Puduceherry..

Keywords: Determinants, livelihood status, Widow's socio-economic conditions, Welfare schemes, Public policies**.**

Introduction

Widows are more vulnerable group in the society. They are struggling day-to-day life even basic needs and also with heavy burdern of siblings care and old-age dependents of the family. In India, widows are considered to be a marginalized group because they occupy a very low social status in society. They are discriminated even by their family members and they are restricted physically and socially. After the death of their husband, many of them struggle hard to manage their day to day life and those who have children were the most affected in society. Widows suffer some of the most severe subjugation of their whole lives. Widowed women are harassed, abused, and denied land and livelihood. They have to face many kinds of deprivation such as economic, social, cultural and emotional. Most of the widows find it difficult to educate their children and some of them had to also provide economic and moral support to their parents. The plight of the widow is indeed miserable for almost inevitably, it carries with it problems of ill-health, insufficiency of money, unemployment and strained social, relations with one's children and one's friends for both men and women (Bhat, 2004). Hence, it is important to study their living conditions after the deaths of their husband.

It is a well known fact that in Indian widows tend to face many difficulties and deprivations because of negative social attitudes towards them and social restrictions that are placed upon them and their activities. They are subject to patriarchal customs, religious laws and widespread discrimination in inheritance rights. Many widows are suffering from abuse and exploitation by the hands of own family members, often in the context of property disputes. In many instances, women are denied automatic rights over the property of the dead spouse. Further contradictory widow remarriage is much less common than among male widowers, and often explicitly or implicitly forbidden by local communities and prevalent cultural norms(Chandrasekar and JayatiGhosh, 2017)
The impact of widowhood is not equally felt by all age groups; age also has an important role in deprivation and insecurity of their life. It is observed that young widows suffer from social-psychological difficulties more than old-age widows. There is a specific problem faced by widows in the age group of 15-44 such as the need of education, the threat of violence, threat of sexual assault and rape, health problems, lack of nutrition and financial security (Ramanama and Chaudhuri, 1986). It shows that young widows are not only suffering the basic needs and also suffering the insecurity and unsafe of their lives. On the other hand, the state has taken serious efforts for the upliftment of the widow's life through the implementation of policies and programmes. Still, widows have not come forward in society with many kinds of deprivation.

Related literature

Marty Chen and Jean Dreze (1995) The authors argued that widows cannot be dissociated from those of other single women, or indeedfrom those of women in general. Widows do experience special difficulties and deprivations, connected, inter alia, with the restrictions that are imposed on their lifestyle and the persistence of negative social attitudes towards them. In the context of social science research, it is right to give attention to widowhood as a particular cause of deprivation. And, in the context of social action, it is right to organise and support widows in their specific demands (eg, relating to pensions, property rights and other entitlements). But this does not mean that action has to take the form of working for or with widows in isolation from other women. The studies and personal testimonies summarised in this paper amply demonstrate that there are intimate links between the predicament of widows and a wide range of patriarchal institutions such as patrilineal inheritance, patrilocalresidence and the gender division of labour. The cause of widows must be seen as an integral part of the broader battle against gender inequalities.

Anjuli Chandra(2011) This is an earnest attempt to describe the vulnerability of widows in India. The study is based on the review of various reports, literature and work are done on the status of widows in India try to throw light on the marginalised and sympathetic situation of widows in India, how it is a neglected area in the field of social science research, its demographic portrayal and the question of social security of widows in the Indian context. The study concluded that by advocating an urgent need for policy intervention for positive inclusion of this largely excluded section in the society.

Kadoyaand Yin(2011) The purpose of this research is to address the lack of a region-wide view of widow discrimination in India, the home of 42 million widows. This study analyzed the household data collected in face-to-face interviews from January to March of 2011 in six major Indian cities including Delhi, Mumbai, Bangalore, Chennai, Kolkata, and Hyderabad. The study revealed that widow discrimination does not prevail across the nation. That is, this research did not deny the existence of traditional widow discrimination in some areas, but demonstrated that this phenomenon does not represent the whole nation if we focus on the widow's old age and the treatment by their family.

Anji and Velumani(2013) This study examines the socio-economic condition of widows, particularly widows belonging to rural and urban in Dindigul District. The overall objective of the study is to analyse their contemporary issues and suggest measures for their betterment. The study has been drawn by using a random sampling method. The total sample selected for the study is 500 respondents, out of 9,850 widows in Dindigul District. In this study, widows from different age groups, caste groups and geographical areas will be selected as respondents. The study has concluded that widowhood is an important factor that causes social customs for them. Rural widows are facing more problems than urban widows.

Sharma and Boro(2017) The authors argued that the term "widowhood" can be used for either sex. In common usage both the sexes are termed as widowed. The treatment of widows around the world varies, but unequal benefits and treatment generally received by widows comparedto those received by widowers globally have an issue of concern for social scientists.The purpose of the study is to showcase the life ofthe widows in comparison to its counterparts, the widowers in India. It also focuses on the unequaltreatment of the widows based on gender in the present society. The following paper is basedon secondary data and not on any theoretical propositions.

Kapur(2018) The main purpose of this research paper is to understand widowhood in Indian society. The areas that have been taken into account are, widowhood perceived through the ages, socio-cultural and psychological conditions of widows, problems of widowhood, empowerment of widows, property rights of widows, the significance of religious places for widows and measures leading to improvement in the status of widows.

Statement of the Problem

According to the 2011 census, the total population of Puducherry is 12, 47,953 of which male and female are 6,12, 511 and 6, 35,442 respectively. Out of the female population, 85,983 are widows in the pocket of Puducherry, it is significantly around 14 per cent of the total female population. Therefore, the present study is planning to analyze, understand and document the problems faced by the widows in the Union Territory of Puducherry, especially Puducherry region. The problems of widows are multifaceted; it should be holistically covering economic, social, cultural and individual aspects in the system. The main aim of the study is is find out what are the factors determinants of livelihood status of widows and also concentrated on their socio-economic conditions in this study. There is also need to analyze the causes for high widowhood in Puducherry. The study also concentrates on the impact of state welfare schemes and the improvement of their socio-economic conditions in Puducherry region.

Objectives of the Study:

- To find out the factors determinant of livelihood stauts of widows in Puducherry.
- To study is to analyses the socio-economic conditions of the widows in Puducherry.
- To find out the causes for increasing the young-age widowhood in Puducherry.
- To look at the socio-cultural deprivation of widowhood and their social participation from a gender perspective.
- To understand the relationship between the impact of welfare schemes for widows and the improvement of their socio-economic conditions.

Methodology of the Study

The present study is both observational and descriptive in nature. The study is a comparison between rural and urban area of widows in Puducherry.This study is mainly based on primary data which are collected from sample respondents of widows in Puducherry region in the Union Territory of Puducherry. The study has been drawn from both rural and urban area, 100 samples from each pocket. Simple random sampling method was adopted to select the sample respondent of widows with help of Anganwadi Centre (Staff) under the Integrated Child Development Schemes (ICDS) in Puducherry. Primary data has been collected systematically through Personal Interview Method. The primary data are collected from sample widows in Puducherry using an Interview Schedule. The primary data are collected to obtain the required data on socio-economic conditions of widows, their difficulties in terms of livelihood and living conditions, family burden(caring of siblings and dependents), social discrimination, social isolation, sexual harassment etc. This primary data is also given importance to other dimensions for accessing the public welfare schemes for the welfare of widows and their expectation and grievance in the welfare schemes from the study area. The study is used statistical technique for analysis only by simple ratio and percentage with help of Two-ways cross-tabulation method.

Scope and Limitations of the Study

The study is to understand the livelihood status of widows of widows who are more vulnerable group among the women in the society. To find out that the factors

determinant of livelihood of widows both rural and urban area in Puducherry region. Thus the study also examines the socio-economic conditions of widows and also the role of public policies for improvemnett of living conditions of widows in Puducherry.
The limitations of the study is that the study has been based on information collected from sample respondents(widows) from the Union Territory of Puducherry that more specifically from Puducherry region. Therefore, excluding its finding to other regions may have due to the difference in objective condition prevailing in different area.

Analysis and Interpretation of data

Based on the major objectives of the study has been collected required information from sample respondents in the field with the help of Interview schedules. The sample can be divided into two groups like rural and urban, 100 samples from each. Collected information analyses using statistical tools such as simple ratio and percentage with the help of drawing cross-tabulation.In the crosstables, figures in parenthesis showed the percentage of the specific variable to the total.

The study has been discussed the age-group of widows and place of birth of widows in the sample in the first. It reveals that around 45 per cent of widows in 26-35 age –group and 53 per cent is 36-40 age-group. It is applicable to both rural and urban widows in the sample. Around 90 percent of widows are living in Puducherry by birth and only remaining 9 per cent of widows are not born in Puducherry.

The study can be classified into five social groups such as Scheduled Castes/ScheduledTribes (SC/ST), Most Backward Classes (MBC), Other Backward Communities (OBC), Extreme Backward Communities (EBC) and Other Communities (OC). Accordingly, the sample of the study shows that SC/ST, MBC, OBC, EBC and OC are 20, 51, 6, 20 and 5 per cent respectively. Of the total, around 51 per cent of widows are in the pocket of MBC and. secondly, SC/ST and EBC are having 20 per cent sample of each. This study also reveals that around 97 per cent widows are Hindu which is a major proportion of the state.

The study has distributed the widows by type of family and dependent family like mother's family, mother-in-law or live separately. Ninety-two present of the widow are living with Nuclear family, out of the total, 49.46 per cent and 50.54 per cent of widows in the rural and urban area. There is remaining only 8 percent of widows are living in Join family system. It shows that people are living together in the joint family system has reduced in the social pattern. Usually widows are dependent on either mother's family, mother-in-law family or live separately. Out of the total, 48 per cent of widows are dependent on the mother-in-law family and 38 per cent are living separately who are not dependent on either mother's family or mother-in-law family. In the study reveals that there is the high proportion of widows are living mother mother-in-law family in rural area on the one hand. On the other hand, high proportions of widows are living separately in the urban area.

In this study discusses one of the major issues that nature/causes of death of the widow's husband in the study, around 30 percent of death is haapened by drinking habits in the first position. It has been both rural and urban as 42.85 per cent and 57.15 respectively. Secondly, the causes of death by diseases, it is around 25 percent. Mostly, they are affected by jaundice due to alcohol addiction. Thirdly, it is around 18 per cent of the death of husbands by road accident. Fourthly, 16 per cent of husbands are committing suicide. Organ failure, murder and others (unpredictable) is jointly around 13 per cent of death of husband in the sample. It shows that there are differences in nature/cause for widow's husband death and they are equally significant of causes of husband death such as diseases, drink and suicide.

Education is an important determinant of earing capacity of any individual, it has been proved many research studies like Education and earnings in the area of economics of education. Accordingly the study has concentrated the educational attainment of widows in the rural and urban area. Around 50 per cent of widows are obtained education at the primary and middle school level. It was explicit that around 50 per cent of widows are achieved education level at the primary and middle school. Comparatively, rural widows are more achieved in SSLC/Higher Secondary education than urban widows in the sample.

Sibling care is the first and foremost problem of widows for their survival. The study has focuses on widows are having the number of children and also having the number of dependents in the family. Around 60 percent of widows are having two children and 20 per cent are having only one child in the sample. Of the total, both rural and urban area, widows are having two and one children around 50 per cent of each respectively. It reveals that the widows are more aware about the family planning. It is noted point out that the state has been taken more efforts to achieve in family planning among the people.

The study has also been estimated that widow is children attaining school and college education by gender aspect. Of the total, 89 per cent of male children are going for school education and also 11 per cent of male children in college education. As like, around 87 per cent of female children are going for school education and the remaining 13 per cent of female children are going to college for education. It reveals that there is no difference between male and female children for accessing school and college (higher) education. It shows that widows are keen interest to provide education for their children and willingness to spend on their children's education.

It is another important problem of widows that there is number of dependents in their family such as mother-in-law, father-in-law,or her's mother, father or other members of the family. Of the total, 90 per cent of widows are taking care of the dependents of her's family. It is applicaple to both rural and urban widows in the sample. There is remaining only 10 per cent of widows are living without dependent in the family. It predicts that widows are to be needed moral and social support through elders for running the family safly and smoothly.

The study examines the income source of widows in both rural and urban area in the sample, 82 per cent of rural widows and 88 per cent of urban widows are going to the different kind of jobs and it is major source of income of the individual widow. There is no other source of income to both rural and urban widows, 96 and 93 per cent respectively. Another important point is noted that 95 per cent of rural widows and 91 per cent of urban widows are not receiving any income from their dependent. It shows that, in the case of source of income, there is no huge difference between rural and urban widows in this study.

Widows are definitely entered into job market for their survival and siblings care. They are ready to work any kind of job even at low wages. In the aspect, the study examines the nature of job of widows in the sample such as maid, labour in industries, construction labour, working in small cottage industries and commercial sector, agricultural labour and self-employment. Firstly, around 25 per cent of widows are occupied in maid/housemaid both rural and urban area, they are 33.80 and 66. 20 per cent respectively. Secondly, widows are working in cottage industries like jute bag making, candle making, food items, it is around 18 per cent, of the total 54.54 and 45.46 per cent in the rural and urban pocket. Thirdly, many widows are working industrial sector like soap, medicine etc. They are covered 16 per cent, out of this,the rural and urban area is 50 per cent of each. Fourthly, around 13 per cent of each, widows are working in both construction and commercial sector, they are both rural and widows, 54.55 per cent and 45.45 per cent in construction and 45.45 and 54.55 per cent in the commercial sector. There is only around 8 per cent of widows are occupied in the agricultural sector in the rural area. Ten per cent of widows are occupied self-employed like tailoring, bag making, petty shop, tiffen shop etc., it is 52.95 per cent and 47.05 of rural and urban widows respectively. Comparatively, widows are working in an urban area greater than the rural area except in the agricultural sector. More than 25 per cent of widows are working in both construction and commercial sector because there is needed unskilled women labour. There is only 10 per cent are self-employed in both rural and urban area like tailoring, tiffen shop etc.

In the study explains that monthly earnings of the widows in the sample can be classified into two income range 2000-4000 and 4001-8000. It is around 98 per cent of widows are earning level come under the income range of 2000-4000. Out of the total, 48.81 and 51.91 per cent of widows are rural and urban area respectively. There is only very few (2%) per cent of widows under the monthly earning range of 4001-8000. It predicts that most of them are earning capacity at very low level in the total sample. Secondly, actuall in practice, women are discriminated in terms of employment and earnings in general and here widows in particular.

This study is also discussed about the income group and saving habits of widows in the sample, there is no variation in the income group among the widows. It is reason that the study has been taken two-income group *viz* low income and high income group. The low-income group represents the less than rupees 6,000 per month and High-income group represents the greater than rupees 6000 per month. Here, 99 per cent of widows are come under the low-income group, that is less than the rupees 6,000 per month. Out of these, 50.50 per cent and 49.50 per cent are rural and urban widows respectively. It reveals that there is no much high-income group of widows in the sample both rural and urban area. It explicits that almost all the widows are earning at low level and living with poor economic conditions.

In addition, the study has look at the saving habits of widows from the sample, around 97 per cent of widows are not saving habits and remaining only 3 per cent are having saving habits. Out of the total, 49.23 and 50.77 per cent are not saving habits and 71.42 and 28.58 per cent are having saving habits in rural and urban widows. It reveals that there is no difference between the rural and urban widows of their saving habits because they are earning very low even they are struggling for basic needs of day-to-day life.

The study has discussed about the number of widows is having/staying with own land or own house in the sample. Around 60 per cent of widows are living in own house either mother-in-law house or mother's house. Out of this, 61.98 per cent of rural and 38.02 per cent of urban widows are living in own houses. Remaining only 40 per cent of widows are living in rental house(or lees land), out of this, rural and urban widow are living in rental houses, 31.64 per cent and 68.36 per cent respectively. It explicit urban widows are living in a rental house greater than rural widows. It is because rural mass is holding large or small size of land.

The study deals with widows are having number of comfortable household domestic items to run their's family like a grinder, refrigerator, radio/tape recorder, gas stove, mixie, washing machine, television, air-conditions and communication items, strictly speaking inthe cellphone. Firstly, night-eight per cent of both rural and urban widows are having grinder and mixie because it has freely given by the state government under the welfare scheme of the public. Secondly, Ninety per cent of widows in both rural and urban area are having a television in their house. Television is one of the essential things for the entertainment of people. Thirdly, around 95 per cent of both rural and urban widows are not having the Radio/ Tape recorder because it is very out of the model in society. By fourth, around only 90 and 98 per cent of the rural and urban widows are not having the Washing machine and Air conditions because it is also considered very expensive and luxurious items to them. Finally, 98 per cent of widows both rural and urban area are having mobile because nowadays it is very essential items to communicate with each other. The table predicts that there is no difference between rural and urban widows are having household domestic items, almost all are having essential household domestic items. Eventhough there is some scarce to access a few items like refrigerators, washing machine etc. due to very expensive which are not capable to buy the commodities.

To discuss the health conditions of widows in this study, it reveals that around 72 per cent of widows are having good health conditions those who are not taken any treatment at present. There is only 28 per cent of widows are facing different health problems. Out of these, the widows in the rural and urban area are 53.14 and 46.86 percent respectively. Whereas 42.10 and 57.90 per cent of widows having health problems in the rural and urban area. It is clearly explained that comparatively rural widows are more good health conditions than urban widows notably.

It also explains that ill-health condtions of widows who are caring about health conditions through taking treatments. Of the total, widows are not taking treatment, 43.75 and 56.25 per cent are rural and urban area respectively. It shows that rural widows are taking treatment lower than urban widows. As like, widows are taken treatment in the rural and urban area around 40 and 60 per cent respectively. It shows urban widows are taking more treatment than rural widows.

The study deals with benefits of welfare schemes received by widows in the sample, almost all the widows are receiving widow's pension and very few are not received the pension due to official procedures. Another important benefit is that receiving free rice through the Public Distribution System(PDS), it has been applicaple to all the people but it is more helpful to the livelihood status of widows in Puducherry. Around 90 per cent of rural widows and 95 per cent of urban widows are receiving free rice for their livelihood. It predicts that both widow's pension and distribution of free rice is major determinant factors of livelihood conditons of widows in the Puducherry region.
The state has been taken serious effort on welfare of widows and their children through providing various welfare schemes under the Department of Women and Child Develvopment. Eventhough widows are not aware about their welfare schems by the state. On the basis the study has to be verified the aware about the welfare schemes in the sample. The study reveals that around 85 percent of widows are ignorant and they are not aware about welfare schemes of widows and their children such as widow remarriage, single/two girl child scheme, property right/laws. There is only remaining around 15 per cent of widows are aware of their schemes and rights. Comparatively, urban widows are more aware than rural widows in all these welfare. Another important point is noted that 98 and 96 per cent of rural and urban widows do not know about the widow's daughter marriage fund significantly.

The state has been implemented various welfare schemes for the welfare of the widows in Puducherry eventhough what widows are expected from public policies for the improvement of their life based on their socio-economic conditions. For the pupose, the study is raising the questions about expectations of widows from public policies. Answering the questions that widows are expecting form public policies such as help to children education, increase the widow's pension, a job opportunity in government and arrangement of loan for starting a business etc. More than 50 per cent of widows in both rural and urban areas are expecting the increase the amount of widow's pension. Around 27 per cent of widows are demanding financial support for their children education. There is remaining around 15 per cent of widows both rural and urban areas are expecting the government job from the state. Very few percent of widows are asking loan arrangement for starting own business etc. It reveals that the widow's pension is more helpful to the widows for fulfilling their basic needs. Secondly, widows are given more importance to their children's education. Eventhough they are unable to spend educational expenditure of their children such as notebooks, stationery, bus fare etc. It is reasoned that widows are expecting from public policies for increasing the monthly widow's pension and supporting their children's education.

In tradition pattern, widows may shave their heads, wear only plain white clothing and not wearing all any kind of non-widows items such as pottu (thilak), flowers, bangles and jewels etc. The table reveals that around 80 per cent of rural widows are not experienced any restriction to wear women social customs such as pottu, flowers, bangles, jewels and dressing pattern and remaining 20 per cent of rural widows are facing restriction to wear such items.

Whereas widows in the urban area, around 97 per cent are not facing any restriction to wear women social customs and remaining only 3 per cent are restricted. It shows that urban widows are better than rural widow to wear customary items due to modern urban life.

Widows are still discriminated against by their families and local communities to attend family good occasions and functions. Such discrimination against widows has become a serious social issue in the mass widow's population in Indian society from the earlier. The study reveals that 94 per cent of rural widows and 98 per cent of urban widows are not facing restriction to attend functions. There is only 6 per cent and 2 per cent of rural and urban widows are facing restriction to attend functions. It explicit that It is changing socio-cultural attitude of the people from the traditional customs and also they are moving towards the modern social changes.

The study has discussed that sexual harassment of widows in both rural and urban area, 97 per cent of rural widows are not facing any kind of sexual harassment and tortures and remaining only 3 per cent are facing such harassment. In contrary, 88 per cent of urban widows are not suffering sexual harassment and only remaining 12 per cent are facing such problems. It reveals that comparatively rural widows are facing more problem than urban widows.

Widows in all age-group and their children should not be treated as equal citizens on par with others in society. Various national laws and policies should be enacted and implemented gby the International Conventions to eliminate all forms of discrimination against Women and the Rights of the Children. Still, widows and their children are suffering at various cost and they are living without their rights. Accordingly, the study has been prepared in the interview schedule to assessing the attitude of relatives/neighbourhood through three statements as (i)To give respect and recognize you and your children (ii) To give co-operation and co-ordination with you and your children on village activities (iii) To treat equally your children on par with others.

The study reveals that distribution of widows by attitudes of relatives and neighbours about widows and their children, around 75 per cent of rural widows and 60 per cent of urban widows are answering the Good treatment. Around 20 per cent of both rural and urban widows answered that treated as moderately. Remaining around 5 per cent of rural widows are mentioned that treated as badly and 20 per cent of urban widows also mentioned that treated as badly. It shows that changing the attitude of the people on widows and their children. It is concluded that comparatively rural widows are better off than urban widows in the study.

Thereis nowidow in social participation like in village panchayats, NGOs, welfare association and political parties. In contrary, widows are actively participating in Women Self-Help Groups. They are getting financial support from women SHGs. They got loan from groups for spending expenditure on their children's education and also meet out unforeseenable expenditure. Role of women is needed in social participation and decision-making process for the development of any kind of society. In practice, women are denied such kind of activities. Even widows are more vulnerable group, then, how they can be participated in social activities in the society.

Summary of the findings:

The main aims of the study are to findout the livelihood status of widows and also examine the socio-economic conditions of widows in the Puducherry region with a comparison between rural and urban area. There is difference between rural and urban widows in some aspect but it is not much differences at all. It is in the case, rural widows are much better than urban widows in terms of secondary education and above, health conditions, sibling care and living with husband family in nuclear form etc. Whereas urban widows are much better than the achievement of primary and middle schooling, taking treatment, living separately in the rental house, getting employment opportunities and more earnings etc. The study is to hypothetical analysed the causes for death of the widows husband. The study reveals that most of them are died in drinks, effect of diseases and organ failure by the causes of drink addiction and also died in committing suicide and accidents.

Socially, vulnerable group of widows are getting more support from the state public policy such as for providing monthly widow's pension and free rice of 10 kg per month. Eventhough widows do not know about other welfare schemes for them by the state. In the aspect of socio-cultural deprivation, rural widows and their children are more recognised by neighbourhood/relatives than urban widows. Widows are restricted to wear customary items and attend functions, urban widows are better than rural widows.

In contrary, urban widows are more sexual harassment than rural widows. There is no social participation of widows both rural and urban area except the attainment of widows in the women self-help groups.

Conclusion

The study concludes that there is no huge difference between the rural widows and urban widows are facing socio-economic problems in the Union Territory of Puducherry, especially Puducherry region. Widows are more economically deprived groups in terms of food expenditure in day-to-day life, burden of children and their education and other basic amineties. Most of the widows are going for different kind of job for their survival. In addition, they are receiving monthly widow's pension and 10 kg free rice from the state. These are the important factors determinant of livelihood status of widows in Puducherry. On the other hand, the study has been concentrated on social deprivation of widows in the study. In modern society, widows are not much facing socio-cultural deprivation in terms of social customs, social discrimination, sexual harassment and social participation in both rural and urban; it might be some exceptional in very few aspects. Eventhough they are not much aware about the various schemes implemented by the state for the welfare of the widowhood. There is huge gap between the implementation of welfare schemes for the widows and beneficiaries. The study suggested that to increase the amount of widow's pension and also providing financial support to their children's education through special scholarship schemes for widow children as per their expectation explicited in the field of study.

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ASSESSMENT OF URBAN OPEN SPACES

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Abstract:

This research paper tries to understand the importance of the urban open spaces and how it impacts the societal value in the neighbourhood and also the politics of the urban spaces with respect to the actors of state and society. The urban spaces are the public spaces. They are most important elements of the city where people tend to socialize and interact. The urban spaces act as the identity of the city and lack of urban open spaces creates the placelessness in the neighbourhood. These spaces also examine the tension between state-driven urban development policies and societal responses to spatial transformations in Indian cities. At the same time that state actors have undertaken large-scale renewal projects to modernize cities, conflicting demands for land have triggered a rise in authorized and unauthorized encroachments on everyday public spaces. In the context of public spaces, this research specifically asks, 'how the different actors of state, society and technocrats conceptualise public space?" This research also tries to understand the claims of the different actors of state, society over public spaces and concludes the way forward of public spaces in cities.

Keywords: Urban Spaces, Public Spaces, Actors of Society, Bangalore

Methodology

The paper begins in general by looking at the prominent definitions of public spaces and urban spaces. Then looks into the perspective of how the actors of state, society and technocrats have conceptualized public spaces. Then looks into the historical shit of public spacesto understand how public spaces have lost their social/physical values in cities. This historical shit is understood by taking the case of Bangalore and looking into four different time periods, that is: pre-colonial, colonial, post-independence and present.The next paragraphsexplain the politics of Bangalore public spaces such as river, tanks, streets, markets, and parks. The paper ends with concluding note on the above discussion of public spaces.

Definitions:

On public spaces,

Public space is defined as a 'kind of hybrid of physical spaces and public spheres' and bases her definition 'on the assumption that physical space is important to democratic public life' (miller, 2009, p. Xvi)

Need for contact, the need for knowledge, and the need for stimulation."

"among the requirements that are satisfied, in part, in public spaces are the need for contact, the need for knowledge, and the need for stimulation" (gehl)

As an element of the public realm, public space for example, is seen as "the common ground where people carry out the functional and ritual activities thatbind a community" or 'space we share with strangers, space for peaceful coexistence and impersonal encounter' (madanipour)

On urban spaces,

An urban space is the one which provides scope to carry out such everyday functions be it work, shopping, socializing or ceremonies, in a most amicable manner
(lefebvre, 1980)

The term '*urban space'* can be simply described as external space in town. It is seen as open, unobstructed space for movement in the open air, with public, semi public and private zones. Furthermore, the '*concept of urban space'* is to designate all types of space between buildings in towns and other localities as urban space. If we take the aesthetic criteria into consideration, every urban space has been organized according to its socio-political and cultural attitudes (krier, 1975)

Introduction:

Urban spaces – public spaces
Public spaces are most important elements of the city where people tend to socialize and interact. These spaces are part of the public realm. It symbolizes the place and the people. These spaces are always associated with socio, cultural, economic, political aspects of the place and people.
Etymologically 'public' means concerning people as a whole, open to all people, shared by all people, universally available to collective life of citizens. 'Public' takes into account everybody's interest (kuper, 1995, pp.661 – 662). They are managed by state actors and authorities for the benefit of citizens.
There is a physical and social component of public space.
The physical component are streets, squares, green areas(parks gardens, lakes, forests), pedestrian zones, river banks, abandoned industrial plants, buildings, etc. The social component refers to social contacts and relations (lopes 2016, p.108)
According to weintraub (in kasinitz, 1995, p. 285), there are clear distinctions between hidden and individual (in private spaces) versus open/visible and collective (in public space). Public space in a city is open for collective use and owned by everyone. Within this frame social interactions take place. Something new and different is happening there and it is one of the main attractions (e.g., 'to see and to be see'). This element appeals to various groups of people who want to become part of this processuality. Some like to meet friends, talk to them, walk around for a while, some wants to be 'where the action is,' (svircicgotovac and zlatar, 2008, p. 59). Public spaces are defined

and conceptualized by different people in different ways and also in different fields. Some of them have been identified and defined below.
"public space relates to all those parts of the built and natural environment where the public have free access. (carmona et al. 2010: 137). This is the definition adopted by uk government as well.
It encompasses: all the streets, squares and other rights of way, whether predominantly in residential, commercial or community/civic uses; the open spaces and parks; and the "public-private" spaces where public access is unrestricted (at least during daylight hours). It includes the interfaces with key internal and private spaces to which the public normally has free access.

According to the uk's lord rogers' urban task force report (1999) it says "public space should be conceived of as an outdoor room within a neighborhood, somewhere to relax, and enjoy the urban experience, a venue for a range of different activities, from outdoor eating to street entertainment; from sport and play areas to a venue for civic or political functions; and most importantly of all a place for walking or sitting out.

Section (4) of the cotpa 2003, 'public place' is defined as any place to which the public has access whether as of right or not and includes all places visited by general public namely auditorium, hospital building, railway waiting room, amusement centres, public offices, court buildings, educational institutions, libraries, coffee houses, canteens, banks, clubs and also open spaces surrounding hotels/restaurants etc. Therefore we see, though the definitions mean the same, the word 'public space' are conceptualized differently.

According to bassand's division (2001) of the types of urban actors for the analysis of public spaces, the urban actors are of four different types: political, professional, economic, and civic actors. (lopes, 2016, p.108)
For the analysis of politics of public space in this research paper, we are trying to understand the politics of public space by understanding the three different types of urban actors. I.e., actors of the society (civic actors), actors of state (political), and the technocrats (professionals).

Public space – as conceptualised by actors of the society

The two types of civic society actors are citizens and Ngo's(non-governmental organization). They are the representatives of public interest. They serve as "regulators of democracy". Public space is shared space and different people experience it in different ways. A neighbourhood public park, for example, may be a safe space for a morning walk by the elderly; a place to play for a five-year old; or a place of economic activity by a peanut vendor. It can also be a space where older children wishing to play noisy games. In its most simple definition public space is non-private space. In people's point of view public spaces are anything that are accessible by people. It is also the spaces where they sit, talk, play, eat, share knowledge. And these spaces can be parks, play areas, neighbourhood markets, streets.

Public space as conceptualised by actors of state

The actors of state refer to political leaders and administrative members of the state.
There are a few political theorists who use the term 'public space' and use it interchangeably with 'public sphere' or 'public realm'. They generally take it to be a metaphor that refers to the myriad ways in which citizens separated in time and space can participate in collective deliberation, decision-making, and action (benhabib, 1992; nagel, 1995).
The political leaders are responsible for the physical form of city, its structure, its social structures, economic structures. They have been the powerful actors from the ancient civilizations to the present urban cities. The study of evolution of public spaces with the actors of state as main influencers, gives a clear picture of present political impact on public spaces. In ancient cities the public spaces were built and used mainly for trade, as political assemblies, and also as a place for public ceremonies. They also tried to glorify their reign by building great piazzas, basilicas, forums, markets, etc., that bought identification to the city and its people. This tradition has continued even in till the 21stcentury. In present day the official term public space, is government property meant to serve the public interest. In a democratic society, the "right to control public property is vested in government officials who determine who has access to it and under what conditions" (rosenzweig& black mar, 1992, p.6). Here, "when land is owned by the "public", government officials are thought to represent the interests of all citizens" (Rosenwein& black mar, 1992, p.6).
The present day state actors have tried to define and represent public spaces as a colour on the land use map. The protection and maintenance of these spaces is by the local authorities.

Public space as conceptualised by technocrats

The technocrats are referred here as professional in different fields. The below are some of the powerful influencers and their concepts that were concerned about the public spaces. Public space "is traditionally differentiated from private space in terms of the rules of access, the source and nature of control over entry to a space, individual and collective behaviour sanctioned in specific spaces, and rules of use" (low & smith, 2006, p.3).
Urban public space is a material site that provides the urban resident a public forum to engage with the outside world (Arendt, 1957).
Some scholars abound in idealized imageries of public space as communal space accommodating diversity and tolerance of uses and users (jacobs, 1961; gehl, 1980; zukin, 1992; carr, 1992; mitchell, 1995).
Urban designers have discussed the critical role of public spaces in contributing to good and democratic city form (carr et al, 1968; alexander, 1977).
It is also a forum for collective life where people can watch and be among other people, participate in daily activities and "experience other people functioning in various situations" (gehl, 1980, p.17).

Other scholars have described public space as testing grounds for inclusiveness and tolerance of urban society (mitchell, 1995; low, 2000).

All these professionals have tried to bring in change at how to look at public spaces for the people and in turn how they impact the society, environment and health. The concerned and inspired professionals have made plans that have been inclusive of the people and actors of the state that impacts the whole society. These plans are failed to be executived on ground due to lack of clarity on rules and regulations of the concerned authorities.

A case of Bangalore –'historical shit' The politics of public spaces in Bangalore

The preceding discussion demonstrates that Bangalore'spublic spaces such as public tanks, totes and streets that were integral to the economic, social and cultural life of the Pete area. These spaces remained relevant, lending themselves to new interpretations and uses in the colonial and post-colonial periods. The colonial cantonment also depended on the precolonial tank as a source of sustenance and recreation while the British introduced new categories such as parade grounds, parks and boulevards in bangalore. The totas were converted to huge public gardens, example: lalbagh. The tanks, streets, totes, also became the public commons during the colonial times. Post-colonial governments adopted modern principle models promoting health, hygiene and orderliness, but have been less attentive to pre-colonial forms of urbanism though they remain vibrant spaces of social, economic and cultural activity. Being in charge of municipal property, state actors have a central role in shaping the city's public spaces. This section examines official and unofficial formulations of public space and the politics of lakes, roads, markets and parks as enduring symbols of public

Life in Bangalore. The politics of the different public spaces show that publicness is an uneven quality that reflects the use values of different groups. According to government actors, constructing a public space isa trigger for their healthy governance period as opposed to the value-based claims of actors of society on their public spaces. Consequently, different actors of society push back at official conceptualizations that decontextualize public space and their users from location and use value. The politics of Bangalore's public spaces, tanks, streets, parks, markets are explained below.

Tanks / lakes

"tanks, which Buchannan called wet lands, were used to gather surface water and deposits eroded off a gneissic terrain with the help of constructed earthen embankments or bunds.63 they were networked through sluices and weirs, forming systems of 'not-flows' as much as overflows. When waters receded in the tanks, plants were accommodated and clay and silt were harvested. There were times when tanks were available for other activities – fairs, camps, festivities, sports. For much of the year and sometimes more than a year, tanks did not appear anywhere like the totaBuchannan would expect to see." 64 (dacunha&mathur, 2008, p.27).

As this quote reveals, Bangalore's tanks were more than reservoirs for domestic and Agricultural needs. The tanks and their valleys were the two reasons that the settlements existed in bangalore. Communities lived and grew around tanks. These tanks served multiple purposes depending on the season of the year. The tank beds sustained fishing communities during the wet months and transformed into totas or gardens in the dry months, yielding vegetables, fruits, and flowers. They were used by the communities and sold in Bangalore's markets. Some tanks have temple associated with them. Therefore, several villages, in the city, developed around tanks that provided them daily sustenance and also served their recreational and religious needs. The dharmambudi was tank was constructed during the pre-colonial times. The water from the tank was supplied to the pete and also used to grow the greens that was necessary for the people. It is long replaced by a sports stadium and the tiny shrine outside the stadium continues to be the starting point of the annual karagajatre in the peté city. Residents of bellandur village still take the village deity on a boat ride across bellandur lake during village festivities.

Though many tanks retain their pre-colonial and colonial nomenclature, in official terminology they are known as lakes. Since the 1950s several tank beds have been converted to bda housing layouts, stadia, bus stops, slums, mills and dumping yards (srinivas, 2004). Planning agencies have been the biggest encroachers, building upon many tanks in prime locations of bangalore. In 1985, the karnataka government set up the lakshmanrau committee to study the status of bangalore's lakes. The committee's preliminary assessment report recommends that, "… the tank beds should be utilized only for parks, regional parks, mini forests, picnic spots and water sheets and on no account the tanks beds be allowed to be used for any other purposes." This recommendation recognizes the tank bed as an ecologically fragile system, but in suggesting only recreational activities, it does not recognize the other roles of the tank as a space of communal life in the city. Despite official recommendations, authorized and unauthorized encroachments of tank beds continued unabated as demand for housing and other facilities grew along with the expanding city (manjusainath, 2011)

Parks

For a long time, planners and senior citizens alike have been strongly committed to an ideology of city beauty, marked by a nostalgic longing for a time of fewer people and therefore much less pressure on the resources of the city. Indeed, it is not so much redevelopment, or even reconstruction, but beauty that is emphasized frequently in the writings of those concerned about the festering slums of the city. Bangalore's reputation as a "garden city" rarely refers to the substantial part of the city that was given over to the cultivation of fruits, flowers, and vegetables, right up until the 1960s. It refers to the compounds and gardens in which private residences or public buildings were set (nair, 2002, p.1224).

As nair (2002) suggests, private gardens and public parks have a special role in defining the public aesthetics of the garden city. Parks of bangalore have a long history dating back to tipu sultan's rule in the 1700s. These parks were the totas that was associated with communities for growing and maintenance. They were the assets for that particular settlement. Parks developed in the colonial period still dot the cantonment area (patrao, 2013). The taxonomy of public parks ranges from the historic lalbagh botanical garden and cubbon park to neighborhood pocket parks in planned bda layouts.

Neighbourhood parks are fenced plots with paved pathways, trees and lawns with “no walking” signs. Other facilities include a tot-lot for young children, a walking/jogging track, park furniture and a park-keeper’s room. Signboards on the gate posts indicate park hours while signboards within caution users from engaging in a variety of activities that interfere with the aesthetics, safety and tranquillity of the park. For instance, children are not allowed to bring in play objects, pets are not allowed, and food and drink are prohibited in the parks.
Bbmp maintains parks located in bda-planned layouts and these are all located in middle-class and elite neighbourhoods. Other unplanned residential layouts such as slums, revenue pockets and urban villages do not have planned park spaces and in many cases no open spaces at all. In the planned layouts, bbmp seeks inputs of prominent local residents and their representatives in developing parks to suit their requirements. In some instances, bbmp outsources the maintenance and upkeep of parks to private companies and resident welfare associations.
In bbmp’s (and many rwas’) conceptualization, the urban park is “a controlled and orderly retreat where a properly behaved public might experience the spectacle of the city” (mitchell, 1995, p.115). At the same time, government agencies are regular encroachers ofpublic parks, civic amenity sites and playgrounds in the city. In his research on open spaces in Bangalore, ravindran (2007) makes the following observations about encroachments in the historic m.n.krishnarao park in basavannagudi. This accountexemplifies official and private takeovers of public space that occur routinely in the city (navya, 2011):

The m.n.krishnarao park, considered to be one of the major lung spaces in the south of bangalore, was reported to have shrunk from the original extent of 32 acres to 2 acres (the hindu, 09/02/2003). Reportedly the “first women’s park” in the country, the park is reported to have been occupied by both private and state agencies – the basavangudi police station and police quarters, the desert building, the office of the bwssb assistant executive engineer, renukamma temple, a gymnasium, and many clubs. As per the zonal regulations (cdp - 1995), the list of permitted uses even under special circumstances does not include quarters, office buildings, temple etc. Such division is also clearly violation of the section 6 and 8 of the karnataka parks, playfields and open spaces act, 1985, that prohibits use of these areas for any purpose other than it was used and prohibits construction of buildings. The current extent of the park as per the data obtained from bmp is 6.963 ha or 17 acres, clearly signaling the failure of regulatory agencies to ensure protection of this lung space” (ravindran, 2007, p.135).

This quote highlights not only the failure of governmental agencies to protect the park, But it shows that public agencies build public facilities in park spaces. There are instances Where local councillors have built their offices in public parks. Unlike encroachments by Private developers or homeless people, it is more difficult for local residents to challenge Official encroachments on public spaces, since they represent municipal property(vanka, 2014).
Streets

Streets of Bangalore has a history from ancient times. Streets of bangalore were adorned by shade trees, with strategically placed at road intersections to provide additional cooling (paramanand, 1670). Kempegowda was engaged in greening of streets of the pete area, planting trees on either side of the streets. After british seized bengalurubritishsurveyors mapped the city that depicted streets flanked by trees on both sides of the road. Streets of bangalore are always full of life with people selling on the streets and always live. Bangalore was a flourishing commercial town during the 17th century is stated in a marathi work 'shivabharath' wherein the author says that the streets of the town were full of shops selling highly valuable merchandise. One of the reasonbangalore gained reputation of 'garden city's derived from tree-lined streets.

The civic issues in bangalore refers to the four hundred years old avenue road in the peté area. This narrow street supports hundreds of businesses, livelihoods and families, many having been there for generations. Avenue road is among ninety-one streets selected for a municipal road-widening project started in 2004 to decongest traffic and improve connectivity across the city. Citing traffic improvements, bbmp used eminent domain to take over private and public property across the city. The markings on the boundaries walls indicated the number of meters that the road widening would take away from the property. Bbmp offered compensation for displaced traders and business owners in the form of transfer of development rights (tdr). There is however, no compensation for the vendors and hawkers that ply their trade on the streets and sidewalks. In locations such as cmh road, a bustling commercial street and nanda road, a verdant street in an affluent locality, trees,parks and businesses were uprooted along with streets to accommodate the metro project,
A public rail transit line.

The metro alignment passes through the city's busiest neighborhoods, displacing communities and disrupting property. The state government created bangalore metro rail corporation limited (bmrcl), a special purpose vehicle to implement and manage the metro project with limited interactions with the local government and local residents. These different projects that are transforming public right-of-ways indicate the significant changes being made to public spaces with little consideration to anything but the transportation role of the streets (vanka, 2014).

Markets

The markets of bangalore, or santhes as they are known in kannada, date back to pre-colonial times when each village or town had its own market in the main street or the square. Bangalore has three distinct categories of public market places selling fresh produce and domestic supplies linked to pre-colonial, colonial and post-colonial periods. Next came the sprawling colonial-style market structures built in the cantonment area such as russel market, coxtown market and johnson market that remain bustling centers of commercial activity today (ramani, 2011). In the post-colonial city, the planning authorities have constructed market complexes in every bda layout. All three forms of markets remain vibrant centers of economic activity in contemporary bangalore. Every locality in bangalore has a daily or weekly market selling fresh produce and other household wares. In newer localities, farmers from adjacent villages sell fresh produce on the main street early in the morning. Notably such markets are located either on the fringe or centers of villages now absorbed in the city. The villages have lost their boundaries, but the markets remain. There is the madivalasanthe; adugodisanthe and thippasandrasan the. The rows of shops with wicker baskets overflowing with fresh produce and flowers are reminders of the indigenous and rural origins of the markets.

Many street-side markets occupy entire sidewalks, sometimes spilling onto streets and hindering pedestrian and vehicular traffic. Bangalore's traditional markets remain in their original locations with generations of vendors plying their businesses in fixed locations determined by negotiations amongst the communities and with government officials. But as the city grows, local authorities (and sometimes local residents) put pressure on vendors to relocate to legal hawking zones or bda market complexes built in city. Vendors have resisted official efforts to relocate them to alternate commercial spaces because, they argue that they would lose their location and business if they moved. Examples include madivala market and krishnarajendra market where vendors refused to occupy higher floors of local bda market complexes because they did not expect customers to climb stairs to find them and buy wares. Dislodging street economies from their long-term locations also weakens the social, economic and political links that they form with the places. This discussion highlights the significance of location to street vendors' economic sustenance. State developmental goals and pedestrians' claims to walkable streets undermine the vendors' economic rights by framing their informal spatial practices in terms of illegality (vanka, 2014).

Thus, the answers to these questions that can be formed,
Whether the socio-economic, cultural factors of public spaces in cities are considered during decision making of planning process ?
Are the decisions taken on the matters of public spaces inclusive?
Are they maintained and the existing conditions monitored?
Are the public spaces misused and giving opportunities for encroachment? Are

Conclusion:

The actors of the state are insensible to the values of people and its association to the past. There is no understanding of socio-economic, cultural values of the public spaces to its neighbourhoods. Therefore, the encroachment and loss of value and flavours of the city. Therefore, the technocrats like the urban planning department, urban designers should be sensible while designing the public spaces, by understanding these spaces in the city and its neighbourhoods, its association and meaning from the past, make a framework along with the actors of the state so as to enable proper functioning of inclusive city. We also understand that, 'the power of actors is the most important determinant of social and urban spatial changes. It eliminates less/most powerful actors, particular citizens, regardless of their dissatisfaction with the city developments'. Therefore, the state actors and their frameworks must be practical for the plans to be executed.

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എഴുത്തിന്റെ പുതുശ്ശേരി വഴികൾ

ഡോ.ആർ. രാജേഷ്

അസോ. പ്രൊഫസർ, മലയാളവിഭാഗം
എൻ.എസ്.എസ്. കോളേജ് പന്തളം

പുതുശ്ശേരി രാമചന്ദ്രന്റെ ശരീരവും ശാരീരവും ഉറച്ചതായിരുന്നു; നിലപാടുകൾ ദൃഢതയുള്ളതും. അതുകൊണ്ടാണ് ഓണാട്ടുകരയുടെ തെക്ക് കിഴക്കു ഭാഗത്തുള്ള ഫലഭൂയിഷ്ടമായ വള്ളികുന്നത്തിന്റെ പശിമരാശി മണ്ണിലുറച്ചു നിന്നുകൊണ്ട് ആവുന്നത്ര ഉച്ചത്തിൽ തന്റെ കാവ്യ, സാഹിത്യ, ഗവേഷണ ധാരണകൾ അവതരിപ്പിക്കാൻ അദ്ദേഹം പ്രാപ്തനായത്. നവതിവരെ നീണ്ട ജീവിതകാലയളവിൽ അദ്ദേഹം കൈയ്യൊപ്പിട്ട കർമ്മമേഖലകളുടെ വൈവിധ്യവും ആഴങ്ങളും ഏതൊരു സാഹിത്യകുതികിയെയും അമ്പരിപ്പിക്കുന്നതാണ്. സ്വാതന്ത്ര്യസമര സേനാനി, കമ്മ്യൂണിസ്റ്റ് പാർട്ടി പ്രവർത്തകൻ, വിദ്യാർത്ഥി സംഘടനാ നേതാവ്, കവി, ഭാഷാപണ്ഡിതൻ, ചരിത്രഗവേഷകൻ, പരിഭാഷകൻ, അദ്ധ്യാപകൻ, സംഘാടകൻ, വാഗ്മി, എന്നിങ്ങനെ പുതുശ്ശേരി എത്തിപ്പെടാത്ത രാഷ്ട്രീയ, സാഹിത്യ, സാമൂഹ്യ, സാംസ്കാരിക മേഖലകൾ വിരളമായിരുന്നു. ദീർഘമായ ആ ജീവിത കാലയളവിലെ ആദ്യ കർമ്മകാണ്ഡം രാഷ്ട്രീയം തന്നെയായിരുന്നു. ഇരുപതാം നൂറ്റാണ്ടിന്റെ പകുതിയിൽ സ്വാതന്ത്ര്യ സമരത്തിന്റെ സഹനവഴികളിലും പിന്നീട് സ്വതന്ത്ര്യാനന്തര കാലഘട്ടത്തിലെ സ്വപ്നഭംഗങ്ങളിൽ നിന്നുയർന്ന കമ്മ്യൂണിസ്റ്റ് സമര കനൽ വഴികളിലും ഒരേ തീവ്രതയോടെയും സമർപ്പണത്തോടെയും ഇഴുകി ചേർന്ന പടയാളിയായിരുന്നു പുതുശ്ശേരി.

സ്വാതന്ത്ര്യ ദാഹവും സമത്വ ദർശനവുമാണ് അദ്ദേഹത്തിലെ വിപ്ലവകാരിയെ രൂപപ്പെടുത്തി എടുത്തത്. ക്വിറ്റ് ഇന്ത്യാ സമരകാലത്താണ് അദ്ദേഹം വിദ്യാർത്ഥി പ്രസ്ഥാനത്തിലൂടെ രാഷ്ട്രീയ പ്രവർത്തകനാകുന്നത്. വിദ്യാർത്ഥി കോൺഗ്രസ്സ് മാവേലിക്കര താലൂക്ക് പ്രസിഡന്റും തിരുവിതാംകൂർ വിദ്യാർത്ഥി കോൺഗ്രസ്സ് ആക്ഷൻ കമ്മിറ്റി അംഗവും ആയിരുന്നു. 1947 ൽ തിരുവനന്തപുരത്ത് ഉണ്ടായ പോലീസ് വെടിവെയ്പ്പിൽ ഒരു വിദ്യാർത്ഥി കൊല്ലപ്പെട്ടതിനെ തുടർന്ന് ഭരണിക്കാവ് സ്ക്കൂളിൽ പ്രതിഷേധ ജാഥ നടത്തുകയും അതിനെ തുടർന്ന് അദ്ദേഹത്തെ സ്ക്കൂളിൽ നിന്ന് 1947 ജൂൺ മുതൽ സെപ്തംബർ വരെ പുറത്താക്കുകയും ചെയ്തു. ശൂരനാട് കലാപത്തെ തുടർന്നുള്ള ഘട്ടത്തിൽ കമ്മ്യൂണിസ്റ്റ് പ്രസ്ഥാനത്തിന്റെ നേതാക്കളെല്ലാം ഒളിവിലും ജയിലിലും ആയപ്പോൾ വിപ്ലവത്തിന്റെ ആ മണ്ണിൽ നിന്ന് പുതുശ്ശേരി പ്രസ്ഥാനത്തെ നയിച്ചു. ഈ വിപ്ലവത്തിന്റെ പശ്ചാത്തലത്തിൽ 1948- ൽ അദ്ദേഹത്തിന് വിദ്യാർത്ഥി കോൺഗ്രസ് വിടേണ്ടതായി വന്നു. സ്വാതന്ത്ര്യസമര തടവുകാരെ 1948 ൽ മോചിപ്പിച്ചു. എന്നാൽ പുന്നപ്ര-വയലാറുമായി ബന്ധപ്പെട്ട കേസുകൾ പിൻവലിച്ചില്ല. മാത്രമല്ല പ്രക്ഷോഭവുമായി ബന്ധപ്പെട്ട് ജയിലിലുള്ള തടവുകാരെ വിട്ടയ്ക്കാനും

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH
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തയാറായില്ല. സർക്കാരിന്റെ ഈ കിരാത നടപടികൾക്കെതിരെ അടിത്തട്ടിൽ നിന്നും നിരവധി പ്രതിഷേധങ്ങൾ ഉയർന്ന് വന്നു. ദളിതർ തങ്ങളുടെ പ്രതിഷേധങ്ങളുമായി സമൂഹത്തിന്റെ മുൻനിരയിലേക്ക് വരുന്ന ഒരു കാലഘട്ടമായിരുന്നു അത്. ഈ ഒരു സന്ദർഭത്തിൽ തോപ്പിൽ ഭാസിയും കാമ്പിശ്ശേരിയും, പുതുശ്ശേരിയും ഉൾപ്പെടെയുള്ളവർ കമ്മ്യൂണിസ്റ്റ് പാർട്ടിയിലേക്ക് മാറി. മാത്രമല്ല ദളിത് പ്രക്ഷോഭങ്ങളുടെ മുൻനിരയിൽതന്നെ പുതുശ്ശേരി ഉണ്ടായിരുന്നു.

സ്കൂൾ വിദ്യാഭ്യാസ ശേഷം കൊല്ലം എസ്.എൻ. കോളേജ് പഠനകാലത്താണ് പുതുശ്ശേരിയിലെ സമരവീര്യം ഉണരുന്നത്. കമ്മ്യൂണിസ്റ്റ് നേതാവും അമ്മാവനുമായ പുതുശ്ശേരി രാഘവന്റെ സ്വാധീനവും ഇതിൽ നിർണ്ണായകമാണ്. വിദ്യാർത്ഥി സമരത്തിന് നേതൃത്വം നൽകിയതിന് ഒ. മാധവനോടൊപ്പം പുതുശ്ശേരി അറസ്റ്റിലാവുകയും ക്രൂരമായ ലോക്കപ്പ് മർദ്ദനത്തിന് ഇരയാവുകയും ചെയ്തു. എസ്.എൻ. കോളേജ് സമരം പാർട്ടി ചരിത്രത്തിൽ ഒരു നിർണ്ണായക സംഭവം ആയിരുന്നു. ഇതിനെ തുടർന്ന് പുതുശ്ശേരിയും സുഹൃത്തുക്കളും പൂജപ്പുര ജയിൽ അക്രമിക്കുന്നതിനും, കൊല്ലത്ത് റെയിൽപ്പാളം ഇളക്കി മാറ്റുന്നതിനും പദ്ധതിയിടുന്നു. എന്നാൽ പാർട്ടി നിർദേശവും, ആയിരക്കണക്കിന് ആളുകളുടെ ജീവൻ നഷ്ടപ്പെടുമെന്ന ചിന്തയും ഈ സമര മാർഗ്ഗത്തിൽ നിന്ന് അവരെ പിൻതിരിപ്പിച്ചു. കേരളീയ നവോത്ഥാനത്തിന്റെ തുടർച്ചയെ ത്വരിതപ്പെടുത്തുന്നതിൽ മുഖ്യപങ്ക് വഹിച്ച വ്യക്തി ആയിരുന്ന പുതുശ്ശേരി.

ഇരുപതാം ദശകത്തിന്റെ പകുതിയിൽ മലയാള കവിതയ്ക്ക് മാനവികതയെ ഉയർത്തിപ്പിടിച്ചുകൊണ്ട് വന്ന ഒരു അരുണ ദശകം (ചുവപ്പിന്റെ ദശക)ത്തിന് പ്രഭ പടർത്തിയ കവിയായിരുന്നു പുതുശ്ശേരി രാമചന്ദ്രൻ. ഒ.എൻ.വി, പി. ഭാസ്കരൻ, വയലാർ, കെടാമംഗലം പപ്പുകുട്ടി, പുനലൂർ ബാലൻ, കെ.പി.ജി. നമ്പൂതിരി, തുടങ്ങി ചങ്ങമ്പുഴക്ക് ശേഷമുള്ള ഒരു സംഘം കവികൾക്ക് ഒപ്പമാണ് മലയാള സാഹിത്യത്തിൽ അദ്ദേഹത്തെ അടയാളപ്പെടുത്തുന്നത്. സാമ്പ്രദായിക ഇടതു കവികളിൽ നിന്ന് വ്യത്യസ്തനായി ചിന്തിക്കുകയും പ്രവർത്തിക്കുകയും ചെയ്യുന്ന വ്യക്തിത്വം ആയിരുന്നു പുതുശ്ശേരി. ദേശീയ സ്വാതന്ത്ര്യ സമര പ്രസ്ഥാനത്തിൽ നിന്ന് ഊർജ്ജം ഉൾക്കൊണ്ട് ദേശാഭിമാന കവിതകളും വിപ്ലവ കവിതകളും അദ്ദേഹം രചിച്ചു. കൃത്യമായ ഉദ്ദേശത്തോടെയല്ലാതെ താൻ ഒരു വരി കവിതയും എഴുതിയിട്ടില്ല എന്ന് അദ്ദേഹം തന്നെ പറയുന്നുണ്ട്. ചൂഷണത്തിനിരയാകുന്ന സ്ത്രീ വർഗ്ഗത്തിനും, ഒറ്റപ്പെട്ടുപോയവർക്ക് വേണ്ടി അദ്ദേഹം തന്റെ തൂലിക ചലിപ്പിച്ചു. തെരുവിലെ പെണ്ണുങ്ങൾ , പാവക്കൂത്ത് , അശ്രമത്തിന്റെ

കണ്ണുനീർ തുടങ്ങിയ കവിതകളെല്ലാം ഇവയ്ക്ക് ഉദാഹരണങ്ങളാണ്. മണ്ണിനോടും മനുഷ്യനോടുമുള്ള അതിരുകളില്ലാത്ത സ്നേഹമായിരുന്നു പുതുശ്ശേരി കവിതയുടെ കരുത്ത്. മലയാള കവിതയിലെ പടപ്പാട്ടുകാരൻ ആയിരുന്നു അദ്ദേഹം.

പുതുശ്ശേരിയുടെ ആദ്യ കവിത ഉണരുവിൻ പ്രസിദ്ധീകരിച്ചത് കാമ്പിശേരിയുടെ പത്രാധിപത്യത്തിലുള്ള ഭാരതതൊഴിലാളി എന്ന കയ്യെഴുത്ത് മാസികയുടെ ആദ്യ ലക്കത്തിലൂടെയാണ്. ഗ്രാമീണ ഗായകൻ, ആവുന്നത്ര ഉച്ചത്തിൽ, പുതിയ കൊല്ലനും പുതിയൊരാലയും, ശക്തി പൂജ , അകലും തോറും, ആഗ്നേയ സ്വാഹാഃ തുടങ്ങിയ കവിതാ സമാഹാരങ്ങളിലൂടെ അദ്ദേഹം തന്റെ രാഷ്ട്രീയവും സാമൂഹികവുമായ കാഴ്ചപ്പാടുകൾ പ്രഖ്യാപിച്ചു. കോട്ടയത്ത് സാഹിത്യ പരിഷത്ത് സമ്മേളനത്തിന് വായിച്ച പുതിയ കൊല്ലനും പുതിയൊരാലയും എന്ന കവിത വൈലോപ്പള്ളിയുടെയും, ബാലാമണിയമ്മയുടേയും പ്രശംസ നേടി. ഇന്ത്യയുടെ ഇന്നലെ കളുടെയും ഇന്നിന്റെ യും കഥകളും നാളെ യെക്കുറിച്ചുള്ള മഹിത സ്വപ്നങ്ങളും തങ്ങളുടെ പണിയാലയിൽ വെച്ച് ഉരുക്കി വാർത്ത് ഇന്നാട്ടിലെ മഹിഷികൾ ജനതതിയെ ഉൽകർഷത്തിലേക്ക് നയിക്കണമെന്ന ഉൽകണ്ഠയുമാണ് ഈ കൊച്ചു കവിതയുടെ തീഷ്ണമായ ഊഷ്മളത എന്ന് ഡോ. എം. ലീലാവതി അഭിപ്രായപ്പെടുന്നു. പാവക്കുത്ത് - ലെ സീത ചോദ്യോത്തരങ്ങളാൽ രാമായണകഥയെ അപനിർമ്മിക്കുകയും വ്യത്യസ്തമായ പാരായണ സാധ്യത തുറന്നിടുകയും ചെയ്യുന്നു. വരുമോ വീണ്ടും മാവേലി, കത്തും മറുപടിയും തുടങ്ങിയ അദ്ദേഹത്തിന്റെ കവിതകൾ മണ്ണിനോടും മനുഷ്യനോടും നൈസർഗ്ഗിക ഭാഷയിൽ സംവദിക്കുന്നവയാണ്. ആവുന്നത്ര ഉച്ചത്തിൽ എന്ന കവിത പുതുശ്ശേരിയുടെ വ്യക്തിത്വത്തിന്റെ രൂപകം കൂടിയാണ്. രാഷ്ട്രീയ പ്രവർത്തനത്തിന്റെ ഭാഗം എന്ന നിലയിലാണ് കവിതാ വഴിയിലേക്കുള്ള അദ്ദേഹത്തിന്റെ രംഗപ്രവേശം. മറ്റ് എല്ലാ തിരക്കുകളുടെ ഇടയിലും അദ്ദേഹം തന്റെ ഉള്ളിലെ കവിതയുടെ തീ നാളം കെടാതെ സൂക്ഷിച്ചു.

> ഓച്ചിറപ്പടനിലമിതോർമ്മയുടെ ചുരുളു
> കളിൽ ഒരു മഹാവിസ്മയമായി വിടരുന്നു

എന്ന് അദ്ദേഹം പടനിലത്തു നിന്ന് ഒരു പാട്ട് എന്ന കവിതയിൽ എഴുതുന്നു. 1950- ൽ എഴുതിയ പടയാളിപ്പെണ്ണ് സാമ്രാജ്യത്വ കമ്പോളാധിപത്യത്തിൽ ഞെരിയുന്ന മൂന്നാം ലോക പെൺവർഗ്ഗത്തിന്റെ പ്രതിനിധിയായി മാറി. ആഫ്രിക്കൻ കവിതകളും റഷ്യൻ കവിതകളും അദ്ദേഹം മലയാളത്തിലേക്ക് മൊഴിമാറ്റി. ഈ

വിവർത്തനങ്ങളിൽ പുനഃസൃഷ്ടിയുടെ കരുത്ത് കാണാം. അന്ന അഹ്മത്തോവ യുടെ കൃതികൾ പുതുശ്ശേരിയുടെ വിവർത്തനങ്ങളിലൂടെയാണ് മലയാളത്തിൽ എത്തിയത്. പത്ത് സമാഹാരങ്ങളിലായി അദ്ദേഹം മുന്നൂറിലേറെ കവിതകൾ പ്രസിദ്ധീകരിച്ചു. ഈ സമാഹാരങ്ങളിലൂടെ അദ്ദേഹം കവിതയുടെ ചുവന്ന ദശ കത്തിന്റെ മുന്നണിയിൽ സ്ഥാനം നേടി. മാത്രമല്ല കുലശേഖര ആഴ്വാരുടെ പെരുമാൾ തിരുമൊഴി (പ്രാചീന തമിഴ് കാവ്യം) നെദിയ (ഗ്രീക്ക് ദുരന്തകാവ്യം) ഇവ മലയാളത്തിലെക്ക് വിവർത്തനം ചെയ്യുകയും ചെയ്തിട്ടുണ്ട്.

കവിതയിൽ എന്നും മാനവികതയുടെ പക്ഷത്ത് നിലയുറപ്പിച്ച കവിയായിരുന്നു പുതുശ്ശേരി രാമചന്ദ്രൻ. പിൽക്കാല കർമ്മരംഗങ്ങളുടെ ഗരിമയും പ്രൗഢിയും കൊണ്ട് അർഹിക്കുന്ന ആദരവ് അദ്ദേഹത്തിന്റെ കാവ്യസംഭാവന കൾക്ക് ലഭിച്ചിട്ടുണ്ടോ എന്നത് സംശയമാണ്. എന്നും മനുഷ്യപക്ഷത്ത് നിന്ന് വാദിക്കാൻ അദ്ദേഹത്തിന് കഴിഞ്ഞു. ജീവിക്കാനായി തെരുവിൽ ഇറങ്ങേണ്ടി വന്ന നിസ്സഹായ ആയ പെൺകുട്ടിയോടുള്ള കവിയുടെ ഉദാത്തമായ മാനവിക ബോധത്തിന് ഉദാഹരണമാണ് തെരുവിലെ പെങ്ങൾ.

> തെരുവിലെ കൊച്ചുപെങ്ങളെ ഈ ഞാൻ
> വകയിൽ നിന്നാങ്ങളയല്ലേ.

എന്നാണ് കവിയുടെ തന്മയീഭാവം. ഇ.എം.എസ് സർക്കാരിന്റെ കാലത്ത് ചന്ദന ത്തോപ്പിൽ സമരം ചെയ്ത കശുവണ്ടി തൊളിലാളികൾക്ക് നേരെ നിറയൊഴിച്ച നടപടിയിൽ പ്രതിഷേധിക്കാൻ തയ്യാറായതും തീ പെയ്യരുതേ മഴമുകിലെ എന്നെ ഴുതിയതും, തനിക്കു പ്രതിബന്ധത ജീവിക്കാൻ പൊരുതുന്ന മനുഷ്യരാശിയോടു മാത്രമാണെന്ന പ്രഖ്യാപനമാണ്. ഇതേ ഭാവം തന്നെയാണ് ഉദയം, മുങ്ങയും പാണന്മാരും എന്ന കവിതകളിലും തെളിയുന്നത്. ചൈന റിപ്പബ്ലിക്ക് ആയപ്പോൾ ഉദയം എന്ന കവിത എഴുതിയാണ് കവി ആഹ്ലാദം പങ്കുവെച്ചത്. എന്നാൽ തികഞ്ഞ ഇടത് പക്ഷക്കാരൻ ആയിട്ടും 1989 ൽ ടിയനൻ മെൻ സ്ക്വയറിൽ ജനാ ധിപത്യവാദികളെ കൊന്നൊടുക്കിയ ഭരണകൂട ഭീകരതയെ വിമർശിച്ച് മുങ്ങയും പാണന്മാരും എന്ന കവിത എഴുതാൻ അദ്ദേഹം തയ്യാറായി.

> ചോറു ചോദിക്കുന്നതക്രമം
>
> മേയ് വേർത്തകൂലി ചോദിക്കുന്ന-
> തട്ടിമറിപ്പുകൾ

പിള്ളേർക്ക് വിശക്കുന്നതക്രമം
പെണ്ണിന് മുണ്ടില്ലാത്തതക്രമം

എന്നിങ്ങനെ മനുഷ്യാവസ്ഥയിലുള്ള രോഷപ്രകടനങ്ങൾ ആ കാവ്യലോകത്ത് എമ്പാടും ചുഴന്നു നിൽക്കുന്നുണ്ട്. ചങ്ങമ്പുഴയുടെ കാവ്യശീലുകളിൽ ആകൃഷ്ടരായി കടന്നുവരികയും പിന്നീട് ആ മായികകവചം കുടഞ്ഞു കളയുകയും ചെയ്ത മലയാളത്തിലെ അരുണകവികൾ എന്ന വിശേഷണത്തിന് അർഹരായവരിൽ ഒരാളായിരുന്നു പുതുശ്ശേരിയും. അതുകൊണ്ടുതന്നെ കാല്പനികമായ നനുത്ത ഭാവവും അതിനനുസൃതമായ മസൃണമായ കാവ്യഭാഷയും അദ്ദേഹത്തിന്റെ ആദ്യകാല കവിതകളിൽ കാണാം.

മാം പൂമണം കൊണ്ടുവന്ന കാറ്റേ
എന്റെ മാടപ്രാവിനെകണ്ടോ നീ

എന്നതരത്തിലുള്ള കവിതകൾ എവിടെ ഓർക്കാവുന്നതാണ്. ഓണത്തിനെക്കുറിച്ചോർക്കുമ്പോൾ, കിനാവുകൾ നുള്ളുമ്പോൾ, നിത്യകാമുകൾൻ, എന്നിങ്ങനെ കാൽപനികഭംഗി തുളുമ്പുന്ന ഒട്ടേറെ കവിതകൾ ആ ഗണത്തിൽ കാണാം. എന്നാൽ പിന്നീട് മണവും മധുവും മാസ്മരികതയും ഇല്ലാത്ത പരുത്ത ജീവിത പ്രതലങ്ങളോടുള്ള മമത ആ കാവ്യലോകത്തിന്റെ മുഖമുദ്രയായി മാറി. അതുകൊണ്ട് തന്നെയാണ് വാഴ്ത്താൻ എടുത്തപ്പോഴും നെയ്യാമ്പലുകളെയും ചെന്താമരകളെയും കനകാംബരങ്ങളെയും കൈയ്യൊഴിഞ്ഞ് ദശപുഷ്പങ്ങളെ അദ്ദേഹം സ്വീകരിച്ചത്. നിലം പറ്റി വളരുന്ന നിലംപനകൾ, തിരുതാളികൾ, മുയൽചെവികൾ, ചെറൂളകൾ എന്നിങ്ങനെ അറിയപ്പെടുന്ന ദശപുഷ്പങ്ങൾ ആരും നട്ടുനനച്ച് വളർത്താതെ തന്നെ തൊടിയിൽ താനേ പൊടിച്ചു വരുന്നവയാണ്. മാടിവിളിക്കുന്ന മദഗന്ധമോ, തേടിവരത്തക്കവിധം മധുവോ, കണ്ണഞ്ചിപ്പിക്കുന്ന വർണ്ണശബളതയോ അവയ്ക്കില്ല. അത്തപ്പൂക്കളം അലങ്കരിക്കുന്നവർക്ക് അവ ആവശ്യമില്ല. പക്ഷെ വർണ്ണ പുഷ്പങ്ങൾക്കില്ലാത്ത ഒന്ന് ആ ദശപുഷ്പത്തിനുണ്ട്. ഇവ ഔഷധവീര്യം ഉള്ളതാണ്. ഇവരെ അനാസക്തരായ യോഗികൾ തിരിച്ചറിയുന്നു. ആരാലും ശ്രദ്ധിക്കപ്പെടാതെ എന്നാൽ സമൂഹ നിർമ്മിതി നടത്തുന്ന അടിസ്ഥാന വർഗ്ഗത്തോടുള്ള കവിയുടെ പ്രണയമാണ് ഒരർത്ഥത്തിൽ കവിയുടെ ശ്രദ്ധയെ ദശപുഷ്പങ്ങളിലേക്ക് തിരിച്ചത്. അത് കേവലം യാദൃശ്ചികമല്ലെന്ന് സാരം.

കാവ്യരംഗത്തെ ഒട്ടൊക്കെ കൈയ്യൊഴിഞ്ഞ് ഭാഷാ, ചരിത്ര, ഗവേഷണത്തിൽ ആണ്ടിറങ്ങിയ പുതുശ്ശേരി അന്യാദൃശമായ അന്വേഷണബുദ്ധിയും അപഗ്രഥനപാടവവും ആ രംഗത്ത് തെളിയിച്ചു. എന്തുകൊണ്ട് കവിതയിൽ നിന്ന് അല്പമെങ്കിലും അകന്ന് ഗവേഷണ മേഖലയിൽ സഞ്ചരിച്ചു എന്ന ചോദ്യത്തിന് സ്വതസിദ്ധമായ ശൈലിയിൽ തൃപ്തികരമായ മറുപടി അദ്ദേഹം നൽകുന്നുണ്ട്. തന്റെ സാന്നിദ്ധ്യം ഇല്ലെങ്കിലും മലയാളകവിത ഇന്നേപ്പോലെ തുടരും എന്നാൽ ഭാഷാഗവേഷണത്തിന്റെ സമകാലിക സ്ഥിതി അതല്ല. ചുരുക്കത്തിൽ സാഹിത്യത്തിൽ അലങ്കാര വിളക്കുകൾ തൂക്കുന്നതിനേക്കാൾ ഭാഷയ്ക്ക് അസ്ഥിവാരം ഇടാനാണ് തന്റെ ശ്രമവും ആഗ്രഹവുമെന്നും അദ്ദേഹം പിൽക്കാലത്ത് വ്യക്തമാക്കുകയുണ്ടായി. മലയാളത്തിന് 2300 ലധികം പഴക്കമുണ്ടെന്ന വാദം തെളിയിക്കാൻ പുതുശ്ശേരി അധ്യക്ഷനായ സമിതിക്ക് സാധിച്ചത് മൂലമാണ് ശ്രേഷ്ഠ ഭാഷാ പദവി ലഭിച്ചത്. ബി. സി 300 ആണ്ടിൽ ഇവിടെയെത്തിയ ജൈനന്മാരാണ് ലിപി കൊണ്ടുവന്നത്. വയനാട്ടിലൊക്കെ കാണപ്പെടുന്ന ലിഖിതങ്ങളാണ് അവരുടെ ഭാഷയെയും അവയിൽ നിന്നാണ് കണ്ണശ്ശൻമാരും പിന്നീട് എഴുത്തച്ഛനുമൊക്കെ ഭാഷ ഉപയോഗിച്ചതെന്നുമുള്ള വാദങ്ങൾ തന്റെ ഗവേഷണത്തിലൂടെ സാധൂകരിക്കാൻ അദ്ദേഹത്തിന് കഴിഞ്ഞു.

കവിയെന്ന നിലയിൽ മാത്രമല്ല ഭാഷാചരിത്രകാരൻ, ഗവേഷകൻ തുടങ്ങിയ നിലകളിലും ശ്രദ്ധേയമായ സംഭാവനകൾ പുതുശ്ശേരി മലയാളത്തിന് നൽകിയിട്ടുണ്ട്. സ്കൂൾ പാഠ്യപദ്ധതിയിൽ മലയാളം ഒന്നാം ഭാഷയാക്കുന്നതിനും, മലയാളത്തിന് ക്ലാസിക് ഭാഷാ പദവി നേടിയെടുക്കുന്നതിനുമുള്ള അശ്രാന്ത പരിശ്രമങ്ങളിൽ പുതുശ്ശേരി മുൻനിരയിൽ തന്നെ ഉണ്ടായിരുന്നു. ശിലാശാസനകളെക്കുറിച്ചും, ചെപ്പേടുകളെക്കുറിച്ചും അദ്ദേഹം നടത്തിയ ഗവേഷണങ്ങൾ പ്രധാനമാണ്. ആയിരം വർഷം പഴക്കമുള്ള തമിഴ് കലർന്ന മലയാളത്തിലെ ശാസനങ്ങൾ ഇന്നത്തെ ഭാഷയിലേക്കാക്കി . ഈ സഞ്ചാരം മലയാളത്തിന് ക്ലാസിക് പദവി നേടിക്കൊടുത്തു. രാജ്യാന്തര ദ്രാവിഡ ഭാഷാ പഠനകേന്ദ്രം തയ്യാറാക്കിയ ഇരുന്നൂറ് വർഷത്തെ ഭാഷാ ചരിത്രരേഖകളാണ് മലയാളത്തിന് ശ്രേഷ്ഠ ഭാഷാ പദവി ലഭിക്കുന്നതിന് നിർണ്ണായകമായിത്തീർന്നത്. പുതുശ്ശേരിയുടെ നേതൃത്വത്തിലായിരുന്നു ഈ പരിശ്രമം നടന്നതും. 1977 ൽ ഒന്നാം ലോക മലയാള സമ്മേളനം വിജയകരമായി തിരുവനന്തപുരത്ത് സംഘടിപ്പിച്ചത് പുതുശ്ശേരിയുടെ ഉത്സാഹത്തിലായിരുന്നു. മലയാളത്തിലെ സ്ഥലനാമപഠനങ്ങൾക്കായി 1983 ൽ പ്ലാൻസ് പ്ലെയ്സ് നെയിം സൊസൈറ്റി ആരംഭിച്ചു. പുതുശ്ശേരി ആയിരുന്നു അതിന്റെ പ്രസിഡന്റ്. ട്രിവാൻഡ്രം തിരുവനന്തപുരമായും, കാലിക്കട്ട് കോഴിക്കോടായും,

കൊയ്ലോൺ കൊല്ലമായും മുഖം മാറ്റിയത് ഈ സ്ഥലനാമ പഠന കേന്ദ്രത്തിന്റെ ശ്രമത്തിലായിരുന്നു.

പ്രാചീന- മധ്യകല മലയാളത്തിലും അദ്യകാല കേരള ചരിത്രത്തിലും അദ്ദേഹത്തിന്റെ സംഭാവനകൾ അമൂല്യമാണ്. പുതുശ്ശേരിയാണ് കണ്ണശ്ശ രാമായണത്തിലെ ഭാഷയെക്കുറിക്ക് ആദ്യമായി ഗവേഷണം നടത്തുന്നത്. കണ്ണശ്ശരാമായണത്തിലെ യുദ്ധകാണ്ഡം താളിയോലയിൽ നിന്ന് പകർത്തി ഭാഷയെയും സാമൂഹ്യ ശാസ്ത്രത്തെയും അടിസ്ഥാനമാക്കി പഠനം നടത്തി. മാത്രമല്ല കണ്ണശ്ശ കവിത്രയത്തിലെ മലയിൻകീഴ് മാധവപ്പണിക്കരുടെ ഭാഷാ ഭഗവത്ഗീതയും അദ്ദേഹത്തിന്റെ നേതൃത്വത്തിൽ പുറത്തിറങ്ങി. ഇതിനെ തുടർന്ന് ദ്രാവിഡ സാഹിത്യ ശാഖയിൽ താല്പര്യം ഉണ്ടായ അദ്ദേഹം ദ്രാവിഡിയൻ ലിറ്ററേച്ചർ അസോസിയേഷന് രൂപം നൽകി. കണ്ണശ്ശരാമായണത്തിന്റെ വിവരണാത്മകമായ പഠനം എന്ന പ്രബന്ധം പിന്നീട് ലാംഗ്വേജ്സ് ഓഫ് മിഡിൽ മലയാളം എന്ന പേരിൽ പുസ്തകമായി. കണ്ടത്തിൽ വർഗ്ഗീസ് മാപ്പിളയുടെ പത്രാധിപത്യത്തിലുള്ള ഭാഷാ പോഷിണിയുടെ ആദ്യ ലക്കങ്ങൾ വഴിയാണ് കണ്ണശ്ശരാമായണം അച്ചടി മഷി പുരളുന്നത്. ഇംഗ്ലീഷുകാരൻ ഫ്രാൻസിസ് വൈറ്റ് എല്ലഡിന്റെ പ്രബന്ധത്തെ അധികരിച്ച് പുതുശ്ശേരി തയ്യാറാക്കിയ എഫ്.ഡബ്ല്യു. എല്ലിസ് ഓൺ മലയാളം ലാംഗ്വേജ് എന്ന ഗ്രന്ഥം ഭാഷാശാസ്ത്രത്തിന് ഒരു മുതൽകൂട്ടാണ്. ഈ ഗ്രന്ഥത്തിലൂടെയാണ് ദ്രവിഡഭാഷാ കുടുംബ സിദ്ധാന്തത്തിന്റെ ഉപജ്ഞാതാവായ എല്ലിസ് കേരളത്തിലെ ഭാഷാ ഗവേഷകർക്കിടയിൽ ശ്രദ്ധ നേടുന്നത്. കേരള സംസ്കാരം രൂപപ്പെടുത്തുന്നതിൽ ജൈന ബുദ്ധമതങ്ങൾ വഹിച്ച പങ്കിനെക്കുറിച്ച് തയ്യാറാക്കിയ പ്രാചീന മലയാളം, കേരള ചരിത്രത്തിന്റെ അടിസ്ഥാന രേഖകൾ എന്നീ ഗ്രന്ഥങ്ങൾ ഈ രംഗത്തെ മൗലിക സംഭാവനകളാണ്. ആ ബൃഹത് വാല്യത്തിൽ പ്രാചീന മലയാളത്തിലെ പല പുരാരേഖകളും ആധുനിക മലയാളത്തിലാക്കി ഉൾപ്പെടുത്തി. മാത്രമല്ല അവയ്ക്ക് ഭാഷാ ശാസ്ത്ര പരമായും ചരിത്ര പരവുമായ വിശദീകരണങ്ങളും എഴുതി.

പുതുശ്ശേരി ടെക്സസ് , മോസ്കോ, ലെനിൻ ഗ്രാഡ് തുടങ്ങിയ വിവിധ സർവ്വകലാശാലകളിൽ വിസിറ്റിംഗ് പ്രൊഫസറായി സേവനമനുഷ്ഠിച്ചിട്ടുണ്ട്. സർവ്വകലാശാല സെനറ്റ് അംഗം, സിൻഡിക്കേറ്റ് അംഗം, ബോർഡ് ഓഫ് സ്റ്റഡീസ് ചെയർമാൻ, സാഹിത്യ പ്രവർത്തക സഹകരണ സംഘം ഡയറക്ടർ, ദ്രാവിഡിയൻ, ലിംഗ്വസ്റ്റിക് അസോസിയേഷൻ സ്ഥാപക ഡയറക്ടർ, യൂണിവേഴ്സിറ്റി ടീച്ചേഴ്സ് ഫെഡറേഷൻ സ്ഥാപക പ്രസിഡന്റ് എന്നീ നിലകളിലെല്ലാം അദ്ദേഹം പ്രവർത്തിച്ചിട്ടുണ്ട്.

എഴുത്തച്ഛൻ പുരസ്കാരം, കേരള സാഹിത്യ അക്കാദമി വിശിഷ്ടാംഗത്വം, സമഗ്രസംഭാവനാ പുരസ്കാരം, വള്ളത്തോൾ പുരസ്കാരം, ആശാൻ പുരസ്കാരം, ഉള്ളൂർ അവാർഡ്, മൂലൂർ പുരസ്കാരം, പി.കുഞ്ഞിരാമൻ നായർ അവാർഡ് , അകാശവാണി ദേശീയ അവാർഡ് തുടങ്ങി നിരവധി അവാർഡുകൾ അദ്ദേഹത്തിന് ലഭിച്ചിട്ടുണ്ട്. പുരോഗമന സാംസ്കാരിക മുന്നേറ്റങ്ങളുടെ മുൻനിരയിൽ നിന്ന കവിയും വിവർത്തകനും അദ്ധ്യാപകനും, സാംസ്കാരിക പ്രവർത്തകനുമാണ് പുതുശ്ശേരി. ശുരനാടിന്റെ ഈ വിപ്ലവവസന്തം ജീവിതകാലമത്രയും പുരോഗമന പ്രസ്ഥാനത്തോട് ഉള്ള ഹൃദയ ബന്ധം കാത്തു സൂക്ഷിച്ചു. മികച്ച അധ്യാപകൻ, തികഞ്ഞ ഗവേഷകൻ, എന്നീ നിലകളിൽ എല്ലാം ഉള്ള പുതിശ്ശേരിയുടെ സേവനങ്ങൾ മലയാളത്തിന് ഏറെ മുതൽക്കൂട്ടാണ്.

എവിടെ പോയാലും അമ്മയുടെ അകിട് തേടി വരുന്ന കിടാവിന്റെ വ്യഗ്രത തന്റെ നാടിനോട് പുലർത്തിയിരുന്നു പുതുശ്ശേരി.

> നേർത്തു നേർത്തു നവരാഗത്തിന് തരിയായി
> കാറ്റിന്റെ നെറുകയിൽ കസ്തുരിക്കുറിയായി
> ഉള്ളിനുള്ളിലുമൊരു കുളിരിൻ കുളിരായി
> വള്ളികുന്നത്തെ വയലോലകളിലലയും ഞാൻ

ഹരിചന്ദനം എന്ന കവിതയിൽ പാടിയ പുതുശ്ശേരിയെ കനൽ വഴികൾ നഗ്നപാദ നായി താണ്ടാൻ പ്രാപ്തനാക്കിയത് അവിടുത്തെ ഫലഭൂയിഷ്ടമായ പശിമരാശി മണ്ണാണ്.

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LEGAL ISSUES ON ANIMAL RIGHTS

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Abstract

This topic is about the legal issues of animal rights. Animal right is the idea in which some or all, non-human animals are entitled to the possession of their own existence and that their most basic interest like as the need to avoid suffering, should be afforded the same consideration as similar interest of human being. That is animal have also the right to be treated as the individuals they are with their own desires and needs rather than as unfeeling property.

In this research I going to raise certain points regarding the protection of animals from cruelty through requirements of human treatment laws protecting animals rights proscribe certain forms of brutal and merciless treatment of animal in medical and scientific research and in the handling of and slaughter of animal for human consumption. Animal right are the belief that animals have a right to be free of human use exploitation, but there is a great deal of confusion about what that means. Animal rights are not about putting animals above humans or giving animals the same rights as humans. Also, animal rights are very different from animal welfare.

Introduction

What is issues regarding animal right?

Not exclusively do the laws neglect to guarantee even an insignificantly good life for most of these animals they don't give security against the most agregious treatment, government laws ensuring research center animals that pressure the bearing that we have to move to the future to liberate the creatures.During this period laws and guideline obliging the utilization of creatures in an assortment of territories that included biomedical research and agriculture.[1]

The basic entitlements perspective additionally arrives up in some insightfully indefensible end. for instance, in its most grounded structure it suggests that the lives of all creature including human are on the whole equivalent. Be that as it may, the passing of someone's being isn't respect the demise of a mouse. we don't submit a demonstration respect the homicide of someone's whenever we eat meat. we don't believe it's corrupt to plan to deal with the rat populaces in sewers or the insect populace in homes. Nor will we accept that keeping creatures as pets is that what might be compared to subjugation. There are numerous gatherings inside the United Stated that are worried about the usage

[1] Bernard Rollin, Michigan Law Review First Impressions(United States)2008

of creatures is explore. These are the gatherings having an outsized sort of positions, and it's a distortion to talk about the basic entitlements development).[2]

In any case, a major differentiation will be made between the individuals who accept that creature research should proceed with the various alteration or limitation and people who accept that it ought to just stop, these last people involving an exceptionally vocal minority in the public eye are those included under the expression "creature right development". They have worked diligently and exquisitely in councils, schools thus the media to seek after their motivation and as a rule their activities have met with a brilliant arrangement of accomplishment. Besides, Animal research has become all the more exorbitant and troublesome halfway gratitude to self-guideline by researchers yet additionally on account of remotely forced guidelines. Some creature scientists have left the world and youthful specialists have decided to not enter it. Numerous individuals from a definitive, open have the impression put together not with respect to realities however on rehashed claim that an over the top measure of creature look into is done. There are individuals from the basic entitlements development seek after increasingly outrageous strategies frequently with the verifiable support of progressively moderate components. Since 1980 over 30break – in burglaries and demonstrations of vandalism against look into offices have caused a few dollars in harm. Specialists and their families are hassled and compromised.

Do Animals have legal rights?

In British customary law lawful points of reference set up over numerous hundreds of years by courts have principally decided type of legal decisions including individuals who petain to creatures. one in everything about principal generally imitated positions round the world has been the decision that creatures haven't any rights. When an insightful man that is Gandhi instructed that The enormity of a country and its ethical advancement might be estimated by the manner in which its creatures are dealt with. The route inside which Western Civilization has disregarded its obligation to stress for a couple of its most valuable animals mirrors an unfeeling disposition towards non-human life. this can be valid in legitimate settings. for example, in British precedent-based law lawful point of reference built up over numerous hundreds of years by courts have basically decided a scope of legal decision including individuals who relate to creatures. Instances of maltreatment against creatures were viewed as an encroachment upon the proprietor right of property implying that the law doesn't perceive creatures as having their own advantages.

Perhaps the most punctual test to the current point of reference originated from scholar who doubtful of the way of thinking of Sir William Blackstone the principal type of the precedent-based law, built up the way of thinking presently comprehended as Utilitarianism. As he watched the development to annul subjugation during the insurgency , Bentham started to address different maltreatment.[3]

[2] Animal Right Movement in Theory and Practice
[3] Rabbl Dr. Shmuly Yorklowltz,15.5.2020,11:30am

Constitutional animal protection values.

Enactment and Regulation may now and then cutoff the admissible employments of creatures, similarly as with most sacred responsibility no single worth can completely exlpain any given creature security arrangement, not to mention the marvel in general. Where minority oppression emerges as an inspiration for established creature security, it quite often exists close by other all the more logically authentic qualities. In most locale, components that may be ascribed to each of the five classifications are noticeable.

To put it plainly, established creatures security as a worth if not as a literary responsibility is fundamental and real not in view of something in creatures that makes them managable to law but since they routinely endure outrageous damages that are upheld by and might be tended to by law, this is the truth that transforms the more hypothetical riddles of portrayal into a solid equity issue with protected measurements.[4]

Animal protection strategies & tactics

1.Radical animal liberation movement (RALM) Illegal direct action Violent Extremist Terrorist (coerced changes) Example, ALF

2.Animal rights Disruptive, legal tactics Militant/non-violent Radical Abolitionist (fundamental changes) Example, PETA

3.Animal liberation Unconventional, legal tactics Non-violent Civil disobedience Disruptive (pragmatic changes) Example, Peter Singer's Animal Lib (Aus)

4.Animal welfare Conventional, legal tactics Non-violent Moderate Reformist (incremental changes) Example, RSPCA

What are PETA's belief?

The philosophy of PETA is based on the concept of "Animal Liberation". The core belief is that animals should have rights. Supporters believe that animals have an inherent worth that is completely separate from their usefulness to humans.

What is PETA doing?

PETA gives more people to getting the message to go vegan. PETA is doing great work for animals. their social strategy is very nice to reach every people all over the world. If you think, you are capable to doing those type of social work than you have to buy instagram followers to increase your traffic and you get more success.

What is PETA group?

PETA group is the undercover disguise name of people eating tasty animals is neo-fascist organization operating under the guise of an animals rights group. While most members claim to participate out of their compassion for animals it is actually just a front for how insignificant they consider human life.

Why does PETA kill animals?

PETA operates under the simple principle that animals are not ours to eat, wear, experiment on or use for entertainment. All about PETA is people for the ethical treatment of animals. The animal right or organization , they kill the animals because they feel it is a kindness a good death.

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[4] Jessica Eisen,(international journal of constitutional law, volume15,issues4,)oct2017, http://doi.org/10.1093/icon/mox088

Certain animal rights in India which every citizen should know.

India has the most flawlessly awesome game plans to shield animals on the planet. Human culture India gives you the lowdown on authorization comparing to animal government help with India so you can be taught in regards to what protections are open to animals various people may be ignorant of the laws thoughtful heads have gone to ensure animals.

1. It is the principal obligation of each resident of India to have sympathy for every single living animal. Article 51A(g)
2. To murder or mutilate any creature including stay creatures is a culpable offense, IPC segment 428 and 429.
3. Abandoning any creature in any capacity whatsoever can land you in jail for as long as a quarter of a year. Area 11(1)(i) and segment 11(1)(j),PCA Act ,1960.
4. No creature can be butchered in wherever other than a slaughterhouse. Debilitated or pregnant creatures will not be butchered. Rule 3, of Prevention of Cruelty to Animals, Rule 2001 Chapter4 Food Safety and Standards Regulations 2011.
5. Stray pooches that have been worked for contraception can't be caught or moved by anyone including any power. ABC rules 2001.
6. Neglecting a creature by denying her adequate food, water haven and practice or by keeping him tied/restricted for extended periods of time is deserving of a fine or detainment of as long as 3 months or both. Segment 11(1)(h), PCA act 1960.
7. Bears, monkeys, tigers, pumas, lions and bull are precluded from being prepared and utilized for amusement purposes,either in bazaars or lanes. Area 22(ii) PCA act 1960.
8. Animal penance is unlawful in all aspects of the nation. Rule3 2001.
9. Organizing of or taking an interest in or instigating any creatures flight is a cognizable offense. Section11(10(m)(ii) and segment 11(1)(n) PCA act 1960.
10. Monkeys are ensured under the untamed life insurance act 1972 and can't be shown or possessed.
11. Cosmetics tried on creatures and the import of beauty care products tried on creatures is prohibited. Rules 148c and 135b of medications and beautifying agents rules 1945.
12. Teasing taking care of or upsetting the creatures in a zoo and littering the zoo premises is an offense deserving of a fine of Rs 25000 or detainment of up to 3yr or both. Segment 38j natural life assurance act 1972.
13. Capturing , catching , harming or bedeviling of any wild creature or in any event, endeavoring to do so is deserving of law, with a fine of up to Rs.25000 or detainment of up to 7 yr or both area 9, natural life insurance act 1972.
14. Disturbing or annihilating eggs or homes of feathered creatures and reptiles or slashing a tree having homes of such winged animals and reptiles or in any event, endeavoring to do so establishes to chasing and pulls in a discipline of a fine of up to Rs.25000 or detainment of up to 7yr or both, under area 9 of untamed life security act 1972.

15. Conveying or conveying creatures whether in or upon any way or position which causes distress torment or enduring is a culpable offense under 2 focal act. Area 11(1)(d) counteraction of mercilessness to creatures, rules 2001 and engine vehicles act 1978.[5]

Literature review

Most creatures assurance enactment occur at the state level. There are likewise a bunch of government creature's security laws. Also a few urban areas and provinces pass laws to secure creatures. State creature assurance laws are basically worried about buddy creatures however there are likewise some state natural life security laws.[6]

Rather than the creature government assistance procedure of working inside the political procedure, basic entitlements activists press their cases inside common society. Bypassing institutional governmental issues is seen by grassroots activists in light of the fact that the easiest gratitude to mount aggressor, troublesome (but peaceful) dissents in quest for their abolitionist motivation. As opposed to the creature government assistance campaign's focus on steady change by means of authoritative methods, basic entitlements activists look for essential changes inside the manner in which people and enterprises treat creatures. Creature rightists dismiss the realism of creature freedom and contend rather for the annulment of all works on during which people utilize different creatures. It is through activities that social developments move, a procedure including various levels and measurements of development – 'preparing and influencing conclusions, drawing in feelings, evolving laws, forestalling a few activities while empowering others.[7]

This system is the base of what I have called – creature directly as a standard wonder, it is likewise clarify the multiplication of laws relating to creatures as a push to guarantee their government assistance despite generally uncommon employments.

Research methodology

The Animal Protection positions 50 nations in accordance with their creature government assistance enactment and strategy. Nations are evaluated on 10 pointers, that classifications of creatures (for example local creatures, creatures in bondage, buddy creatures, creatures utilized for draft and recreational purposes, creatures utilized in explore, wild creatures). Every nation gets a letter grade beginning from A (the most elevated score) to G (the most vulnerable score) for each marker, yet as a general evaluation.

Research objective

The greater part of the current restriction to creature investigate is being filled by a philosophical position alluded to as "basic entitlements." per this perspective, creatures have inalienable lawful and good rights, even as people do. this implies it's exploitative to utilize creatures as pets or for the other reason, regardless of whether for food, dress,

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[5] Human Society International, http://www.google.co.in./amp/s/www.thebetterindia..//

[6] Animal Legal Defense Fund, est 1979

[7] Lyle Munro, A Review of the Sociological Literature,(Monash University,2012)16.5.2020,3:55pm. https://fewd.univie.ac/fileadmin/user.upload//inst.etic wise dialog///

diversion, or research. Regardless of whether creatures have "rights" relies upon how the term is characterized. On the off chance that living things are attributed a "right" to remain living, at that point creatures would have rights. Yet, most ethicists don't utilize the term so comprehensively. They regularly attribute rights just to individuals from social orders that are fit for applying commonly acknowledged moral standards to explicit circumstances. Creatures don't appear to be fit for framing or having a place with such social orders. during this light, they can't be attributed rights.

Nature of the research.

The key standard of the advanced basic entitlements development is that numerous nonhuman creatures have fundamental interests that merit acknowledgment, thought, and insurance. In the perspective on basic entitlements advocates, these essential interests give the creatures that have them both good and legitimate rights.[8]

Research strategy.

When gathering information towards move towards the motivation behind an exploration there are two manners by which the information can be gathered. So as towards obtain a general information about the theme optional information was fundamentally utilized and was one for the ways by which information can be gathered. The subsequent method towards gather information was the essential information assortment. Normally when an examination was directed optional information can not sufficient and should be finished with essential information which was gathered by the exploration.

Prevention of cruelty to animals act.

Animals are considered as important experimental subject because of their physiological similarity to human beings. The prevention of cruelty to animals act 1960 has been enacted to prevent the infliction of unnecessary pain or suffering on animals.

Cruelty to Animals-

1. Any animal to unnecessary pain or suffering or treatment.
2. Employing any animals for work or labor.
3. Willfully and unnecessary administering any injuries drug or substance to any domestic or captive animal.
4. Keeping or confining any animal in any cage of insufficient sixe not permitting it reasonable movement.
5. Failure to provide any animal with sufficient food, drink or shelter by its owner.
6. Needlessly mutilating any animal or killing any animal in an unnecessary cruel manner.

Some of the recent data what world's different countries do against animal testing in the use of cosmetics?

There is a brand "The body shop" which work under this they give guarantee that they don't use any animal things in their product and they proof this by showing their recent data.

In 2018 they take 8 million signatures to the United Nations to demand the end for animal testing everywhere and forever.

[8]The modern animals movements ,http://www.britannica.com/topic/animal right//

In Australia- government commit to end reliance on new animal test data for ingredients in cosmetics.
In Canada- Canadian cruelty free cosmetics act is brought forward for a first reading in parliament.
In Colombia- house of representative votes in favour of bill to end use of animals I tests for cosmetic products and ingredients.
In USA-Virginia cruelty free cosmetics act passes the senate, Hawaii cruelty free cosmetics act passes the house, Nevada cruelty free cosmetics act is sighned into law, Illinois stops import or sale of any cosmetic if the final product or any ingredient has been tested on animals after January 1st 2020.
In Taiwan ROC- cosmetics animal testing prohibitions come into force.
In China- consultation on animal testing waiver for imported non-special use cosmetics.[9]

Conclusion

During this survey the principle theme secured are the speculations and practices of the basic entitlements development and their conceivable joining by researcher dissident joint effort. I will have the option to now sum up some of the key thoughts in regards to these subjects inside the expectation that they could animate further research. It's very easy to confuse the numerous animal rights ,anti animal rights, anti vivisection campaigns with problems with conservation and species. This confusion is understandable, but it's important to be able to separate the most issues which involved. If we are able to encourage people young and old people to respect this world and every one its wonderful natural resources. we'd have the chance of saving a minimum of a number of the species and wild places for the good thing about those that follow. each of the topic fleetingly covered in these notes would take pages and pages so as to present all the views and evidence , within the end it all comes all the way down to careful consideration and customary sense. If we are to attain a greater degree of conservation within the future we are going to achieve it as a results of wisdom and understanding shown by teenagers.

[9] Taken data from the cosmetic brand-The body shop company.