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Special Issue on

INNOVATIVE ISSUES AND APPROACHES IN SOCIAL SCIENCE, ARTS AND SCIENCE

Special Issue Editors-in-Chief

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BIJRHAS

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The journal welcomes publications of quality papers on research in humanities, arts, science. agriculture, anthropology, education, geography, advertising, botany, business studies, chemistry, commerce, computer science, communication studies, criminology, cross cultural studies, demography, development studies, geography, library science, methodology, management studies, earth sciences, economics, bioscience, entrepreneurship, fisheries, history, information science & technology, law, life sciences, logistics and performing arts (music, theatre & dance), religious studies, visual arts, women studies, physics, fine art, microbiology, physical education, public administration, philosophy, political sciences, psychology, population studies, social science, sociology, social welfare, linguistics, literature and so on.

Research should be at the core and must be instrumental in generating a major interface with the academic world. It must provide a new theoretical frame work that enable reassessment and refinement of current practices and thinking. This may result in a fundamental discovery and an extension of the knowledge acquired. Research is meant to establish or confirm facts, reaffirm the results of previous works, solve new or existing problems, support theorems; or develop new theorems. It empowers the faculty and students for an in-depth approach in research. It has the potential to enhance the consultancy capabilities of the researcher. In short, conceptually and thematically an active attempt to provide these types of common platforms on educational reformations through research has become the main objective of this Journal.

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CHANCELLOR'S MESSAGE

Shri. A. SRINIVASAN

Esteemed Chancellor
Dhanalakshmi Srinivasan University

I am ecstatic in acknowledging International Multidisciplinary conference on Innovative issues and approaches in Social science, Arts and Science held on 24 August 2024.

I appreciate the Srinivasan College of Arts and Science and organizing committee for showing a keen interest in organizing a successful Conference and contributing new ideas and research findings

This conference in collaboration with BODHI International Journal of Research in Humanities, Arts and Science offers a platform for in-depth discussions. It is also relevant for exploring and searching various aspects of education through the appropriate application of learning.

Education is a key indicator of progress and growth. It should focus on research-driven approaches that contribute to societal advancement and innovation.

The insights shared here will not only enhance our academic pursuits but all inspires innovative approaches to addressing the challenges within our field.

I am confident that this conference will spark meaningful discussions, generate new ideas and strengthen the bonds within our global scholarly society. I wish you all a productive and enlightening experience.

I wish them for their endeavours to spread knowledge. I wish all our students and participants for their continued growth and success in their educational and professional endeavours. I congratulate the participants for their enthusiastic engagement and extend my gratitude for their support to the conference.

SRINIVASAN COLLEGE OF ARTS AND SCIENCE

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PRINCIPAL'S MESSAGE

Dr. N. VETRIVELAN
Principal
Srinivasan College of Arts and Science, Perambalur

It gives me immense pleasure to share my feelings with you on the occasion of the School of English and Foreign Languages - The Gandhi gram Rural Institute, Department of English and Comparative Literature, School of English and Foreign Languages – Madurai Kamaraj University, Srinivasan College of Arts and Science and Bodhi International Journal of Research in Humanities, Arts and Science Jointly Organizing international Multidisciplinary Conference on **"INNOVATIVE ISSUES AND APPROACHES IN SOCIAL SCIENCE, ARTS AND SCIENCE** held on 24th August 2024.

This collection of papers and presentation showcases the cutting-edge research, innovative ideas and expert insights shared during our event. To achieve and promote excellence in publications and applied research, the college has taken the initiative to launch a new journal exclusively to publish students' research papers and articles. It will be an add-on to the enriched catalogue of college publications and academic literature.

I sincerely hope that you all will be the architects of this nation and the world that we all envision it to be. As Nelson Mandela rightly said, Education is the most powerful weapon, which you can use to change the world. I invite and invoke you to do the same.

I would like to congratulate the students, Research scholars, various University colleges whose papers are published in this issue of the journal and simultaneously encourage all the students to contribute their research papers and articles for the successive issues of the Journal.

I extend my congratulate to the authors, reviewers and organizers for their tireless efforts. I hope this publication inspires further research, sparks new connection and contributes to the betterment of our field.

I would like to appreciate each of you for attending our conference and bringing your expertise to our gathering.

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DEAN'S MESSAGE

Prof. V. CHANDRA CHOWDRY

Dean – Academics
Head, Department of English & JMC
Srinivasan College of Arts and Science, Perambalur

It is with immense enthusiasm and anticipation that I greet you at this international conference. International Multidisciplinary Conference on **INNOVATIVE ISSUES AND APPROACHES IN SOCIAL SCIENCE, ARTS AND SCIENCE.** This conference in collaboration with Bodhi International Journal of Research In Humanities, Arts And Science offers a global platform for scholars to present and share their ideas, research findings, and insights.

This conference served as an excellent platform for sharing innovative research ideas among faculty members, students, and research scholars from various colleges and universities.

I am particularly impressed by the innovative ideas and rigorous research presented, which reflect the vibrant intellectual environment.

I would also like to express my gratitude to the Faculty members for their unwavering efforts in making this conference proceedings accessible. Their commitment to fostering academic excellence and creativity is truly inspiring. Additionally, I appreciate the enthusiastic response from students and faculty for their creative contributions and credible articles featured in this publication.

We are honored to have you join us and look forward to a series of insightful discussions and productive engagements.

Congratulations once again to everyone involved in making this conference a remarkable success. Thank you for your participation and contribution to this important event.

EDITORIAL NOTE

We are pleased to present this special issue 8(4) of *BODHI International Journal of Research in Humanities Arts and Science*, which features the proceedings from the highly anticipated international conference on Innovative Issues and Approaches in Social Science, Arts, and Science, held in August 2024. This conference gathered scholars, researchers, and practitioners from diverse disciplines to discuss the latest advancements and emerging trends in these interconnected fields.

The conference provided a unique platform for exploring how the social sciences, arts, and science intersect and influence one another in the contemporary world. As we continue to face global challenges, such as climate change, technological advancements, social justice, and cultural preservation, this intersectionality becomes increasingly critical in shaping innovative solutions.

Throughout the conference, sessions were devoted to the exploration of cutting-edge research, new methodologies, and creative practices that push the boundaries of traditional academic disciplines. In the social sciences, discussions focused on the role of technology in reshaping societies and the ethical implications of these transformations. Scholars in the arts explored how creative expression can illuminate and critique the evolving social, political, and environmental landscapes, while scientists emphasized the role of interdisciplinary research in solving complex global problems.

One of the key highlights of the conference was the recognition of the growing importance of cross-disciplinary collaborations. Many of the presented papers highlighted the need for social scientists to work with artists and scientists to produce research that is both intellectually rigorous and socially relevant. For example, projects that fuse data science with artistic expression have the potential to create new narratives around public health, climate change, and political engagement. Similarly, artistic responses to scientific discoveries can make complex topics more accessible to a broader audience.

In addition to individual presentations, the conference hosted a series of plenaries and workshops designed to foster dialogue and collaboration across disciplines. These sessions generated valuable insights into how traditional academic silos can be broken down, encouraging more holistic approaches to research and policy-making. The collaborative spirit of these discussions reflects the evolving nature of academia, where interdisciplinary exchange is no longer optional but essential.

As the conference proceedings unfold in this issue, readers will find a diverse range of topics and approaches. The first set of articles examine the role of innovation in education and how new pedagogical methods are transforming classrooms across the globe. These pieces also examine how the arts can influence educational curricula, contributing to more inclusive and creative learning environments. Another section focuses on the social sciences, with articles that address the impact of digital technology on global social structures, identity, and inequality. Researchers in the sciences present their latest findings on sustainability, artificial intelligence, and biotechnology, offering fresh perspectives on the role of science in addressing pressing global challenges.

We hope that this special issue sparks further conversations and collaborations between scholars and practitioners from all disciplines, inspiring new ways of thinking about the complex issues facing our world. The diversity and depth of the papers included in this issue showcase the richness of the discussions that took place during the conference and highlight the ongoing importance of fostering interdisciplinary dialogue.

We extend our heartfelt gratitude to the conference organizers, speakers, and participants for their contributions to the success of the event. Their work not only enriches the academic landscape but also contributes to the betterment of society. We are excited to share these proceedings with our readers and look forward to the continued exploration of innovative issues and approaches in social science, arts, and science.

Editors

Aim & Objectives

Academic Excellence in research is continued promoting in research support for young Scholars. Humanities, Arts and Science of research is motivating all aspects of encounters across disciplines and research fields in an multidisciplinary views, by assembling research groups and consequently projects, supporting publications with this inclination and organizing programmes. Internationalization of research work is the unit seeks to develop its scholarly profile in research through quality of publications. And visibility of research is creating sustainable platforms for research and publication, such as series of Books; motivating dissemination of research results for people and society

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Communication

Papers should be mailed to bodhijournal@gmail.com

CONTENTS

INDISPENSABLE ROLE OF LITERARY THEORY IN ACADEMIC RESEARCH

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Abstract

This article explores the inevitable role of literary theories as tools in literary research, employing a review of literature and comparative analysis to examine their influence on methodologies, interpretations, and outcomes. It systematically reviews scholarly works across key literary theories—such as feminism, postcolonialism, and structuralism and it how these frameworks have shaped the evolution of literary analysis over time. A comparative analysis is then employed to contrast the effects of different theories, revealing distinct ways they inform research practices and textual interpretation. The study also highlights gaps in the literature, particularly in the application of emerging theories, and offers insights into how integrating various theoretical approaches can generate innovative research strategies and broaden the scope of literary studies.
Keywords: comparative analysis, literary scholarship, theoretical framework, intersectionality, methodologies

Introduction

The role of literary theory in research has been central in shaping how literature is analysed, interpreted, and understood within academic contexts. Literary theory provides a diverse range of interpretive frameworks that allow scholars to engage with texts in more profound and multifaceted ways. As Terry Eagleton eloquently states, "Literary theory is no longer a specialized concern; it is no longer something you can take or leave while pursuing your research. It has become an integral part of the whole field of literary studies." (1983) This assertion underscores the importance of theory as a foundational element that enriches literary research, offering tools that go beyond mere textual analysis to explore deeper social, cultural, and philosophical implications.

The integration of theory into literary research has revolutionized the discipline, enabling scholars to approach texts from various angles, whether through the lens of structuralism, psychoanalysis, feminism, or postcolonialism. According to Jonathan Culler, "Theory offers not a set of rules, but a range of possibilities, an expansion of the questions we can ask and the answers we can provide." (1997) This expansion is crucial for pushing the boundaries of literary scholarship as it encourages researchers to question assumptions, challenge traditional interpretations, and uncover hidden meanings within texts.

Moreover, literary theory plays a critical role in contextualizing literature within broader societal and historical frameworks. It allows researchers to connect literary works to larger discourses, such as power dynamics, gender relations, and cultural identities, thereby enriching the understanding of literature as a reflection of and response to the world around it. As Roland Barthes famously remarked, "Literature is the question minus the answer," (1974) it highlights the idea that theory helps bridge this gap by providing the tools necessary to explore the complexities and ambiguities inherent in literary texts.

Thus, literary theory is indispensable to research as it equips scholars with the critical apparatus needed to engage with literature in a meaningful and sophisticated manner. By offering a variety of interpretive strategies and encouraging deeper

enquiry, theory not only enhances literary analysis but also contributes to the ongoing evolution of literary studies as a dynamic and interdisciplinary field.

Review of the Related Literature

In recent years, the intersection of literary theories and research tools has gained significant scholarly attention, reflecting the evolving nature of literary studies as a dynamic and interdisciplinary field. As the discipline has increasingly embraced digital methodologies and advanced theoretical frameworks, scholars have explored new ways to apply literary theories using innovative research tools, enhancing the depth and breadth of literary analysis.

One of the most notable contributions in this area is Franco Moretti's work on "distant reading," which offers a revolutionary approach to literary research. In *Distant Reading* (2013), Moretti advocates for the use of computational tools to analyse large corpora of texts, allowing scholars to identify patterns and trends that are invisible in traditional close reading. This method is particularly relevant to literary theories that emphasize structures and systems, such as structuralism and poststructuralism as it shifts the focus from individual texts to broader literary phenomena. Moretti's approach has sparked debates about the implications of using quantitative methods in a traditionally qualitative field, prompting further exploration into how literary theories can be adapted to these new research paradigms.

In addition to distant reading, the rise of digital humanities has introduced a range of tools that complement literary theories in innovative ways. Johanna Drucker's *Graphesis: Visual Forms of Knowledge Production* (2014) explores the role of visualization tools in literary research, and argues that they can provide new insights into textual interpretation by making abstract theoretical concepts more tangible. Drucker's work is particularly relevant to semiotic and reader-response theories, which focus on the relationship between the text and the reader's interpretation. By utilizing visual tools, researchers can explore how meaning is constructed and perceived, offering a new dimension to the analysis of literary texts.

Moreover, the incorporation of cultural and critical theories into literary research has been significantly influenced by the development of research tools that facilitate the analysis of cultural texts. In *Digital Humanities and Literary Studies* (2018), Susan Schreibman, Laura Mandell, and Stephen Olsen examine how digital tools can be used to apply cultural theory to a wide range of texts, from canonical literature to popular culture. This approach aligns with the goals of cultural studies, which seeks to understand literature in the context of broader social and cultural forces. By utilizing digital archives, text analysis software, and collaborative platforms, researchers can explore how literature reflects and influences cultural dynamics, thereby enriching the study of literature through a critical theoretical lens.

The role of machine learning and artificial intelligence (AI) in literary research has also been a focal point of recent studies, particularly in relation to poststructuralist theories that question the stability of meaning in texts. James E. Dobson's *Critical Digital Humanities: The Search for a Methodology* (2019) addresses the challenges and opportunities posed by AI in literary research, particularly in the context of deconstruction. Dobson argues that machine learning algorithms, while often perceived as neutral, are embedded with cultural biases that can influence literary interpretation. This perspective resonates with poststructuralist theories, which emphasize the fluidity and multiplicity of meaning in texts. Dobson's work highlights the need for critical engagement with digital tools, ensuring that they are used in ways that align with the theoretical frameworks employed in literary research.

Hence, the recent literature on literary research tools demonstrates a growing interest in integrating advanced methodologies with established literary theories. Scholars are increasingly exploring how digital tools, such as distant reading, visualization, and AI, can complement and enhance theoretical

approaches to literary analysis. These developments not only expand the possibilities for literary research but also challenge researchers to critically engage with new technologies, ensuring that they are used in ways that deepen our understanding of literature and its cultural significance. As the field continues to evolve, the synergy between literary theories and research tools will undoubtedly play a crucial role in shaping the future of literary studies.

Knowledge Gap Identified

While reviewing the related literature on the role of literary theories in literary research, a notable knowledge gap emerges in the comprehensive assessment of how emerging or less mainstream theories impact contemporary literary scholarship. While established theories like feminism, postcolonialism, and structuralism are well-documented in their influence on literary methodologies and outcomes, there is a relative paucity of research on how newer or interdisciplinary approaches, such as eco-criticism, affective criticism, or neuro-humanism, contribute to evolving interpretive strategies. This gap indicates a need for more in-depth exploration into how these emerging theories are reshaping literary analysis and broadening the scope of literary research, particularly in addressing current cultural and global issues.

Thesis Statement

Literary theories are indispensable to the advancement of literary research as they provide the critical frameworks necessary to challenge conventional interpretations, broaden the scope of enquiry to encompass wider cultural, social, and philosophical dimensions, and ultimately drive the evolution of literary studies into a more dynamic and interdisciplinary field.

Research Questions

The following research questions aim to explore the critical role that literary theories play in shaping, challenging, and expanding the methodologies and outcomes of literary research.

1. How do specific literary theories, such as feminism, postcolonialism, and structuralism, shape and influence the methodologies and outcomes of literary research?
2. In what ways do literary theories challenge traditional approaches to textual analysis, and how do they contribute to the development of new interpretive strategies within literary studies?
3. How does the integration of interdisciplinary literary theories expand the scope of literary research to address broader cultural, social, and philosophical issues?

Method

This study employed literature review and comparative analysis. Conducting a comprehensive literature review is essential to understand the development and impact of various literary theories. This involves systematically reviewing existing scholarly work to identify how different theories have influenced literary research over time. A comparative analysis can then be employed to contrast the effects of different theories on literary methodologies, outcomes, and interpretations.

One authority on literature review and comparative analysis is Gerald Graff. His assertion that "A literature review is not a list of what others have said but a process of analysing and synthesizing the existing knowledge to create a context for understanding the current state of research and identifying gaps." (Gerald Graff & Cathy Birkenstein, 2017) It emphasizes the importance of critically engaging with existing literature to contextualize your research and uncover areas that need further exploration. Their book, *They Say I Say: The Moves That Matter in Academic Writing* provides insights into academic writing and the process of engaging with existing literature. While it is not solely focused on literature reviews and comparative analysis, it offers valuable guidance on constructing arguments and situating research within a broader scholarly context.

A literature review involves systematically gathering, evaluating, and summarizing existing scholarly work on a specific topic to understand the current state of research and identify gaps. In the context of literary theories, this means reviewing how various theories have been applied in literary research over time.

Stage	Activity	Explanation
1	Identification of relevant sources	Collection of scholarly articles, books, and other publications that discuss various literary theories and their applications. For example, the researcher gathered texts discussing feminist theory, postcolonial theory, and structuralism in literary studies.
2	Organisation of the literature	Grouping the literature based on themes, theories, or time periods. For example, I categorized sources into those discussing the impact of feminist theory on literary analysis, those focusing on postcolonial theory, and those addressing structuralist approaches.
3	Analysis and Synthesis	Evaluation of how each theory has influenced literary research. Looking for patterns in how scholars have applied these theories, changes in methodology, and the resulting interpretations. For example, I find that feminist theory has increasingly been used to challenge traditional gender representations in
		literature over the past few decades.
4	Identification of Gaps	Determination of areas where research is lacking or where theories have not been thoroughly applied. For example, I noticed a scarcity of research on how newer theories like eco-criticism have influenced literary analysis compared to established theories like postcolonialism.

Comparative analysis involves contrasting and evaluating the effects of different theories on literary methodologies, outcomes, and interpretations. This approach helps to understand how different theoretical frameworks influence literary research in varying ways.

Stage	Activity	Explanation
1	Selection of theories for comparison	Choosing the literary theories, one wishes to compare. For example, I compared feminist theory, postcolonial theory, and structuralism.
2	Comparison of methodologies	Examination of how each theory influences the methodology used in literary research. Feminist theory emphasizes gender-based analysis, postcolonial theory focuses on colonial and postcolonial contexts, and structuralism analyses textual structures and language.
3	Comparing outcomes	Analysis of the different interpretive outcomes

		that result from applying each theory. For example, feminist theory reveals hidden gender biases in a text, postcolonial theory exposes colonial ideologies, and structuralism uncovers underlying narrative structures.
4	Comparing interpretations	Investigation of how each theory contributes to the interpretation of literary texts: Comparing how feminist readings reinterpret a classic novel's portrayal of female characters compared to postcolonial readings that highlight colonial themes or structuralist readings that focus on narrative techniques.

Results

The study identified the following parameters as reasons for the role of theories in literary research:

1. Framework for analysis
2. Depth of understanding
3. Critical thinking and innovation
4. Interdisciplinary connections
5. Institutional and academic relevance
6. Ethical and political engagement

Discussion

Literary theory is considered very important for literary research for several key reasons. It offers scholars a *structured way* to approach texts. It provides a set of principles and concepts that guide the analysis, helping researchers to systematically explore various aspects of a text, such as its themes, symbols, language, and narrative structure. Different theories, such as Marxism, feminism, psychoanalysis, and structuralism, provide different *lenses* through which a text can be interpreted. This multiplicity of perspectives allows for a more comprehensive understanding of the text.

Structuralism, influenced by Claude Lévi-Strauss and Vladimir Propp, provides a framework for analysing the structure of narratives. For example, Propp's analysis of Russian fairy tales identifies common narrative functions, such as hero's journey and villain's deception across different stories. Through the application of structuralist theory, scholars can uncover the underlying structure that shapes seemingly diverse tales, and reveals the universal patterns that guide storytelling. This framework allows researchers to compare and analyse texts systematically, enhancing our understanding of narrative construction in literature.

Literary theory helps researchers examine beneath the surface of a text to uncover deeper meanings, subtexts, and implications that may not be immediately apparent. For example, deconstruction can reveal the instability of meaning in a text while psychoanalytic theory might explore the unconscious desires of characters or authors. Theories like postcolonialism or new historicism allow scholars to place texts within their broader historical, cultural, and political *contexts*. This contextualization is crucial for understanding how a text reflects, critiques, or interacts with its time and place.

Psychoanalytic theory, based on the work of Sigmund Freud, allows scholars to explore the unconscious motivations of characters. In *Hamlet*, for example, Freud's Oedipus complex theory has been used to interpret Hamlet's intense emotions and actions, particularly his conflicted feelings towards his mother, Gertrude. With the application of a psychoanalytic theory, researchers can examine the psychological depths of the character, and uncover layers of meaning that relate to themes of desire, repression, and identity. This deeper understanding enriches the interpretation of the play and provides insights into human psychology as depicted in literature.

Moreover, literary theory encourages critical thinking by challenging scholars to question their assumptions about texts, authors, and readers. For example, theories like poststructuralism and reader-response theory prompt researchers to reconsider who controls the meaning of a text—whether it is the author, the text itself, or the reader. By introducing new concepts and methodologies, literary theory stimulates innovative approaches to literary research. Theories like queer theory or eco-criticism have opened up new avenues of enquiry that were previously overlooked or underexplored.

Poststructuralism, particularly Jacques Derrida's concept of deconstruction, challenges the idea of fixed meanings in texts. In Joseph Conrad's *Heart of Darkness*, deconstruction can be used to analyse the ambiguous and contradictory language that describes the African wilderness and its inhabitants. By deconstructing the text, scholars reveal how Conrad's narrative both critiques and perpetuates colonial ideologies. This approach encourages critical thinking by questioning the binary oppositions (e.g., civilized vs. savage) and the stability of meaning in the text, leading to innovative interpretations that challenge traditional readings.

Also, literary theory often draws on concepts from other fields, such as philosophy, psychology, sociology, and anthropology. This interdisciplinary approach enriches literary research by bringing in diverse perspectives and methodologies that can illuminate different aspects of a text. The application of social theories, such as Marxism or feminism, to literary texts allows researchers to explore broader societal issues through literature, making literary research relevant to discussions in other disciplines.

For example, Marxist theory, which analyses literature through the lens of class struggle and economic conditions, can be applied to Jane Austen's *Pride and Prejudice*. By examining the economic motivations behind marriage and social status in the novel, Marxist theory connects the literary text to broader social and economic structures of early 19th-century England. This interdisciplinary approach reveals how literature reflects and critiques the class

dynamics of its time, enriching the understanding of the novel's social commentary and its place within the larger context of economic history.

In academic settings, a grounding in literary theory is often considered essential for literary research. It provides a common language and set of tools that scholars and students use to discuss and analyse literature in a scholarly context. It has played a key role in the professionalization of literary studies as a discipline, providing the intellectual rigor and methodological precision necessary for serious academic research.

Further, feminist theory has become a cornerstone of literary studies, influencing the academic curriculum in universities. For example, courses that include feminist readings of texts like Charlotte Perkins Gilman's *The Yellow Wallpaper* explore themes of gender oppression and mental health. Feminist theory provides a critical lens through which students and scholars can examine the representation of women and gender relations in literature. This approach is not only academically rigorous but also relevant to ongoing social debates about gender equality, making literary studies more engaged with contemporary issues.

Arguably, theories like feminist theory, postcolonial theory, and critical race theory allow scholars to explore how literature reflects, reinforces, or challenges societal power dynamics and ideologies. This makes literary research not just an academic exercise, but also a form of ethical and political engagement. With the critiquing of the ways in which literature perpetuates or resists social injustices, literary theory enables researchers to contribute to broader conversations about social change and cultural transformation.

For example, postcolonial theory, which critiques the impact of colonialism on cultures and identities, can be applied to Chinua Achebe's *Things Fall Apart*. This novel, which depicts the effects of British colonialism on an Igbo community in Nigeria, serves as a powerful critique of the destructive forces of colonialism. Postcolonial theory helps scholars analyse how Achebe uses literature to

resist colonial narratives and assert African cultural identity. This ethical and political engagement with the text not only deepens the literary analysis but also contributes to broader discussions about the legacy of colonialism and the importance of cultural representation.

Assessment of the Answering the Questions
Question 1
Structuralist theory examines the underlying structures that shape literary texts, such as language, narrative forms, and cultural codes. It posits that meanings are generated through the relationships and differences between elements within a text, rather than from any intrinsic quality. Structuralist methodologies involve analysing how texts operate according to these structures, often focusing on binary oppositions like good/evil and male/female, and the systems of signs that generate meaning. The outcomes of structuralist research often include a deeper understanding of the formal and functional aspects of literature, revealing the universal principles that govern narrative structures across different texts and cultures.

Feminist literary theory examines literature through the lens of gender, focusing on how texts represent and perpetuate gender inequalities. This approach often involves analysing how female characters are portrayed, how gender dynamics influence narrative structures, and how patriarchal ideologies are reflected in literature. Feminism has led to methodologies that highlight the marginalization of women and challenge traditional gender roles. For example, feminist readings might critique the ways in which male authors depict female characters or how female voices are often suppressed in literature. This approach has influenced the outcomes of literary research by promoting gender inclusivity and redefining canonical literary works through a feminist perspective.

Postcolonial literary theory addresses the impacts of colonialism and imperialism on literature and culture. It focuses on how colonial powers have shaped narratives, represented colonized peoples, and constructed identities. Postcolonial analysis often involves deconstructing the power dynamics embedded in texts and uncovering the voices of marginalized groups. This theory has led to methodologies that interrogate the legacies of colonialism and how they influence literary representation. Research outcomes might include a re-evaluation of classic texts from formerly colonized regions, highlighting the contributions of postcolonial authors and reinterpreting historical narratives from alternative perspectives.

Question 2
Literary theories challenge traditional approaches by questioning established assumptions about literature and its analysis. For example, while traditional literary criticism focuses on authorial intent or historical context, theories such as deconstruction and poststructuralism argue that meaning is not fixed and can be deconstructed to reveal underlying complexities and ambiguities. These theories often critique the notion of a single, stable interpretation, suggesting that meaning is fluid and contingent on various factors, including language, power structures, and reader perspectives.

Many traditional methods seek stable, objective meanings within texts. Poststructuralist theories, such as those proposed by Jacques Derrida and Michel Foucault, argue that meanings are fluid and context-dependent. Poststructuralism emphasizes that language is inherently unstable and that texts can generate multiple, conflicting interpretations. This perspective challenges the idea that there is a single, authoritative reading of a text.

Traditional approaches might overlook the influence of power structures on literature. Theories such as Marxism and postcolonialism critique traditional analysis for neglecting how texts reflect and perpetuate social hierarchies and power relations. Marxist criticism, for example, examines how class struggles and economic conditions shape literary production and representation while

postcolonialism explores the legacies of colonialism and imperialism in literature.

Feminist, queer, and critical race theories often reassess canonical texts by revealing how they reflect and reinforce dominant ideologies. For example, feminist criticism might re-evaluate classic works by highlighting their patriarchal biases while queer theory might explore how texts subvert or reinforce normative sexual identities. This reassessment challenges traditional literary canons and promotes a more inclusive understanding of literary history.

In fact, literary theories offer new perspectives on texts, and emphasize previously marginalized voices and experiences. Feminist theory, for example, introduces gender analysis into literary studies, revealing how literature represents and constructs gender identities. Similarly, queer theory explores non-normative sexualities and challenges heteronormative assumptions within texts.

The integration of interdisciplinary approaches enriches literary analysis by incorporating insights from fields such as psychology, sociology, and cultural studies. For example, psychoanalytic criticism applies theories of the unconscious to literary texts, offering interpretations of characters' motivations and psychological states. Sociological approaches, on the other hand, analyse how texts reflect and respond to social structures and cultural norms.

Reader-response criticism shifts the focus from the author or text to the reader's role in constructing meaning. This approach explores how individual readers' experiences, expectations, and interpretations influence their understanding of a text. It highlights the active role of readers in shaping literary meaning and acknowledges the diversity of interpretive responses.

Theories challenge the idea of fixed, coherent narratives. They encourage readings that uncover the complexities and contradictions within texts, and often lead to interpretations that reveal hidden meanings and subvert traditional narratives. For example, deconstruction exposes how a text's structure undermines its apparent message or how it reveals conflicting ideologies.

New interpretive strategies emerge from these theories, such as the use of critical race theory to examine how racial identities and power dynamics are represented in literature. The application of such methodologies allows for a more nuanced and critical analysis of texts, addressing issues of race, gender, class, and sexuality in ways that traditional approaches might not.

Question 3

Interdisciplinary literary theories blend insights from various fields—such as sociology, philosophy, psychology, and history—with literary analysis. This integration allows for a more nuanced understanding of texts by situating them within broader cultural and social contexts. For example, a sociological approach to literature might examine how class structures, economic conditions, and social norms are represented in texts and influence characters and narratives. This broadens the analytical horizon beyond the text itself, considering how external social factors shape literary production and reception.

Interdisciplinary approaches enable researchers to tackle complex cultural issues that intersect with literature. For example, the combination of feminist and psychoanalytic theories can explore how gender and sexuality are represented and constructed in literature, while also considering psychological dimensions of identity and desire. Similarly, integrating postcolonial theory with cultural studies can reveal how colonial histories and power dynamics influence literary representations of race, identity, and cultural heritage. This approach provides a richer and more layered understanding of cultural issues embedded in literature.

Interdisciplinary theories often engage with philosophical questions about identity, meaning, and existence. For example, existentialist theory, when combined with literary analysis, can examine themes of human freedom, choice, and the search for meaning within texts. Similarly, theories from

critical theory or poststructuralism can challenge traditional notions of truth and representation, prompting philosophical inquiries into the nature of reality and the limits of language. This integration allows literary research to contribute to and reflect upon broader philosophical debates.

By drawing on methods and concepts from diverse disciplines, interdisciplinary literary theories foster a more comprehensive approach to literature. For example, cognitive literary theory incorporates findings from psychology and neuroscience to understand how readers process and interpret texts. This not only enhances our understanding of literary experience but also connects literary studies with cognitive science, demonstrating how literature interacts with and reflects human cognition.

Interdisciplinary approaches often prioritize inclusivity and diversity, challenge dominant narratives, and highlight marginalized voices. For example, integrating queer theory with literary studies can expose heteronormative assumptions and explore non-normative identities and relationships. Similarly, intersectional analysis combines various aspects of identity—such as race, gender, and class—to provide a more comprehensive view of how these factors intersect in literature. This broadens the scope of literary research to include a wider range of perspectives and experiences.

Limitations of the Study

While literature review and comparative analysis are valuable tools for investigating the role of literary theories, they are limited by issues of bias, scope, interpretive variability, and the inherent challenges of comparing complex and evolving theoretical frameworks. Addressing these limitations requires careful methodology, broad and inclusive research practices, and an awareness of the contextual and historical factors influencing literary theory and research.

1. The selection of sources can be influenced by the researcher's own perspectives or biases, which may affect the comprehensiveness of the review. If a researcher favours certain theories or sources, they might unintentionally overlook relevant works that offer different viewpoints.

2. The sheer volume of existing literature can be overwhelming. It is challenging to review and synthesize a large body of work thoroughly, and important studies might be missed, leading to an incomplete understanding of how theories have evolved and impacted research.

3. Literature reviews are limited by their scope. They might focus on certain time periods, geographical areas, or theoretical frameworks, potentially neglecting other important aspects or developments in literary research.

4. Literary theories are continually evolving, and new perspectives may not yet be well-represented in existing literature. A literature review might therefore be limited by the availability and maturity of research on newer or emerging theories.

5. Different scholars may interpret the same theory in varied ways, leading to inconsistencies in how theories are represented and understood in the literature. This variability can complicate the synthesis and comparison of theoretical applications.

6. Comparative analysis might overlook the context in which different theories were developed and applied. Theoretical frameworks are often shaped by historical, cultural, and intellectual contexts, and comparing them without considering these factors can lead to skewed or oversimplified conclusions.

7. Some literary theories might operate on fundamentally different principles or paradigms, making direct comparison difficult. For example, comparing the structuralist focus on language and structures with feminist concerns about gender dynamics might not always yield clear or meaningful contrasts.

8. Theories are complex and multifaceted, and their application to texts varies widely. This complexity makes it challenging to draw clear comparisons between theories, particularly if they are used in diverse ways by different scholars.

9. Literary theories evolve over time, and their impact on literary research can change. Comparative analysis might not fully capture how theories have influenced research at different historical moments or how their impact has shifted over time.

10. The methodologies employed within different theories might vary significantly, making it difficult to compare their effects on literary research directly. For example, the methodological approaches of deconstruction and psychoanalysis can be quite different, complicating efforts to assess their relative influence.

Scope for Further Research

Exploring the role of literary theories as tools in literary research opens several avenues for further investigation. If researchers focus on the following areas, they can deepen their understanding of how literary theories function as tools in literary research and contribute to the advancement of literary studies as a discipline.

1. Research on how newer or interdisciplinary theories, such as eco-criticism, affective criticism, or neuro-humanism are shaping contemporary literary analysis and scholarship.

2. Evaluation of the effectiveness of different literary theories in analysing specific genres, periods, or types of literature.

3. Investigation of how combining different literary theories can create innovative methodologies and new interpretive strategies.

4. Exploration of how different literary theories affect reader reception and interpretation of texts.

5. Examination of the historical development of literary theories and their evolving role in literary research.

6. Investigation of how literary theories developed in different cultural and national contexts influence global literary research.

7. Assessment of how different literary theories are used in teaching literature and their effectiveness in enhancing students' critical thinking and analytical skills.

8. Exploration of how technological advancements and digital tools are influencing the application and development of literary theories.

9. Examination of how collaborations between literary scholars and experts from other disciplines, such as psychology, sociology, and history enhance the application of literary theories.

Conclusions

Literary theory is indispensable for literary research because it provides the analytical tools, frameworks, and critical perspectives needed to engage deeply with texts. It enriches the research process by offering multiple ways to interpret and understand literature, connecting literary analysis to broader social, cultural, and political issues, and fostering innovative and interdisciplinary approaches. In essence, literary theory elevates literary research from mere appreciation of texts to a rigorous, critical, and intellectually engaged discipline.

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THE DIGITAL STORYTELLER: CRAFTING EXPERIENCES IN THE 21ST CENTURY

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Abstract

This paper explores the transformative potential of digital technologies, specifically Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI), in revolutionizing storytelling. By exploring how these technologies can radically alter narrative creation and consumption, this research highlights the emergence of immersive, interactive, and personalized storytelling experiences. The paper delves into the technical, creative, and ethical implications of this convergence, offering insights into the future of digital storytelling. The paper focuses on how these technologies can create engaging, immersive, and personalized narrative experiences. Furthermore, it discusses the challenges and potential benefits of integrating these technologies into storytelling.

Keywords: *digital storytelling, virtual reality, augmented reality, artificial intelligence*

Introduction

Storytelling, a fundamental human activity, has evolved dramatically with digital technology. VR, AR, and AI have revolutionized storytelling, creating new ways to create, experience, and share stories. This paper delves into the intersection of digital storytelling and emerging technologies, exploring their potential to create innovative and immersive narrative experiences.

Understanding Digital Storytelling

Digital storytelling combines digital media like text, images, audio, video, and interactivity to create narratives. This dynamic combination of old and new allows for the creation of compelling stories that are both visually stunning and intellectually stimulating. It empowers individuals to share their stories dynamically and engagingly. The core components of digital storytelling include:

1. **Author**: The individual or group creating the story.
2. **Point of View**: The narrator's perspective of storytelling.
3. **Dramatic Arc**: The narrative structure with a beginning, middle, and end.
4. **Economy of Expression**: The concise and practical use of multimedia elements.
5. **Pacing**: The rhythm and flow of the story.
6. **Audience**: The intended recipients of the story.

The Role of VR in Digital Storytelling

VR offers an unprecedented level of immersion, transporting audiences into the heart of a story. By simulating a three-dimensional environment, VR allows for:

1. **Spatial Storytelling:** Creating narratives that unfold in physical space, enabling users to explore and interact with the story world.
2. **Empathy Building:** Fostering emotional connections by allowing users to experience events from a first-person perspective.
3. **Interactive Narratives**: Enabling users to influence the story's progression through actions and choices.
4. **World Building:** Constructing detailed and immersive virtual environments that enhance storytelling.

Examples

- Interactive historical documentaries that offer a hands-on experience.
- Immersive fiction experiences that blur the lines between reality and fantasy.

- Training simulations that use VR to teach complex skills in a safe and engaging environment.

The Potential of AR in Digital Storytelling

AR superimposes digital information on the real world, creating interactive and engaging experiences. In storytelling, AR can:

1. **Enhance Physical Spaces**: Transform everyday environments into storytelling platforms by adding digital elements.
2. **Create Interactive Characters**: Bring fictional characters to life through AR, allowing users to interact with them in real-world settings.
3. **Gamify Storytelling**: Integrate game-like elements into narratives, encouraging user participation and engagement.
4. **Provide Contextual Information**: Additional details about characters, settings, or plot points through AR overlays.

Examples

- Interactive children's books that come to life through AR.
- AR-powered historical reenactments offer a unique experience by overlaying digital information onto real-world sites.
- Marketing campaigns that use AR to create interactive product experiences.

The Impact of AI on Digital Storytelling

Artificial Intelligence is revolutionizing storytelling by automating tasks, generating creative content, and personalizing experiences.Key applications include:

1. **Narrative Generation**: AI algorithms can generate story plots, characters, and dialogues, providing a foundation for human authors to build upon.
2. **Character Development**: AI can create characters that feel like real people, complete with complex personalities and detailed backstories.
3. **Audience Analysis**: AI can analyze audience data to tailor storytelling to specific demographics and preferences.
4. **Interactive Storytelling**: AI can generate dynamic, adaptive narratives that evolve based on user input and choices.

Examples

- AI-generated scripts for film and television.
- Interactive storytelling platforms that adapt to user preferences.
- Virtual companions with AI-driven personalities.

Challenges and Considerations

Though the potential of VR, AR, and AI in digital storytelling is immense, we must address several challenges as well. Some of the major issues are:

1. **Technical Limitations:** Hardware limitations, development costs, and user accessibility can hinder widespread adoption.
2. **User Experience**: Thoughtful user interface and interaction design are crucial for creating intuitive and engaging experiences.
3. **Ethical Implications:** Using AI in storytelling raises ethical concerns about authorship, authenticity, and potential biases.
4. **Storytelling Craft**: Effective storytelling remains essential, regardless of the technology used.

The Future of Digital Storytelling

The convergence of VR, AR, and AI is set to revolutionize storytelling. As technology advances, we can anticipate increasingly innovative and immersive experiences. Some potential future developments include:

1. **Hyper-realistic Virtual Worlds:** Photorealistic virtual environments that blur the lines between reality and fiction.
2. **AI-Driven Storytelling Assistants:** AI tools that help authors create, edit, and refine their stories.
3. **Personalized Storytelling:** Tailored narratives based on individual preferences, emotions, and behaviors.

4. **Multisensory Storytelling:** Immersive experiences that engage multiple senses, such as smell, touch, and taste, can offer a truly captivating storytelling experience.

Conclusion

Digital storytelling, powered by VR, AR, and AI, offers unprecedented opportunities to create engaging, immersive, and personalized narrative experiences. By navigating challenges and seizing the opportunities presented by these technologies, creators can revolutionize storytelling and captivate audiences in new and exciting ways.As these technologies advance rapidly, we can expect to see even more innovative and captivating storytelling experiences that push the boundaries of what is possible. The future of storytelling is bright, and the possibilities are endless.

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DISSECTING SCHOOL TEACHERS' PERSPECTIVES ON INTERNSHIP TRAINING IN B.ED COURSE: A CRITICAL ASSESSMENT

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Abstract

A crucial part of teacher education programs is internship training, which bridges the gap between theory and classroom practice by giving pre-service teachers valuable real-world experience. This study looks at how school teachers feel about internships, with an emphasis on how these attitudes differ depending on factors like gender, years of experience, type of school, employment status, and subject taught. The results show that while most teachers have a moderately positive opinion of internship training, there are notable differences in opinions depending on factors such as gender, subject taught, and job status. Based on years of experience or location, no discernible variations were discovered. Perceptions were also impacted by the teachers' school type, though there was no statistically significant difference in perceptions between different school types. The study emphasizes the need for focused enhancements to internship programs that cater to particular needs according to employment status, gender, and subject matter. The findings highlight the significance of equal access to high-quality training and imply that ongoing professional development is essential to improving internship training's efficacy over the course of a teacher's career. Pre-service teachers can be better prepared for the complexities of the teaching profession by using these insights to inform policy, program development, and teacher-training strategies.
Keywords: internship training, teacher perceptions, gender differences, employment status, professional development

Introduction

One of the most important parts of teacher education programs is internship training, which gives aspiring teachers the chance to apply their academic knowledge to real-world classroom situations. The development of future educators' professional abilities, self-assurance, and preparedness to take on the demands of the teaching profession all hinge on this training phase. However, perceptions of the value of internship training can differ greatly among educators due to a number of factors, such as the standard of mentorship, how well the training is integrated into the classroom, and the unique qualities of the interns.

It is crucial to comprehend teachers' perspectives regarding their internship experiences in order to assess and enhance teacher education initiatives. While negative attitudes might point out areas that need improvement, positive attitudes can raise the perceived value of these programs and help new teachers be more prepared. The goal of this study is to thoroughly investigate these viewpoints in order to offer knowledge that can guide teacher education practice and policy.

Review of Related Literature

It is commonly acknowledged that internship training—also known as student teaching or practicum—is an essential part of teacher preparation programs. It gives pre-service teachers practical experience so they can put their academic knowledge to use in authentic situations. Studies indicate that internships contribute to the development of critical teaching competencies such as student assessment, classroom management, and lesson planning (Smith & Ingersoll, 2004).

The internship experience is significantly shaped by the mentor teachers' role. For pre-service teachers to grow professionally, mentorship can offer direction, encouragement, and constructive criticism (Hudson, 2013). But mentorship isn't always of the same caliber, and unsatisfactory supervision can

make an internship less enjoyable (Beck & Kosnik, 2002).

The transition from theory to practice, managing workload, and experiencing high levels of stress are just a few of the difficulties that come with internship training, despite its many advantages. Research shows that interns frequently feel unprepared to deal with classroom realities that are not always sufficiently covered in their theoretical training, such as diverse student needs and classroom dynamics (Ronfeldt & Reininger, 2012).

Research Gap

The value of internship training in teacher education has been widely discussed in the literature, but comprehensive studies that concentrate on teachers' attitudes toward these experiences are scarce. Furthermore, not enough research has been done on the differences in internship quality and how they affect pre-service teachers' perceptions. By offering a thorough analysis of instructors' opinions regarding internship training and pinpointing the variables influencing these attitudes, this study seeks to close this knowledge gap.

Objectives

- To find out how instructors feel about internship preparation.
- To investigate how internship experiences are shaped by mentorship.
- To list difficulties encountered while receiving internship training.

Methodology

People were sent a questionnaire to find out what they thought about the exact subject. Since the data was being collected for the first time, it came from the primary source. The responses were approved via the "Google Forms" web application. The survey was sent electronically with the goal of learning the opinions of the group of school teachers. Purposive sampling was used in the study, and the sample size was sixty. Three schools in the Madurai district provided the responses. Following an analysis of the survey data, a number of deductions and conclusions were made.

Data Analysis and Interpretation

Table 1

The Level of Perception of Teachers towards the Internship Training

Variable	Low		Moderate		High	
Level of perception of school teachers towards internship training for pre-service teachers	N	%	N	%	N	%
	10	16.6	42	70.0	8	13.4
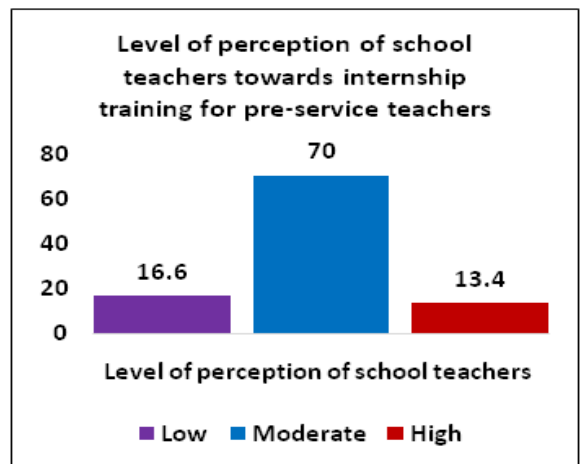
Figure 1 Level of Perception of School Teachers towards Internship Training

The three categories in the table represent how school teachers feel about internship training for aspiring teachers: Low, Moderate, and High. Ten educators, or 16.6% of the sample as a whole, have a negative opinion of the internship program. Of the sample, 42 teachers, or 70.0%, have a moderate opinion of the internship training. Thirteen percent of the sample, or eight teachers, had a positive opinion of the internship training. The majority of teachers view internship training in a moderately positive way, according to this table, which essentially quantifies that perception. A smaller percentage of teachers have either high or low perceptions.

Table 2

Perception of School Teachers towards Internship Training with Reference with Reference to Gender, Subject, Residence and Locality

S.No	Variables	Categories	N	Mean	SD	Calculated t' value	Table value	Remarks
1	Gender	Male	18	113.61	9.13	2.61		S
		Female	43	110.00	7.46			
2	Subject	Arts	29	110.55	7.35	2.46		S
		Science	32	111.53	8.78			
3	Locality	Urban	45	111.07	8.4	1.02	1.96	NS
		Rural	16	111.06	7.0			
4	Employment Status	Part-time	10	110.60	6.43	2.19		S
		Full-time	51	111.16	8.42			

Source: Primary Data (S – Significant, NS – Not Significant at 5% level of Significance)

The table presents information on how school teachers feel about internships, categorized by location, gender, subject, and employment status. Male and female teachers' perceptions of internship training differ statistically significantly, with male teachers scoring slightly higher on the perception scale. This is indicated by the calculated t-value (2.61) being greater than the table value (1.96). The mean perception score of science teachers was marginally higher than that of arts teachers, indicating a significant difference in perception. There was a notable variation in perception according to employment status, with full-time teachers displaying a marginally higher mean score. Furthermore, since the t-value (1.02) is less than the table value, it can be concluded that there is no discernible variation in perception based on locale. In conclusion, teachers' opinions of internship training differ markedly based on their gender, subject, and employment status, but not on their location.

Table 3

Perception of School Teachers towards Internship Training with Reference to Type of School and Years of Experience

S.No	Variables	Source of Variation	Df	Sum of Squares	Mean square variance	'F' value	Table value	Remark
1	Type of School	Between	2	33.32	16.60	3.21		S
		Within	48	3888.41	67.04		3.00	
2	Years of Experience	Between	2	41.22	20.614	0.308		NS
		Within	48	3880.51	66.90			

Source: Primary Data (S – Significant, NS – Not Significant at 5% level of Significance)

The table presents a statistical analysis of how school teachers perceive internship training, with a focus on differences according to school type and years of experience. Based on the type of school, there is a statistically significant difference in the perceptions of internship training as indicated by the calculated F value (3.21), which is greater than the table value (3.00). This indicates that teachers' perceptions of the training are greatly influenced by the kind of school. There is no discernible difference in perceptions based on years of experience, as indicated by the F value (0.308), which is significantly lower than typical critical values for significance. This implies that teachers' opinions

about internship training are not substantially impacted by the duration of their experience.

Table 4
Tukey Post Hoc Analysis of the Perception of School Teachers towards Internship Training with Reference to Type of School

Nature of the College	N	Subset for Alpha = 0.05
		1
Government Aided	40	110.58
Government	7	111.29
Private	14	112.36

The Tukey Post Hoc analysis results are shown in the table, which compares the average teacher perception scores regarding internship training amongst various school types (Government Aided, Government, and Private). The fact that all three categories of schools are combined into a single subset suggests that, at the alpha level of 0.05, there is no statistically significant difference in the perception scores of teachers from government-aided, government, and private schools. This indicates that even though mean score differences are marginal, they are not great enough to draw the conclusion that teachers' opinions of internship training are greatly influenced by the kind of school.

Table 5
Tukey Post Hoc Analysis of the Perception of School Teachers towards Internship Training with Reference to Years of Experience

Years of Experience	N	Subset for alpha = 0.05
		1
1-5 Years	20	109.90
More than 5 Years	12	111.42
0-1 Year	29	111.72

Based on their years of experience, school teachers' perceptions of internship training varied, as shown in the table that presents the findings of a Tukey Post Hoc analysis. When considering teachers with varying levels of experience, perception scores do not show any statistically significant differences when all groups are included in a single subset at alpha = 0.05. The Tukey Post Hoc analysis reveals that although there are small differences in mean scores, these differences are not significant enough to be regarded as statistically significant. Therefore, teachers' opinions of internship training are not significantly impacted by the duration of their teaching experience.

Findings on the Perception of School Teachers towards Internship Training
General Perception Levels
Overall Perception: Most school teachers have a somewhat positive perception of pre-service teachers' internship training.

Factors Influencing Perception
Gender
There is a statistically significant difference in perception based on gender. Male teachers have a slightly higher perception score compared to female teachers, as indicated by the t-value of 2.61 being greater than the table value of 1.96.

Subject Taught
A significant difference exists in perceptions between arts and science teachers, with science teachers having a slightly higher mean perception score. This difference is statistically significant, suggesting that subject taught influences perception of internship training.

Employment Status
There is a significant difference in perception based on employment status. Full-time teachers have a higher mean perception score compared to part-time teachers, indicating that full-time teachers perceive internship training more positively.

Locality
No significant difference in perceptions was found based on the locality (urban vs. rural), as the t-value

of 1.02 is below the critical value, indicating locality does not significantly influence perception.

Type of School

The type of school (Government Aided, Government, Private) influences teachers' perceptions of internship training, with a significant difference noted (F value = 3.21 > table value = 3.00). However, the Tukey Post Hoc analysis shows that while there are differences, they are not statistically significant at the 0.05 level, suggesting that perceptions across these school types are generally similar.

Years of Experience

No significant difference in perceptions was observed based on years of experience (F value = 0.308), indicating that the length of teaching experience does not significantly affect how teachers perceive internship training. This is further supported by the Tukey Post Hoc analysis, which groups all experience levels into a single subset, showing no substantial differences in perception scores.

Educational Implications Based on Findings

The findings on schoolteachers' perceptions of internship training for pre-service teachers suggest several key educational implications, which can inform policy, program development, and teacher training strategies.

Enhancing Internship Programs

Moderate Perception: Since a majority of teachers has a moderate perception of internship training, there is an opportunity to enhance the quality and appeal of these programs. Efforts should be made to identify and address the factors that contribute to lower perceptions, ensuring that all teachers see the value and effectiveness of the training.

Addressing Gender Disparities

Gender Differences: The significant difference in perceptions between male and female teachers suggests the need for gender-sensitive approaches in internship training programs. Training sessions and materials should be inclusive and consider the diverse perspectives and experiences of both male and female teachers. Additionally, understanding the reasons behind these differences could help tailor support and professional development opportunities more effectively.

Subject-Specific Training

Subject Taught: The difference in perceptions between arts and science teachers highlights the need for subject-specific components in internship programs. Science teachers may benefit from specialized training resources or opportunities to engage with subject matter experts, while arts teachers might require different support structures. Customizing internship training to better align with the needs and expectations of teachers from different subjects can enhance the program's relevance and effectiveness.

Support for Part-Time Teachers

Employment Status: Given that full-time teachers have a more positive perception of internship training, there is a need to provide additional support to part-time teachers. This could include flexible training schedules, targeted mentoring, and resources that accommodate the unique challenges faced by part-time educators.

Equity Across School Types

Type of School: Although differences in perceptions based on the type of school are not statistically significant, ensuring equity in access to quality internship training across different types of schools (Government Aided, Government, and Private) remains crucial. Policymakers and educational administrators should strive to maintain high standards and consistent experiences for all pre-service teachers, regardless of the school's type.

Focus on Professional Development over Time

Years of Experience: The lack of significant differences in perceptions based on years of experience suggests that the length of service does not affect how teachers perceive internship training. This indicates a potential area for developing

continuous professional development opportunities that are engaging and beneficial at all stages of a teacher's career.

Conclusion

The study of school teachers' perceptions towards internship training for pre-service teachers reveals a predominantly moderate view of the training programs, with notable variations based on gender, subject taught, and employment status. Specifically, male teachers and full-time educators tend to perceive internship training more positively than their female and part-time counterparts. Additionally, science teachers exhibit slightly higher perception scores compared to arts teachers. These findings highlight the importance of addressing gender disparities, offering subject-specific training, and providing tailored support for part-time teachers to enhance the overall effectiveness of internship programs. Interestingly, factors such as locality, type of school, and years of experience do not significantly influence teachers' perceptions, indicating a general consistency in how internship training is viewed across different demographic and professional groups. This suggests that improvements in internship programs should focus more on content and delivery rather than structural differences between schools or geographic locations. The educational implications of these findings are clear: there is a need to enhance the appeal and perceived value of internship training by addressing the specific concerns and needs of different teacher groups. This includes developing inclusive training materials, offering specialized resources for various subjects, and ensuring equitable access to high-quality training across all school types. Additionally, continuous professional development should be emphasized to support teachers at all stages of their careers, fostering a positive perception of internship training and its role in teacher education. These strategies will help ensure that internship programs effectively prepare pre-service teachers for the challenges of the teaching profession, ultimately benefiting both educators and students.

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APPROCAH TO MYTHEME THROUGH THE LENS OF LÉVI-STRAUSS

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Abstract

This paper delves the idea of Levi Strauss's Mytheme. In approaching the mytheme through the lens of Levi-Strauss, the fundamental units of meaning within myths, known as "mythemes." This approach involves examining the relationships, transformations, and combinations of these mythemes to uncover the deep structures of human thought and cultural expression. By identifying binary oppositions and recurring patterns, one can reveal the underlying universal cognitive processes that shape myths and provide insight into the symbolic significance and fundamental structures of human consciousness. Levi-Strauss's approach emphasizes a systematic and structural analysis of myths, aiming to unveil the universal principles that underlie cultural diversity. Finally, it was analysed that how mythemes continue to shape and influence modern storytelling, demonstrating their enduring relevance and ability to convey universal human experiences and themes across diverse narratives and genres.

Keywords: myth and mytheme, key aspects, modern storytelling

Introduction

Claude Lévi-Strauss's "mythemes" approach is a concept central to his structuralist analysis of mythology, particularly as outlined in his influential work "Structural Anthropology." The term "mythemes" refers to the smallest unit of a myth, an element of narrative, or a specific motif that can be studied and compared across different mythological tales.

By isolating and examining these discrete units, Lévi-Strauss aimed to uncover the deep structures and underlying principles that give rise to the diversity of mythological expressions across cultures. The study of mythemes enables researchers to identify recurring patterns, binary oppositions, and transformations that shed light on the universal cognitive processes and symbolic significances embedded within myths. This approach not only provides insight into the specific myths themselves but also offers a means of exploring the fundamental structures of human consciousness and cultural expression. As such, the concept of the mytheme serves as a crucial tool for the systematic and comparative analysis of mythology, revealing the common threads that connect diverse mythological traditions.

Here are the Key Aspects of Lévi-Strauss's Mythemes Approach

- **Minimal Unit of Analysis:** Lévi-Strauss proposed that by breaking down myths into their constituent mythemes, it becomes possible to identify and analyze the fundamental, recurring elements that make up mythological narratives. These mythemes are the building blocks of myths and can be thought of as the "genetic code" of mythic stories.

- **Cross-Cultural Comparisons:** Lévi-Strauss emphasized the significance of comparing mythemes across diverse cultures. By identifying similar mythemes in different cultural contexts, he sought to unveil universal structures and patterns underlying myths, regardless of their specific cultural origins.

- **Transformation and Combinations:** Lévi-Strauss demonstrated how mythemes can undergo transformations and be combined in diverse ways to create complex mythological narratives. He was interested in the rules and processes that govern the permutation and

recombination of mythemes to produce variations and adaptations in myths.

- **Binary Oppositions and Structures:** Within the context of mythemes, Lévi-Strauss's structuralist approach focused on identifying binary oppositions and underlying structures that manifest in myths. He believed that myths express deep-seated cultural and cognitive structures through the arrangement and interaction of mythemes.

- **Meaning and Signification:** Lévi-Strauss's analysis of mythemes aimed to uncover the deeper meanings and symbolisms embedded within myths. He contended that understanding how mythemes function within the structure of myths provides insight into the cultural, social, and psychological significance of mythological narratives.

Significant Role in Shaping Human thought and Expression in Various Ways

Here are the few findings,

- **Symbolic Meaning:** Mythemes are the basic units of meaning within myths, carrying symbolic significance that conveys important cultural values, beliefs, and narratives. By shaping and organizing these mythemes into coherent stories, humans construct a shared symbolic system that helps make sense of the world and their place within it.

- **Cognitive Structures**: The analysis of mythemes reveals underlying cognitive structures and binary oppositions that reflect universal patterns of human thought. By identifying and exploring these structures, individuals can better understand how their minds process information, categorize ideas, and construct narratives.

- **Cultural Identity:** Mythemes are embedded within cultural contexts and traditions, shaping collective identities and providing a sense of continuity and connection to the past. By engaging with mythemes, individuals reinforce their cultural identity and heritage, fostering a shared sense of belonging and solidarity.

- **Creativity and Innovation:** Whilemythemes reflect traditional narratives and symbolic systems, they also leave room for creativity and innovation. By rearranging, transforming, and reinterpreting mythemes, humans can generate new myths and stories that reflect changing social realities and cultural values.

- **Communication and Transmission:** Mythemes serve as the building blocks of storytelling and communication, enabling the transmission of cultural knowledge, values, and beliefs across generations. Through myths, individuals can share and preserve collective wisdom, experiences, and aspirations.

- **Understanding the World:** Mythemes help humans make sense of the complexity and ambiguity of the world by providing narratives and frameworks that offer explanations for natural phenomena, human behavior, and existential questions. They offer a way to interpret and navigate the mysteries of existence.

In essence, mythemes shape human thought and expression by providing a foundational structure for storytelling, symbolizing cultural values, influencing cognitive processes, fostering creativity, reinforcing cultural identity, facilitating communication, and offering tools for understanding and navigating the world.

Role of Mytheme in Modern Literature

Overall, Lévi-Strauss's mythemes approach represents a methodological framework for deconstructing and analyzing myths into their elemental components, thereby revealing universal structures, recurrent patterns, and symbolic meanings that underlie the diversity of mythological traditions across the world. This approach significantly influenced the study of mythology, semiology, and structuralist anthropology, offering a systematic way to explore the fundamental constituents of myths.Certainly! Mythemes, the smallest units of meaning within myths, have transcended traditional

mythology and continue to manifest in contemporary storytelling across various mediums.

Modern literature, films, television shows, and other forms of storytelling often incorporate mythic elements that echo the universal structures and recurring patterns identified by Claude Lévi-Strauss. Here are examples of mythemes in modern storytelling:

1. **The Hero's Journey:** The classic hero's journey mytheme, as outlined by Joseph Campbell and also resonating with Lévi-Strauss's concept of mythemes, has been a prominent feature in modern storytelling. It's evident in works such as J.K. Rowling's "Harry Potter" series, George Lucas's "Star Wars" saga, and the film "The Matrix."

2. **Apocalyptic and Post-Apocalyptic Narratives:** Themytheme of a world-ending cataclysm and subsequent survival or rebuilding of society is prevalent in contemporary storytelling, as seen in films like "Mad Max: Fury Road," the television series "The Walking Dead," and novels like Cormac McCarthy's "The Road."

3. **The Trickster Figure:** Characters embodying trickster qualities, disrupting established norms and challenging authority, appear in modern storytelling. Examples can be found in characters like Loki in the Marvel Cinematic Universe, the Joker in Batman stories, and the character of TyrionLannister in "Game of Thrones."

4. **The Quest for Redemption or Enlightenment:** Thismytheme involves characters seeking personal transformation or spiritual awakening through trials and challenges. Modern examples include the journey of Frodo and Sam in "The Lord of the Rings," the character arcs of Walter White in "Breaking Bad," and the themes present in the movie "The Shawshank Redemption."

5. **The Call to Adventure:** Stories often incorporate the mytheme of a protagonist being called to leave their ordinary world and embark on a transformative journey or mission. This can be seen in contemporary works like "The Lion King," "The Matrix," and "Alice in Wonderland."

6. **Eternal Love and Sacrifice:** Themytheme of eternal love and sacrifice recurs in modern romantic and dramatic storytelling, such as the themes present in "Romeo and Juliet," the film "Titanic," and the novel "The Fault in Our Stars."

These examples illustrate how mythemes continue to shape and influence modern storytelling, demonstrating their enduring relevance and ability to convey universal human experiences and themes across diverse narratives and genres.

Analyzing Mythemes Offers Several Crucial Insights into the Understanding of Mythology

Levi Strauss mentions the two consequences that follow if these points are granted: 1. Myth, like language, is made up of constituent units. 2. These constituent gadgets are just like the ones found in language, like phonemes, morphemes, and semantemes. But the constituent gadgets of a fable are exceptional because they belong to a better order, a more complicated one, and Levi Strauss calls them gross constituent gadgets. Myth isn't like ordinary forms of speech, and so a fable can't be burdened with different forms of speech. So with the intention to locate the gross constituent gadgets, one has to pay attention at the sentence level. To do so, Strauss indicates a structural evaluation, and one needs to examine every fable for my part and break down the tale into the shortest viable sentences and write every one down on an index card, numbering them in chronological order as consistent with the tale. From that possible, locate the shape of the tale and the relation of every constituent unit of mythemes. However, there are troubles with the unsatisfactory definition for the above cited that also stays. The relation or distinction among the gross constituent gadgets and different constituent gadgets like phonemes and morphemes stays unexplained.

Myth isn't the same as everyday sorts of speech, and so a fable cannot be stressed with different sorts of speech. So, one can discover the gross constituent

gadgets; one has to pay attention at the sentence level, and one has to examine every fable personally, break down the tale into the shortest feasible sentences, and write every down on an index card, numbering them in chronological order as in keeping with the tale. From there, it is easy to discover the shape of the tale and the relation of every constituent unit of mythemes. However, there are troubles in definition for the above noted that also stay. The relation or distinction among the gross constituent gadgets and different constituent gadgets like phonemes and morphemes stays unexplained. So with the intention to locate the gross constituent units, one has to pay attention at the sentence level. To do so, Strauss indicates a structural evaluation, and one needs to examine every fantasy, in my opinion, and wreck down the tale into the shortest viable sentences and write every one down on an index card, numbering them in chronological order as in line with the story. From that, you may locate the shape of the tale and the relation of every constituent unit/mytheme. However, there are issues for the unsatisfactory definition for the above cited that also remain. The relation or distinction among the gross constituent devices and different constituent devices like phonemes and morphemes stays unexplained. The realm of non-revertible time is there, as the time will rely on the speech constructed.

Mythological time is each revertible in addition to non-revertible, and so one must intricate those members of the family by stating, "The true constituent units of a myth are not the isolated relations but bundles of such relations, and it is most effective as bundles that those family members may be placed to apply and blended so that it will produce a meaning." He gives two comparisons to clarify the workings of such a study. In the first comparison, he asks to imagine the coming of some archaeologists from the future to the planet wherein there's no human lifestyles, however most effective stays libraries that our subculture and writings are available. The different assessment is of someone who's unaware of the fortune teller cards, sitting for a long time with a fortune teller.

He knows something about the aspects related to the visitors, like sex, look, social situation, etc. He observes their interactions, and on the stop, if he has sufficient statistics in addition to being brilliant, then he might be capable of delivering his personal readings. Through those comparisons, Strauss shows to apply each diachronic and synchronic observe even as studying a fable to recognize the connection of the constituent units. Then best we can be capable of apprehending the underlying shape of the myth. He believes that the kernel shape is regularly occurring, and right here with inside the structural observer of myth, he attempts to assert that the constituent units, that are the underlying shape of fable, are universal.

Myth of Oedipus

Levi Strauss specializes in the well-known fable of Oedipus. Here he divides the different constituent gadgets of the Oedipus fantasy right into a chart that gives each diachronic and synchronic, each syntagmatic and paradigmatic illustration of the shape of myth. Each column in Levi Strauss' chart of the Oedipus fantasy expresses variations of the same topic, and the improvement of the plot is represented with the aid of using the members of the family among the columns. This method enables him to locate binary relations in the Oedipus myth. For example, the primary column in Levi Strauss' chart has constituent gadgets that constitute an overrating of blood relationships wherein they're celebrated over what's ordinary together with Oedipus marrying his mom at the same time as events with inside the second column constitute blood members of the family, which can be underrated as relatives kill relatives like Oedipus kills his The one third column denies the beginning of guy because it refers to monsters being slain. In the fourth, there may be a commonality with the tremendous connotations of the surnames in Oedipus father-line. All the names have a common feature, which is that they may eventually mean something and also found that each one of those hypothetical meanings refers to problems in on foot directly and status upright. Then

the unusual place function of the fourth column is the endurance of the autochthonous beginning of man. Hence the 0.33 and fourth column represent a binary contradiction concerning the autochthonous starting place of man. Thus Levi Strauss' chart of the Oedipus myth finds two sets of contradictions, which he finds to be correlated. To Levi Strauss, this contradiction, which is the significance of myth, is present in mythologies from other cultures that represent universal concerns in all cultures.

1. **Identifying Universal Patterns:** By isolating and examining the fundamental units of meaning within myths, researchers can uncover recurring patterns and structures that transcend cultural boundaries. This reveals universal cognitive processes and symbolic systems that shape human thought and cultural expression.

2. **Uncovering Deep Structures:** Examining mythemes allows for the identification of underlying structures and binary oppositions within myths, providing a deeper understanding of the symbolic significance and fundamental principles that underpin mythological narratives.

3. **Comparative Analysis:** Analyzing mythemes enables researchers to compare and contrast elements of myths from different cultures, illuminating both the commonalities and the variations in how fundamental themes are expressed across diverse mythological traditions.

4. **Revealing Transformations and Variations:** Studying mythemes allows for the exploration of how these basic units of meaning are transformed, combined, and varied within different myths, shedding light on the processes of cultural adaptation and innovation.

5. **Insight into Human Consciousness:** The analysis of mythemes provides insight into the universal structures of human consciousness, cognitive processes, and the ways in which cultures construct and convey meaning through mythic narratives.

Conclusion

Analyzing mythemes not only reveals the commonalities and variations in mythological narratives but also provides insights into the ways in which myths shape human thought, identity, creativity, and communication. Mythemes play a crucial role in shaping cultural identities, transmitting collective wisdom, fostering creativity and innovation, and offering frameworks for understanding the complexities of the world.

Ultimately, the study of mythemes offers a systematic and comparative approach to understanding mythology, shedding light on the universal structures of human consciousness, the symbolic mechanisms of cultural expression, and the enduring power of mythic narratives to connect individuals to their past, present, and future. Through the lens of mythemes, we gain a deeper appreciation for the profound impact of myths on shaping human thought, expression, and the shared meanings that define our existence. Overall, analyzing mythemes offers a systematic and insightful approach to understanding mythology, uncovering the deep structures and universal principles that shape the rich tapestry of mythological traditions across the world.

Work Citation

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ARTIFICIAL INTELLIGENCE

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Abstract

Artificial intelligence (AI) refers to the development and theory of computer systems that can perform tasks that typically require human intelligence, such as language translation, decision-making, and speech recognition. Examples of AI technologies include augmented reality, virtual assistants, and robots. At the same time, employee productivity (also known as workforce productivity) refers to the evaluation of employee performance over a period of time. Many U.S. multinational companies, including Amazon and Google, have adopted AI technologies because they are believed to bring significant economic benefits (Bobrow, 2005). This study focuses on the impact of AI on employee productivity in American multinational companies, particularly Amazon and Google.

Introduction

Artificial intelligence (AI) refers to the simulation of human intelligence in machines designed to think and act like humans. Cognitive abilities such as learning, logical thinking, problem solving, perception, and language understanding are key aspects of AI. AI aims to develop intelligent software and systems that can mimic human thinking by studying human brain patterns and analyzing cognitive processes.

AI is changing the way businesses interact with customers and manage their operations. This project focuses on integrating AI technology into e-commerce and provides a comprehensive perspective on how AI is shaping the future of online retail.

History of Artificial Intelligence

The concept of artificial intelligence dates back to ancient times, with myths and stories about artificial beings that were given intelligence and consciousness by master craftsmen. However, AI became an academic field at a conference at Dartmouth College in 1956, where the term "artificial intelligence" was coined by John McCarthy. Early optimism in AI research led to significant investment, but the field experienced setbacks during the "AI Winter" of the 1970s and 1980s, when progress stalled and funding declined as expectations were unmet.

Objectives

- Explore the role of AI in improving the efficiency and capabilities of e-commerce platforms.
- Assess the impact of AI on improving customer experience and optimizing business operations. Identifying emerging trends and future developments of AI in the online trading sector.

Artificial Intelligence Market Size and Trends

The global artificial intelligence (AI) market is expected to be valued at approximately USD 196.63 billion in 2023 and grow at a compound annual growth rate (CAGR) of 36.6% from 2024 to 2030. This rapid expansion is driven by ongoing research and innovation by leading technology companies, resulting in widespread adoption of AI technologies across multiple industries, including automotive, healthcare, retail, finance, and manufacturing.

A notable example of this innovation is the launch of Google's Gemini AI model in December 2023. Available in three variants - Gemini Nano, Gemini Pro and Gemini Ultra, Gemini stands out for its native multi-modal capabilities that allow it to simultaneously process and understand data in different formats, giving it an edge in the competitive AI field.

Global Artificial Intelligence Market
Size, by Solution, 2020 - 2030 (USD Billion)
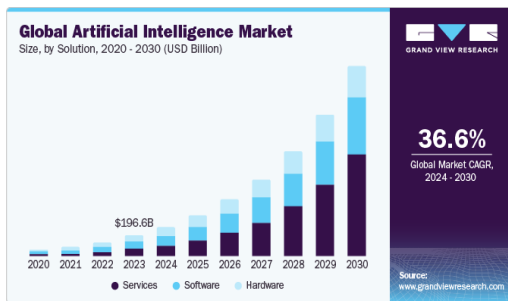
Sorts of Fake Intelligence

Narrow AI (ANI)

Narrow AI, or Manufactured Limit Insights (ANI), alludes to AI frameworks outlined to perform particular errands or work inside a constrained run of exercises. These frameworks work beneath predefined conditions, exceeding expectations in their assigned spaces but missing the adaptability to perform past their modified capabilities.

Examples

- **Voice Collaborators:** Gadgets like Amazon Alexa and Apple Siri can decipher and react to voice commands but are constrained to pre-programmed assignments and responses.
- **Image Acknowledgment Program:** Utilized in different areas, from therapeutic imaging to social media, these frameworks precisely recognize and classify objects inside pictures but cannot perform errands exterior this scope.
- **Autonomous Vehicles**: Self-driving cars utilize sensors and predefined calculations to explore streets, but they still require human mediation in complex or unexpected situations.

General AI (AGI)

General AI, or Counterfeit Common Insights (AGI), alludes to AI frameworks able of understanding, learning, and applying insights over a wide run of assignments, imitating human cognitive capacities. Not at all like Limit AI, AGI can hypothetically apply learned information to fathom modern, new issues and perform errands requiring common thinking without requiring particular earlier training.

Potential

- **Versatility:** AGI can perform any mental assignment that a human being can, making it amazingly flexible and able of dealing with different challenges over diverse domains.
- **Adaptability:** AGI can adjust to unused circumstances, learn from unique concepts, and apply information in differing settings, much like human reasoning.
- **Enhancement and Collaboration:** AGI has the potential to revolutionize areas such as logical investigate, complex problem-solving, and personalized medication by collaborating with or indeed outperforming human experts.

Super Intelligent AI (ASI)

Super intelligent AI, or Counterfeit Super intelligence (ASI), alludes to an AI that not as it were reproduces but distant surpasses human insights in all zones, counting science, intelligence, imagination, social aptitudes, and more. ASI would have uncommon problem-solving capacities and inventive capacities, outperforming what the human intellect is as of now able of achieving.

Potential

- **Exponential Development:** ASI seem drive fast innovative headways, driving to advancements that are incredible to the human intellect, possibly changing society at an exceptional pace.
- **Ethical and Security Concerns:** The advancement of ASI raises critical moral and security challenges, counting concerns almost controlling such a effective substance, guaranteeing its objectives adjust with human values, and anticipating unanticipated results that seem affect worldwide security

Potential Uses of Artificial Intelligence

Artificial intelligence has many practical applications across a wide range of industries and sectors, including:

Healthcare: AI is used in medical diagnostics to detect diseases by analyzing medical images such as X-rays and MRIs. For example, AI systems are being developed to detect skin cancer with high accuracy based on image analysis.

Finance: AI can aid in credit scoring by analyzing a borrower's financial history and other relevant data to predict their creditworthiness. This helps banks decide whether to approve a loan and set appropriate interest rates.

Retail: AI powers product recommendation systems by analyzing past purchases and browsing behavior to suggest relevant products. For example, Amazon uses AI to recommend products based on customer preferences.

Manufacturing: AI is used in quality control processes to check products for defects. These systems can detect even the smallest imperfections that a human inspector might miss.

Transportation: AI is an essential component in the development of self-driving cars that will travel the roads without human intervention. Companies like Waymo and Tesla are at the forefront of self-driving car technology. 6. Customer Service: AI-powered chatbots are widely used to answer customer questions and provide support. For example, many banks use AI-powered chatbots to help customers with queries regarding their accounts and transactions.

Security: AI is being used in facial recognition technology to identify people from images and videos. This is used for security purposes, such as identifying criminals and unauthorized persons.

Marketing: AI supports targeted advertising by showing ads to people who are most likely to be interested in your products and services. Social media platforms use AI to target ads based on users' interests and demographic information.

AI Work

Artificial intelligence (AI) enables machines to learn from data, recognize patterns, and perform tasks more efficiently and accurately. AI typically works in five main steps:

Input: Data is collected from various sources such as sensors, databases, and user actions. This data is then categorized and classified for processing.

Process: The AI system analyzes and decodes data by identifying patterns that it has been programmed or trained to recognize. The system compares new data to these learned patterns.

Outcome: Based on the patterns identified, the AI system predicts an outcome or makes a decision. These predictions are then used to complete specific tasks, such as: B. To recommend products or diagnose illnesses.

Customization: When the system's predictions or actions are deemed inaccurate or suboptimal, the AI learns from these errors. It adapts its approach and continuously improves with each iteration.

Evaluation: AI systems continually evaluate their performance, refine their algorithms, and update their knowledge base to improve their accuracy and efficiency over time.

Pros and Cons of AI: Like any technological innovation, Artificial Intelligence (AI) brings both benefits and challenges. The most important advantages and disadvantages are summarized below.

Benefits

Reduce human error: AI systems are designed to perform tasks with high accuracy, minimizing the risk of human error.

24/7 availability: Unlike humans, AI works continuously without breaks, providing consistent performance around the clock.

Complete repetitive tasks: AI excels at performing repetitive and routine tasks without causing fatigue or boredom.

Speed: AI can process and analyze data at incredible speeds, resulting in faster decisions and task execution. Cons:

Costly implementation: Developing and deploying AI systems can be costly and require significant investments in technology and resources.

Limited creativity: AI lacks the ability to replicate the human creativity and intuition that are essential for innovation and problem solving.

Job loss: Automation of tasks by AI can lead to job loss and unemployment, especially in roles that can be easily automated.

Overreliance: Overreliance on AI systems can lead to vulnerabilities such as reduced human oversight and potential errors when the AI fails.

Applications of Artificial Intelligence

Artificial Intelligence (AI) is increasingly being integrated into various industries and fields. Here are some notable applications:

Natural Language Processing (NLP)

- **Function:** Analyze and understand human language.
- **Applications:** Speech recognition, machine translation, sentiment analysis, and virtual assistants such as Siri and Alexa.

Image and Video Analytics

- **Capability:** Uses computer vision to interpret images and videos.
- **Applications:** Facial recognition, object detection and tracking, content moderation, medical imaging, self-driving cars.

Robotics and Automation

- **Capability:** Enables robots to perform complex tasks.
- **Applications:** Manufacturing, healthcare, logistics, exploration. With the ability to adapt to changing environments and collaborate with people.

Recommendation Systems

- **Function:** Personalize user experience based on data analysis.
- **Applications:** E-commerce, streaming platforms, social media to suggest related products, movies, music, content.

Financial Services

- **Function:** Analyze financial data for various purposes.
- **Applications:** Fraud detection, algorithmic trading, credit scoring, and risk assessment.

Healthcare

- **Function:** Supports medical diagnosis and treatment.
- **Applications:** Disease diagnosis, medical image analysis, drug discovery, personalized medicine, patient monitoring.

Virtual Assistants and Chatbots

- **Function**: Interact with users and perform tasks.
- **Applications:** Customer support, information search, and personalized assistance.

Gaming

- **Function:** AI algorithms improve gaming experience.
- **Applications:** Create realistic virtual characters, enemy behavior, intelligent decision-making, and optimize game graphics and physics simulation.

Smart Home and IoT

- **Function:** Automate and control home systems.
- **Applications:** Improve the functionality and efficiency of Internet of Things (IoT) devices and networks by learning from user preferences.

Cybersecurity

- **Function:** Detect and prevent cyber threats.
- **Applications:** Analyze network traffic, identify anomalies, and predict potential attacks to improve security.

Examples of AI Applications

ChatGPT

Developed by OpenAI, this language model generates human-like responses for customer support, chatbots, and virtual assistants.

Google Maps

Uses AI for real-time navigation, traffic reports, and personalized recommendations based on historical data and user input.

Intelligent Assistants

These include Amazon's Alexa, Apple's Siri, and Google Assistant, which interpret voice commands and use NLP and machine learning to perform tasks.

Snapchat Filters

Augmented reality filters use AI to recognize facial features and apply interactive effects in real time.

Self-Driving Cars

Leverage AI for perception, decision-making, and control, using sensors and machine learning to enable vehicles to navigate roads autonomously.

Differences between AI and Human Intelligence

Information Processing

AI: uses algorithms to process data and make decisions based on objective data-driven analysis.

HR: combines emotional and logical thinking to enable more nuanced and thorough decision making.

Learning Efficiency

AI: Requires large data sets and extensive training to learn patterns and make accurate predictions.

Humans: Can learn from a few examples through inference using abstract reasoning and generalizations from limited data.

Adaptability

AI: Often struggles with tasks it is not specifically designed for and may need to be retrained or adapted to deal with new scenarios.

Humans: Can easily transfer knowledge to different tasks and quickly adapt to new and unfamiliar situations.

Emotional Understanding

AI: Lacks emotional intelligence and has difficulty understanding social nuances and emotions.

People: Naturally interprets and responds to emotions, which helps with complex decision-making and social interactions.

Trends, Outlook, and Concerns

According to Forbes Advisor research, 59% of Brits have expressed concerns about the use of artificial intelligence. The primary concerns are:

1. **Dependence on AI and Loss of Human Skills**
   - 42% of Brits are worried about becoming overly dependent on AI, which might lead to a loss of essential human skills.

2. **Autonomous AI Making Decisions Without Human Intervention**
   - 39% have concerns about AI systems making decisions independently, without human oversight.

3. **Job Displacement and Impact on Employment**
   - 39% are concerned about AI causing job displacement and its effects on employment.

4. **Privacy and Data Security**
   - 38% worry about how AI might compromise privacy and data security.

5. **Ethical Implications and Potential Misuse of AI**
   - 37% are apprehensive about the ethical implications and the potential misuse of AI technologies.

6. **Unforeseen Risks of AI Development**
   - 36% express concerns about the unforeseen risks associated with the development of AI.

7. **Potential for AI to be Hacked**
   - 34% are concerned about the potential for AI systems to be hacked or compromised.

8. **Uncertain Long-Term Social Impacts of AI**
   - 33% are uncertain about the long-term social impacts of AI.

9. **Control Purpose**
   - 32% worry about who controls AI systems and their purpose.

10. **Surpass Human Capabilities**
    - 26% are concerned about AI potentially surpassing human capabilities and the implications of that.

Conclusion

Artificial Intelligence (AI) is profoundly transforming various aspects of our world. By automating tasks, enhancing decision-making through data analysis, and driving scientific and technological advancements, AI holds immense potential to improve our quality of life. Its applications span across diverse sectors, including healthcare, finance, transportation, and education, showcasing its capability to address complex challenges and offer innovative solutions.

Nevertheless, the development and deployment of AI must be approached with caution and responsibility. Key concerns include the potential for job displacement, ethical issues related to algorithmic bias, and privacy concerns. Addressing these challenges requires a collaborative effort among researchers, developers, policymakers, and the public. Open dialogue and transparent practices are essential to navigate the ethical implications and ensure that AI serves the broader good. By focusing on harnessing AI's capabilities for positive impact and prioritizing human well-being, we can maximize its benefits and ensure that it contributes to the advancement of society in a fair and equitable manner.

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Online Resources
AI Weekly - A newsletter offering weekly updates and insights on AI advancements.

Google AI Blog - Google's blog with updates on their AI research and applications.

Reports and White Papers
"Artificial Intelligence — The Next Digital Frontier?" by McKinsey & Company (2017). This report explores AI's potential impact on various industries.

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IMPACT OF PERCEIVED INFORMATION QUALITY AND AFFECTION ON SELF-BRAND CONNECTION WITH RESPECT TO COSMETIC PRODUCTS

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Abstract

To succeed in the market, 21st-century cosmetic companies aim to draw customers towards their cosmetic brand. These organizations create awareness among the consumers about their cosmetic brand through quality information. The consumers who are affectionate and loyal towards their cosmetic brand may have a moral connection with their brand. Hence, an attempt has been made to find out the impact of perceived information quality and affection on self-brand connection with respect to cosmetic products among 100 female respondents of Chennai City. For dataanalysis and testing the tools used were weighted mean, correlation and regression. The results indicated that there exists a positive and significant relationship between perceived information quality, affection and self-brand connection. Perceived Information Quality was found to have a positive and significant impact on Affection and Affection was found to have a positive and significant impact on Self-Brand Connection.

Keywords: perceived information quality, self-brand connection, affection, cosmetics

Introduction

In modern times, companies employ several tactics in an attempt to seize market share. For the business to succeed, consumers must be drawn to their brand. To get an advantage over rivals, the business offers premium products, free trials, or incentives to customers. Companies that have a high proportion of brand-loyal customers will be able to outperform competitors. Because of their increased demand and mass manufacturing, these brand-loyal customers help the corporation spend less on marketing overall. Customers need to be aware of the product being offered to them and have access to high-quality information about it to establish a self-brand connection that will foster brand loyalty.

The socializing and economic contribution of the cosmetics and beauty business has been very beneficial to both the national and regional economy.

The most popular products among Indian women are cosmetics. Social media is a tool that cosmetic companies use to cultivate client brand loyalty and brand connections. Regarding cosmetic items, an effort has been undertaken to determine the influence of Perceived Information Quality and Affection on Self-Brand Connection.

Perceived Information Quality

To purchase any product, one must have access to high-quality information. According to Ahn et al. (2007), it could take the form of type, variety, or detailed information that is typically decided upon throughout the design and development phase. Currency, correctness, completeness, understandability, and timeliness are the most typical characteristics of information quality (Lederer et al., 2000; Chuan-Chuan Lin & Lu, 2000). In general,

information quality aids consumers in comparing options more effectively, selecting better options, and making better decisions when they shop online. Studies have focused on the significance of specific information quality metrics, such as contents and content quality in relation to online buying (Palmer, 2000; Ranganathan & Ganapathy, 2002). Particularly, these measures have improved e-customers' intrinsic and extrinsic beliefs about shopping (Ahn et al., 2007; Chuan-Chuan Lin & Lu, 2000).

Affection

In relationships with the five primary elements—brand intimacy, brand dreams, relationship terms, brand memories, and brand uniqueness, the former four are the secondary components of brand love (Albert et al., 2008) (Ahuvia et al., 2020). Brand intimacy can be compared to the familiarity, closeness, and affection of people. When a customer dreams about a brand, it's a way for them to convey their feelings about the brand or to demonstrate its influence in their thoughts. Intimacy, or the degree of familiarity one has with a partner as a result of a sustained connection, determines the character and duration of a relationship with a brand. The degree of satisfaction in a relationship is reflected in its duration. Customers can associate a brand with memorable and pleasant events from their past, early years, or initial encounters (Akgözlü and Kılıç, 2021). The outcome of the gathering of opinions showing that the brand was selected differently or distinctively is known as brand uniqueness. Along with brand passion, brand affection can be viewed as a subset of brand love and encompasses the growth of intimacy and a unique relationship between the customer and the brand (Pourazad et al., 2019).

Self-Brand Connection

The extent to which customers integrate a brand into their self-concept is known as the self-brand connection (Escalas & Bettman, 2003). There may be a range of degrees in the ties between consumers

and brands (Fournier, 1998). Generally speaking, selecting a product from a specific brand may reflect the idealized version of themselves that customers wish to project to others or even to themselves (Escalas, 2004). They satiate their basic psychic requirements by using psychological values and their own symbolic meaning (Fournier, 1998; Escalas & Bett-man, 2003). Social needs can be met by establishing connections with important people, while psychological needs can be satisfied by creating a self-concept and expressing and sustaining one's individuality.

Review of Literature

Aggarwal (2017) conducted a study on "Impact of perceived usability and perceived information quality on Indian consumer purchase intentions in online shopping: implication of Technology Acceptance Medel and Simulus Organism Response theory". The purpose of this study is to explicate a comprehensive model explaining the impact of perceived usability and perceived information quality on consumer purchase intentions and how it contributes to trust and satisfaction towards an e-retailer in an online shopping context. 500 Indian online consumers were surveyed to conduct the research agenda by structural equation modelling. Perceived usability and perceived information quality had positive influence on satisfaction and trust. Trust and satisfaction had a positive influenceon consumer purchase intentions.

Saleem (2017) studied "The impact of celebrity endorsement on brand affection and purchase intention: The mediating role of word of mouth". This study looked at three aspects of celebrity endorsement as indicators of consumers' favourable word-of-mouth, including reliability, skill, and attractiveness. As a mediating construct between celebrity endorsement and customers' behavioural outcomes, it also assessed the influence of word of mouth on purchase intention and brand affection. The study tested a structural equation model using a sample of 369 respondents. The study's findings showed that the fully mediated model outperformed

the partially mediated model and that the most crucial component of celebrity endorsements that produced favourable consumer behaviour was trust worthiness

Self-brand connections were defined by Escalas & Bettman (2000) as the degree to which people have integrated brands into their self-concepts. Products and brands aid in the development of a meaningful sense of self, which is used to project one's own image to others as well as to oneself. As people go through life transitions, brands become a source of personal achievement that allows them to stand out (Escalas, 2004). When brands share similar qualities or overlap with customer traits, brand attachment is encouraged (Escalas & Bettman, 2005; Swaminathan et al., 2007). Because of the various ways that consumers can express themselves, consumer personality and brand personality interact (Sirgy et al., 1991; Fournier, 1998).

By uniting consumer identity and brand image, Moliner et al. (2018) discovered a new self-congruity mechanism that links self-brand connections (Aguirre Rodriguez et al., 2012). By enhancing individuality, self-identity, and self-confidence, the two together satisfy customers' psychological needs (Roy &Rabbanee, 2015). Furthermore, improved self-alignment has been linked to favourable assessments (Sirgy, 1982; Grohmann, 2009);

Need for the Study

The modern era customers have more exposure to social media. They follow different brand's pages in social media and come to know about the product / brand. Therefore, sharing quality information in the organization's social media page is very important.

To understand how today's consumers are connected to their cosmetic brand, and what are the factors that lead them to choose a specific cosmetic brand, is the aim of this study wherein the impact of Perceived Information Quality and Affection on Self-Brand Connection has been analysed.

Objectives of the Study

- To examine Perceived Information Quality, Affection and Self-Brand Connection with respect to cosmetics products
- To determine the relationship between Perceived Information Quality and Affection; Affection and Self-Brand Connection
- To analyze the impact of Perceived Information Quality and Affection on and Self-Brand Connection

Conceptual Framework

Figure 1 Perceived Information Quality-Self-Brand Connection Model

This model is based on the conceptual model of Hollelbeek et al., (2014) which considered Consumer Involvement, Cognitive Processing, Affection, Activation, Self-Brand Connection and Brand Usage Intent. However, only Affection and Self-Brand Connection along with Perceived Information Quality are considered for this study. Hence the present model aims to determine the impact of Perceived Information Quality and Affection on Self-Brand Connection.

Research Methodology

The study is empirical and analytical in nature. Primary data was collected using a standardized structured questionnaire from a sample of 100 females in Chennai, using Purposive sampling technique. Google forms were used to collect the data from the female respondents of Chennai City. The statements of the study were measured on a five-point Likert's Scale ranging from "Strongly Agree" (5) to "Strongly Disagree" (1). Weighted Mean, Karl Pearson Correlation and Regression Analysis were used for the purpose of analysis using SPSS Version 21 software. The validity and the reliability tests were conducted. The overall reliability of the

questionnaire tested using Cronbach's Alpha Reliability Test was found to be 0.926.

Data Analysis and Interpretation
Table 1
Demographic Profile of the Respondents

Particulars		Frequency N=100	Percentage
Age	Upto 21 Years	29	29.0
	22-31 Years	30	30.0
	32-41 Years	27	27.0
	42-51 Years	14	14.0
Educational Qualification	Undergraduate	54	54.0
	Postgraduate	31	31.0
	Professional	10	10.0
	Others	5	5.0
Occupation	Student	37	37.0
	Homemaker	13	13.0
	Government	11	11.0
	Private Sector Employee	39	39.0
Monthly Family Income	Less than Rs.20,000	23	23.0
	Rs.20,000 – Rs. 40,000	20	20.0
	Rs. 40,000 – Rs. 60,000	16	16.0
	Rs. 60,000 – Rs. 80,000	10	10.0
	Rs. 80,000 – Rs. 100,000	9	9.0
	More than Rs. 1,00,000	22	22.0

Source: Primary Data

From the above table it can be inferred that 30% of the respondents belong to the age category of 22-31 years, 29% belong to upto 21 years category, 27% of the respondents belong to 32-41 years category and 14% of the respondents are in the age group of 42 years and above.

Majority of the respondents are Undergraduate (54%), followed by Postgraduate (31%) and Professionals (10 %). 39% of the respondents are private sector employees, 37% are students, 13% are homemakers and the remaining 11% of the respondents are Government Sector Employees.23% of the respondents have a monthly family income category below Rs. 20,000, 22% belong to the monthly family income of More than Rs. 1,00,000. 16% belong to the monthly family income of Rs. 40,000 - Rs. 60,000, followed by 10% with monthly family income of Rs. 60,000 - Rs. 80,000 and 10% of respondents with Rs. 80,000 - Rs. 100,000 as their monthly family income.

The next part of the analysis examines the impact of Perceived Information Quality, Affection and Self-Brand Connection based on the weighted mean scores. 16 statements were used to measure these factors, and they were examined on a five-point Likert Scale ranging from Strongly Agree (5) to Strongly Disagree (1)

Table 2
Perceived Information Quality, Affection and Self-Brand Connection

S. No	Factors	Weighted Mean
1	Perceived Information Quality	3.76
2	Affection	4.04
3	Self-Brand Connection	3.59

Source: Primary Data

The weighted mean scores for all the statements that measure the above-mentioned factors are between 3.76 to 4.04. This indicates that respondents have agreed that the information they get from the cosmetic company's social media page about the product is trustable, reliable and useful to them. Quality information about the brand helps to build affection towards the brand. Affectionate consumers will have loyalty towards the brand and will stay connected with the brand.

The weighted mean scores for the above-mentioned factors reveal that Affection (4.04) is more important, followed by Perceived Information Quality (3.76) and Self-Brand Connection (3.59)

The next part of the analysis deals with determining the relationship amongst the factors of

the study using Karl Pearson Correlation, the results of which are as below:

Table 3

Relationships amongst the Factors of the Study

Factors	Perceived Information Quality	Affection	Self-Brand Connection
Perceived Information Quality	1		
Affection	.471**	1	
Self-Brand Connection	.348**	.386**	1

Source: Primary Data

Note: ***denotes significance at1% level*

It can be inferred from the above table that, a significant positive relationship exists between Perceived Information Quality and Affection, Affection and Self-Brand Connection at 1% level of significance since $p < 0.01$. This means that when the information about the cosmetic brands is accurate, adequate, relevant and useful, the customers feel positive about the brand and it makes them happy. This in turn leads to personal connection towards the brand where the customers feel that they can be identified with their brand.

The next part of the analysis deals with determining the impact of Perceived Information Quality and Affection on Self-Brand Connection by using regression analysis, the results of which are shown below.

Table 4

Impact of Perceived Information Quality and Affection on Self-Brand Connection

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
(Constant)	.664	.635		1.047	0.298		
Perceived Information Quality	.345	.169	.213	2.046	0.043*	.778	1.286
Affection	.402	.146	.286	2.749	0.007**	.778	1.286
R Square value	0.184						
F value	10.958						
P value	0.000**						

Source: Primary Data

Dependent Variable: *Self-Brand Connection*

Predictors: *(Constant), Affection, Perceived Information Quality*

Note: *1.denotes significance at1% level*
2. denotes significance at 5% level

From the above table it can be inferred that 18.4% of variance in Self-Brand Connection is explained by the Perceived Information Quality (PIQ) and Affection (AFF). Also, Perceived Information Quality has a significant impact on Self-Brand Connection at 5% level of significance and Affection has a significant impact on Self-Brand Connection at 1% level of significance.

The Regression Equation is, Self-Brand Connection= 0.664 (Constant) + 0.345 X_1 (PIQ) + 0.402 X_2 (AFF)

Here the coefficient X_1 which is 0.345 represents the partial effect of perceived information quality on Self-Brand Connection, holding the other variables as constant. The estimated positive sign implies that such effect is positive, and Self-Brand Connection

would increase by 0.345 for every unit increase in Perceived Information Quality. The coefficient X_2 which is 0.402 represents the partial effect of affection on Self-Brand Connection holding the other variables as constant. The estimated positive sign implies that such effect is positive, and Self-Brand Connection would increase by 0.402 for every unit increase in Affection. Based on the regression scores, it can be inferred that among the two factors, Affectionimpacts for Self-Brand Connection more followed by Perceived Information. When the consumers get to know about beneficial, satisfactory and trustworthy information about the brand from the cosmetic company's page, they feel optimistic and contented about the brand. This makes them stay connected to the brand's page and they use brand to communicate who they are to other people. When the consumers are more committed towards their cosmetic brand, they tend to repurchase the same brand again and become more attached towards their brand. This influences them to be more connected towards their cosmetic brand.

Limitations and Further Research

The sample comprised of female respondents in Chennai City only. Limitations of the questionnaire method are applicable to the study. The study considered only a few variables namely Perceived Information Quality, Affection and Self-Brand Connection. Future researchers may also examine other variables like Perceived interactivity, Cognitive Processing, Brand Usage Intent etc.

Conclusion

This study aimed to investigate the relationship between Perceived Information Quality, Affection and Self-Brand Connection and the impact of Perceived Information Quality, Affection on Self-Brand Connection with respect to cosmetics products. The results established that there exists a positive and significant relationship among the three factors namely Perceived Information Quality, Affection and Self-Brand Connection. The brand information that the customer perceived is effective on affection; Affection has a significant and positive effect on Self-Brand Connection. The goal of every marketer is to establish a strong connection and enduring relationship with their customers. In order to do this, the business must establish a social media profile with relevant, appropriate, and helpful content. This will make customers satisfied with the brand and encourage them to tell their friends and family about it, keeping them engaged.

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MAHATMA GANDHI'S NAI TALIM: EXPLORING THE RESEMBLANCE IN NEP 2020

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Abstract

Gandhi's Philosophy of Education, knowledge can not be separated from work. The three pillars of Gandhi's pedagogy were its focus on the lifelong character of education, its social character and its form as a holistic process (Kumari, S.,2016). Experience is the best way to learn and should be the main focus of education. When education is delivered through work and craft rather than just books and abstraction, it is effective. The emphasis must be on values, ethics, and model citizenship for education to truly form character. Gandhi believed that separating education from work led to birth of many social injustices in the society. In 1937, Mahatma Gandhi seeded an important idea to revamp the education system, at a conference in Wardha, Maharashtra through Nai Talim. The notable changes in education under the New Education Policy (NEP) 2020 resonate with none other than Mahatma Gandhi's ideas of education.

Keywords: nai talim, experiential learning, character, non violence, craft education, nep 2020.

Introduction

Mahatma Gandhi was a remarkable educator who created "The Wardha Education Scheme" or "Basic Education System," which can be considered the first prototype of the national education system and was mass-oriented, work-centered, and value-based. It is India's first attempt at vocation-based education. In order to make the youngster more sociable and cooperative, his educational plan calls for close integration of the community and school. In British India, this programme represented the first attempt to create a native educational programme. Gandhiji believed that this education is the real education that aids in achieving one's life goals. Knowing what is important to learn is learning. So, self-knowledge is true knowledge. Education Policy (NEP) 2020 was introduced in India on 29th July 2020 by replacing the 34-year-old National Education Policy 1986. The policy aims at making India a global knowledge superpower. It is described as a new age education policy as it aiming at transforming the current face of Indian education system. There are various important changes have been made based upon the needs of the children of modern India. The 10+2 structure in school is modified with a new 5+3+3+4 curricular design.

Objectives of the Study

The objectives of the study are mentioned below:

- To explore the impact of Gandhian educational system Nai Talim on NEP 2020
- To analyze the relevance of Gandhi's education system in NEP 2020

Methodology

To achieve the objectives of the study document analysis was done in the initial stage of the work. A comprehensive and historical strategy has been adopted in this work to attain its goal. Both original sources and secondary sources were used for this. The works of Mahatma Gandhi, his speeches, and his essays in periodicals and newspapers were used as primary sources. Magazines from both domestic and foreign publications have been reviewed and evaluated during the research process in addition to the secondary sources that are available in the form of books.

Basic Education According to Mahatma Gandhi

Gandhiji made an effort to research the basic education system of schooling. This educational framework reflects his personal values and way of life. The key components of a fundamental education can be found in the list below, according to Gandhian education philosophy.

Complete Development

Gandhiji underlined numerous times that education should provide children a chance to fully develop their personalities. True education, according to him, "stimulates the children's spiritual, intellectual, and physical faculties." Throughout his life, he voiced harsh criticism of the current educational system, calling it a fruitless endeavour for children.

Free and Compulsory Education for All

Gandhiji wanted all boys and girls between the ages of seven and fourteen to get a basic education that was both free and required. "I completely believe in the notion of free and obligatory elementary education for India," said Gandhiji. Gandhiji believed that all boys and girls between the ages of seven and fourteen should have access to free, compulsory education. The mother tongue of the learner must be used to deliver instruction at the basic level. All children in the hamlet should get free, universal elementary education. A nation's foundation will be strengthened as a result. Using this idea, Sarva Shiksha Abhiyan was created.

Occupation-Focused Education

Gandhiji advocated for universal, free access to a basic education for children between the ages of seven and fourteen. Gandhiji stated, "I firmly believe in the idea of free and required elementary education for India. All boys and girls between the ages of seven and fourteen should have access to free, mandatory education, according to Gandhiji. The delivery of teaching at the fundamental level must be done in the learner's mother tongue. Elementary education should be free and available to all kids in the hamlet. As a result, a nation's basis will be strengthened. Sarva Shiksha Abhiyan was developed based on this concept.

The Mother Tongue as a Medium of Instruction

The fact that instruction is given in a foreign language is one of the system's obvious weaknesses. Gandhiji therefore stressed the need of using the mother tongue as a teaching and learning tool. This is both academically sound and very natural. increases the capacity for new ideas in the sphere of education to be understood and expressed. It also improves mental acuity.

Development of Creativity and Critical Thinking

Gandhiji placed a strong emphasis on the idea of "learning by doing," which encourages individuals to think critically and creatively. To enable them to begin producing while they were studying, he placed a strong emphasis on work culture for students from the very beginning. His basic schooling therefore focused more on using his intellect, heart, and hand than it did on reading or writing. "By education, I mean bringing out the best in the child and man: body, mind, and soul," said Gandhiji. The primary goal of education cannot be literacy.

Emphasis on Collaborative Learning

True education is a continuous process that fosters a spirit of responsibility, tolerance, cooperation, and cooperation. The development of a human personality that can strike a nice balance between the needs of the individual and the social objectives of education requires all these abilities. Gandhiji consistently promoted group learning. A child can develop collaborative learning skills and understand the value of hard effort via crafting.

Development of Self-Reliance and Patriotism

Through the practise of crafts, basic education sought to foster children's overall development and instil a feeling of patriotism in them. Gandhiji envisioned a self-sufficient basic education system in which each student would graduate with a profession or occupation that would enable them to support themselves. He wanted a degree so he could get a job. He said, "My Nai Talim does not depend on money. The education itself must pay for operating expenses. Despite the criticisms, I am aware that "self-sufficient" education is the only kind that counts. He said, "Teachers earn what they take." It serves as a model for the art of living. As a result, both the teacher and the student must produce in order to teach and learn.

National Education Policy—2020

The National Education Policy—2020 (NEP—2020) was approved by the Union Cabinet, which is presided over by the Honorable Prime Minister Shri Narendra Modi, on July 29, 2020. The committee's report, which was delivered to the ministry of human resource development on December 15 and presided over by Padma Bhushan Dr. K. Kasturirangan, a former head of the Indian Space Research Organisation, served as the foundation for the policy. After extensive deliberation, the government has approved the National Education Policy—2020, which will undoubtedly represent a turning point in the history of education in India. The policy emphasises a flexible, learner-centered, holistic system that aims to turn India into a thriving knowledge society, which is to be welcomed. It correctly strikes a balance between acceptance and India's rootedness and pride.

Reflection of *Nai-Talim* in NEP 2020

The New Education Policy (NEP) 2020's noteworthy reforms to schooling are consistent with Mahatma GandhiJi's views on education. However, the NEP—2020 instils fresh optimism that Gandhi Ji's vision will come true if the strategy is put into practise with the same purpose it was designed with. The Nai Talim method's failure and the NEP's proposed cures have a number of causes, including:

- The Nai Talim method emphasised the value of education through any worthwhile work we conduct in daily life (learning by doing). However, as the dynamics of society changed, different types of employment, such as blue-collar and white-collar jobs, were divided into different categories. The connotation of work itself changed as a result of macro- and micro-level issues like social, economic, political, and cultural considerations. In comparison to before, the hierarchy within the work systems grew more strict. The value of cerebral labour continued to outweigh that of manual activity. Gandhi Ji described the goal as providing "education of the body, mind, and spirit through the teaching of handicraft to the youngsters" (Harijan, 11-6-1938).

- Nai Talim concentrated on developing a child's varied skills in accordance with his or her interests. This necessitated adjusting productive labour and instruction to the child's innate talent. The current educational system, however, continues to place a strong emphasis on curriculum delivery and content standardisation. The NEP addresses this issue and advises giving students the freedom to select their own courses based on their individual interests. It suggests allowing schools to employ a variety of assessment techniques. It also suggests using various scholarship programmes to support "gifted/special youth."

- The Nai Talim approach offered an alternative to traditional textbook education. The teacher's enthusiasm to motivate youngsters to learn was a major factor in this strategy's success. The NEP—2020 recognises the importance of educators in determining the course of the country. Additionally, it discusses the reasons behind the declining position of teachers in society. In order to fill this gap, it suggests provides a language formula for each child and promotes multilingualism in kids. Additionally, it recognises the value of starting the "foundational stage" of learning in one's mother tongue or native speech.

- It recognises that an understanding of "English". Language proficiency is regarded by job seekers as a sign of high education. It places a strong emphasis on cultivating an understanding of Indian Investing in restoring the "status of teachers" by making long-term investments in their development. giving teachers more freedom to select specific curriculum and pedagogy options. supporting the community and teachers.

- The NEP puts more focus on the vocational studies such as Crafts, carpentry, gardening, pottery making and so on to be decided and implemented in the schools during grades 6-8.

Mother tongue as a medium of instruction is another major change education policy. NEP says that no language must be imposed on students, but they should be given freedom to learn in their respective mother tongue.

- The policy has also merged the arts, commerce and science streams into one and their content to be mixed into single curriculum. Policy also pays its special attention on the school education in rural and remote areas and also enumerated provisions for SC, ST and backward classes to bring them into the realm of equality. Looking at the need of modern education, policy also put forth the online learning.

Conclusion

In conclusion, it can be said that The notable changes which are highlighted by NEP are undeniably resonates the Gandhi's ideas of education. He always stressed upon the education which aims at overall development of a child. There is a hope with NEP 2020, that it will put Gandhi's approach into practice. Gandhji considered education not an end in itself, but a means to an end. It is considered an instrument at the service of the comprehensive development of individual personalities and the needs of the nation. NEP 2020 also aims to ensure equity and inclusion of women and transgender in education field. Learners are exposed to four stages like: concrete experience, abstract conceptualization reflective observation and active experimentation during the process of Nai Talim learning activities. Well organized learning activities will able to teach students the skills to apply knowledge into practice, motivation, positive learning and students are interested in learning. Inculcate the value of dignity of labour among prospective teachers and develop professional skills thus transforming all to skilled man – power.

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PROMOTION OF ARTIFICIAL INTELLIGENCE ENHANCES TEACHING-LEARNING AMONG STUDENTS WITH LEARNING DISABILITY IN MODERN INCLUSIVE CLASSROOM SETTINGS

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Abstract

The present study explores promotion of artificial intelligence (AI) enhances teaching-learning among students with learning disability (LD) in modern inclusive classroom settings.AI in the classroom mainly generates comprehension, information, and intelligence; it is a highly regarded tool to aid learning. The process of inspiring and facilitating students with LD is also crucial. Even inclusive education stands to gain in the long run from advancements in AI. Learning to use new technologies to enhance inclusive education for students with LD is essential since it can transform education. Using AI in modern inclusive classrooms can greatly improve educational outcomes for students with students with LD. By creating interesting, personalized, and approachable learning experiences for each student, AI has the potential to alter students with LD radically. Smart Sparrow and Dream Box are two examples of learning management systems powered by artificial intelligence. Both systems modify the course's content and degree of difficulty based on how well each student does. By leveraging AI, we can pinpoint students with LD's areas of weakness and promptly address their requirements with personalized support, such as extra practice or comprehension materials. To identify trends in student learning, AI systems analyse their interactions and progress, highlighting their successes and opportunities for growth. Students with LDs have a better chance of succeeding academically using AI, which can anticipate possible learning obstacles and quickly provide answers. Students have a safe space to practice their social and communication skills in AI-powered simulations and virtual environments.AI has the potential to tailor lessons to each student's individual needs and learning style, which can greatly benefit students with LDs. Some potential ways AI techniques could make learning materials more accessible include text-to-speech, speech-to-text, and other assistive technologies. AI platforms can adapt to the difficulty of tasks based on students' performance, allowing for more personalized feedback and help.Software that converts text to audio can be helpful for students with LDs who have vision or reading impairments. AI can examine data on student performance to identify problems and intervene early. By utilizing AI systems that offer customized resources, lesson plans, and strategies, educators can more effectively support SWLDs experiencing difficulties in teaching and learning in modern inclusive classroom settings.

Keywords: promotion, artificial intelligence, enhancement, teaching-learning, students with learning disability, modern, and inclusive classroom settings

Introduction

AI has a long history of usage in the diagnosis and treatment of students with LDs, as demonstrated by Drogas and Ioannidou (2013). The United Nations estimates that by 2022, 79.2 million people will be living with a learning disability. Children who have learning disabilities need specialized education programs since their impairments affect their capacity to think, communicate, read, write, count, and spell. As an illustration, consider the US; around 15% of all students, or 2.3 million children, fit this description (National Centre for Education Statistics, 2022). Machines, like humans, can "learn" from "experience" and use that knowledge to tackle new problems. Changes have been made. The outward look of AI has changed throughout the past few

decades. Numerous sectors, including academia, have reaped significant AI benefits from this updated feature's broad use (Zhai et al., 2020). According to Samoili et al. (2020), AI primarily depends on human-developed hardware and software. It learns its next move by collecting data about its digital and physical environments, processing, interpreting, and reasoning with that data. AI has seen enormous resources and attention in the past few years. To find out, we researched students with LDs and AI, particularly their uses outside of screening and diagnosis. The primary objective of this research was to find out how students and educators can collaborate with AI to provide individualized support to kids who have had difficulty with their academics in the past. The exact nature of AI remains a mystery, even after decades of speculation. Therefore, several businesses have developed their definitions of AI, which has resulted in disputes.A group of senior experts used information from a qualitative analysis of fifty papers that had previously defined AI to arrive at an operational definition. In their 2020 study, Samoili et al. sought to elaborate on this term. According to studies by Drigas and Ioannidou (2013), AI can identify dyslexia and reading disabilities. According to Drigas and Ioannidou (2012), AI has enormous potential in many domains, including essay grading, psychological profiles, spelling problem prediction, and students with LD reading and writing tasks. Identifying and evaluating learning deficits is the main objective of these investigations, as stated in Rauschenberger et al. (2019), Rello et al. (2018), and Zvoncak et al. (2019). Adaptable forms could take many shapes; examples are chatbots, social robots, communication tools, intelligent instructors, and mastery learning systems. An essential use of AI in education sheds light on the problems among students with LDs face, allowing their needs to be accommodated in modern inclusive classroom settings.

Students with difficulty focusing in class may also be emotionally and socially intelligent (Ouherrou et al., 2019). Screenings and diagnoses are necessary before teachers can address the specific requirements of pupils with LDs and ensure their academic success. Studies conducted by Ioannidou (2013) and Drogas and Ioannidou (2012) indicate that learning therapies based on artificial intelligence could benefit students with LDs. Outcomes may have applications in speech therapy, individual feedback, and the enhancement of social skills (Ioannidou, 2013; Drogas&Ioannidou, 2012). Students with LDs had a higher prevalence of mental problems and social isolation, according to the research. The availability of academic help significantly impacts a student with LD's capacity for self-improvement—students with LD experience higher rates of problems in STEM subjects than the whole population. Less developed nations should prioritize special education programs despite their limited resources. According to Asghar et al. (2017), these students' consistently poor exam scores indicate that they may have had difficulty with reading, writing, and mathematical reasoning. Several scenarios could benefit from this type of program, including AI-powered classrooms. According to Zhai and Nehm (2023), academics aim for a more equitable AI by enhancing education for all students. Additional research on the present status of students with LDs. AI applications is necessary to address these deficiencies. Understanding which AI apps were utilized and how they were integrated could help the students with LDs to achieve their learning and intervention goals more effectively. According to Asghar et al. (2017), students' performance in other areas of education is directly related to their capacity to comprehend, retain, and apply classroom material. Since students with LDs manifest differently in every child, it could be difficult for educators to accommodate all students with students with LDs in the classroom. Since every student has different needs, teachers must have access to modern tools such as AI apps to create individualized lessons. Using AI, we can better assist students with LDs who are having trouble keeping up in modern inclusive classroom settings.

What is Artificial Intelligence

Many teachers opt to include AI in their lessons for students with special needs (Chen et al., 2020; Hwang et al., 2020). Computing-based AI study aspires to create robots with learning and problem-solving capacities similar to the human brain. Thinking, solving problems, using one's senses to see the environment, learning from one's errors, and understanding language are all part of this set of abilities. Within the expansive domain of AI, machines can be programmed to mimic human intelligence when performing certain activities. Neither are they particularly intelligent or self-aware. Many companies, such as Amazon and Netflix, use recommendation algorithms and chatbots to respond to customer service questions about products. Voice assistants include systems like Siri and Alexa. Tools for writing, spellchecking, word prediction, text-to-speech, and speech-to-text are just a few of the assistive technologies that are being improved using AI. It seems to suggest that AI has the potential to spread messages that promote diversity, inclusion, and equality. Learning systems powered by AI, chatbots, and virtual assistants can help teach students with LDs to be more tolerant, culturally understanding, and bias-free, better meeting the needs of students with LDs in modern inclusive classroom settings.

Teachers who are well-versed in the various AI tools at their disposal are better able to cater to their students' learning styles, according to research by Seldon and Abidoye (2018) and Becker et al. (2018). Motivating and empowering students to take the initiative may turn any classroom into an interactive, engaging, and dynamic learning space (Nemorin et al., 2023). AI may one day surpass human intelligence in many ways, including comprehension, learning, and application of intellect. No generic AI system has been established yet, although AI is still in its infancy. The situation is still being investigated. It beats the brainiest people in every cognitive test, including those that measure creativity, social interaction, and emotional management. Most discussions revolve around hypothetical perfect situations and moral dilemmas since this is just theory. For students to feel comfortable and included in the classroom, teachers must be knowledgeable about and up-to-date on this technology. Studies by Holmes et al. (2023) and Hwang et al. (2020) support the idea that AI has the potential to enhance human intelligence and understanding. These studies found that computer systems powered by complicated machine-learning methods can achieve this. When you stick to these methods, you should be able to identify problems, resolve them, and get the most outstanding results. The focus of AI is shifting from just providing information to helping students learn, according to Castañeda and Selwyn (2018).Computer vision, a subfield of AI, aims to teach computers to detect and understand visual data. Autonomous vehicles, recognition of faces and objects, and much more are all part of it. Physical and cognitive robots collaborate in the actual environment to accomplish their goals. In this area, robots assist humans in many fields, including healthcare, manufacturing, and customer service. Teachers have a moral and legal obligation to instil good AI manners in their students. Since AI enables personalized learning, it is frequently used to enhance cognitive capacities. More teachers collaborating may excite students with LDs' attention even more, which would be great for accommodating their requirements in modern inclusive classroom settings.

Computers' ability to learn new tasks and make independent judgments is the subject of AI study. Supervised learning, unsupervised learning, and reinforcement learning are three of the most famous branches of machine learning. The deep learning subfield of machine learning mainly concerns data encoding and pattern recognition through multi-layer neural networks. Necessary for autonomous vehicles, picture and sound identification, and natural language processing. The ability of computers to acquire new skills, such as pattern recognition, data analysis, and language generation, is a crucial focus of AI research. It includes things like semantic analysis, conversational bots, and machine translation. As an outcome of this shift in classroom

practice, students learn to efficiently gather, evaluate, and use data (Vincent-Lancrin& van der Vlies, 2020). With the help of AI, several parts of the classroom setting for students with LDs have been improved. Students with LDs may soon have a powerful ally in the dynamic area of AI in their battle for inclusion, individualized lessons, and access to special education programs. Students with LDs who prefer independent study may benefit significantly from braille devices that use artificial intelligence. AI learning platforms and applications might help Indian children who have trouble reading. These apps are great for children with LDs because of their broad feature sets. Personalized learning is made possible by the academic notebook platform's AI (Gupta et al., S. B, 2024).Using feedback from students and teachers to tailor lessons to each person's requirements is a win-win situation. They can strengthen their areas of weakness while increasing their knowledge by doing this. Anyone looking to enhance their language skills will find the app's interactive exams, vocabulary exercises, and personalized courses to be invaluable resources. With AI, medical imaging data and pictures can be analysed more effectively, leading to more accurate diagnoses. They are developing innovative treatment plans by sifting through mountains of patient data and seeing patterns that might indicate fraud. The decisions of investors are based on market information. Vehicles capable of driving themselves without a human driver are known as self-driving cars. AI-driven technology could be a solution to traffic congestion. The ability to automate the provision of help via voice or text messaging. Media and products tailored to each customer. Modifying the teachings and activities ensures that all students meet or exceed the goals. Students with LDs must have access to adaptive and interactive teaching approaches in moderninclusive classroom settings.

Children with Learning Disability

Students with LDs encounter distinct obstacles in the classroom, which can lead to academic struggles and a lack of motivation to succeed. Persons with LDs often struggle to retain new material and, even more so, to apply it in real-world scenarios. They reveal their preferred learning style rather than showing a child's potential or IQ. The capacity to read and understand spoken language is impacted by one type of learning disability. Word decoding, reading fluency, and understanding are all areas where children with trouble reading may fall short—problems with accuracy, punctuation, reading speed, and comprehension. Because of my learning disability, I am unable to write. You may struggle to articulate yourself clearly and logically in writing—spelling, handwriting, and physical writing disabilities; difficulty organizing ideas on paper. Shower them with positive reinforcement and affection to help them grow emotionally and socially. Büttner and Hasselhorn (2011) state that environmental factors cannot explain behaviours linked to cognitive impairments. This study adds to the growing evidence suggesting that learning impairments may indicate more severe health problems. Learning difficulties can affect the understanding of mathematical concepts and numerical data processing. A child with dyscalculia may have trouble with basic maths, numerical reasoning, and solving problems with numbers. Basic arithmetic, spatial awareness, and understanding of mathematical ideas are lacking. Since their academic struggles do not originate from inefficient teaching methods, students with LDs do not require modifications to their physical learning environment. In an ideal world, with the help of an AI system or a human teacher, children with LDs could still learn independently. Teachers can better address their students' needs through one-on-one conferences to assess each student's current level of knowledge, preferred learning method, and areas for improvement.In the future, AI might make teachers' jobs easier by taking over some of the more labour-intensive duties. Envision a system driven by AI that can determine the specific needs of every learner (Zigoni et al., 2021). Using this information, we may modify our lessons and reading assignments according to each student's needs. AI systems

potentially taking over for human educators are only partially implausible. Teachers might save time and effort by using AI-powered smartphone apps to personalize lectures to each student's needs. Thanks to technology powered by Al, you might have less work to do, and more students could profit. A lot of modern classrooms use AI in their lessons. With this all-encompassing review, we hope to disseminate the most current outcome from Al for students with LDs in inclusive and adaptive classroom settings.

Effects on the ability to read, write, calculate, organize, reason scientifically, concentrate, and remember. People who have trouble reading or writing may face a variety of limitations, including dyslexia, severe brain injury, impaired perception, developing aphasia, and low competency in spoken or written language. The capacity of a student to learn can be severely impacted by any one of many different kinds of LDs. For those with dyslexia, reading and other language-dependent abilities can be pretty tricky. Dysgraphia, often called distractible handwriting, is a disorder in which a person consistently fails to produce legible handwriting. People who have dyscalculia may struggle with mental arithmetic and comprehending numerical relationships. If you need help picking up on nonverbal clues, it could be easier for you to understand nonverbal signs. In this matter, we concur entirely with the stance.Individualized education programs that address the specific requirements of struggling students with LDs are typically the most effective approach. Coursework, goals, changes, and specialized educational programs. They adapt lessons and reading assignments to accommodate students with various learning differences. One way to encourage practical learning is to use audio-visual aids. Organizations use programs integrating text-to-speech and speech-to-text technology to enhance instructional operations. Contributes to pupils' academic success by allowing them to showcase their knowledge and focus on their strengths. Simple, straightforward exercises to help pupils retain the information. Simple tactics that can significantly enhance students with LDs' chances of success include:

- Allowing them extra time to complete assignments.
- Utilizing multimodal instruction.
- Offering small-group or individual training.

A learning disability could be the root cause of a child's educational struggles. Emotional and social symptoms that children with learning disabilities may face include difficulties with self-esteem, disruptive behaviour, and social engagement. With individualized support, students with LDs can succeed academically. This condition hinders the brain's ability to process sound, even in individuals with typically developing ears. Problems in hearing, detection, and comprehension of noises. They need help understanding and carrying out spoken directions. A characteristic of this neurological disorder is a decrease in visual processing speed. Possible symptoms of this disease in youngsters include problems with visual memory and other visual-spatial abilities. The visual instructions may be hard to understand and follow. They must catch up to learning goals in reading, writing, and mathematics. Disinterest, low self-esteem, and unhappiness might result from problems that don't go away. Social rejection and mistreatment are expected outcomes for students who lag behind their classmates. Stress and strains in the classroom can lead to a variety of mental health problems, including depression, anxiety, and behavioural disorders. Traditional methods of instruction may not meet their exceptional requirements. They need to have their lessons, homework, or resources modified if they want to do well in school. There is a difference between a learning disability and issues with impulse control or attention span. While it's possible that some of these LD students don't have dyslexia, the vast majority likely do. The development of AI and other technological marvels has dramatically enhanced many people's quality of life. Al's positive effects on education could make accessing top-notch schools easier for those with visual, physical, or

cognitive impairments. Recent advances in Al will have far-reaching repercussions concerning inclusive education and the needs of children with LDs. This working paper mainly focuses on the potential impacts of AI on inclusive education. Discussions with exceptional education teachers and students with LDs were vital to the qualitative study, which shed light on how to best meet the needs of these students with LDs in modern inclusive classroom settings.

AI in Teaching-Learning Processes

The capacity of computers to learn and adapt is central to most accounts of AI, which opens the door to the possibility of creating robots with human-level intelligence (Wartman & Combs, 2018). The capacity to train computers to mimic human behaviour and thought processes is one meaning of artificial intelligence, according to Mohammed and Watson (2019). The current setup is causing some to expect AI to be soon available on desktop computers, which is not necessarily the case (Timms, 2016). The ways it manifests and its parts in our lives are up for debate. Increasing numbers of classrooms are integrating AI into their curriculum. Implementing AI into schools has the potential to enhance student results, streamline administrative operations, and provide personalised education. Apps like Smart Sparrow and Dream Box use AI to personalise lessons based on each student's strengths and weaknesses. Students get access to personalised lesson plans and activities through these digital resources. Thanks to technological advancements, educators may track their students' engagement with course materials and assess their proficiency. Machine learning is being used to improve teaching methods. Knewton and MATHia, two systems developed by Carnegie Learning, offer feedback and education that mimics human performance in real-time. Teachers accomplish this by tailoring their lessons to each student's needs, giving students plenty of chances to practise and understand the material, and encouraging them when they work through difficulty independently. After a student submits their work, these systems assess it and offer them specific suggestions, such as why something was wrong or how to better how to best fulfil the requirements of these children with LDs in modern inclusive classroom settings.

Concerning exams, AI can use natural language processing to grade essays, multiple-choice, short answer, and many more questions. Educators can benefit from Gradescope and Turnitin because they simplify grading and give students instant feedback on their work. Customised learning enabled by AI allows students to receive quick feedback on their work, which helps them improve by letting them know where they went wrong. Research shows tailoring lectures to each student's interests and demands increases engagement and memory retention. If routine administrative tasks like scheduling and grading are automated, teachers will have more time to devote to students and deliver a high-quality education. We can ensure all students can access study resources using AI's distribution and administrative skills. Al zeroes down on his pupils' weak spots and provides them with the support they need to overcome them. Teachers can use learning analytics to monitor their pupils' progress and determine where they need the most excellent support. Thanks to AI-driven technology, students from all over the world and with all kinds of language backgrounds can now get an excellent education. Students with difficulty learning may be able to participate more actively in class discussions and activities with the help of assistive technology. Assessing the safety of students' private data is challenging. Ensuring compliance with privacy rules, such as the General Data Protection Regulation and the Family Educational Rights and Privacy Act, is paramount. Be completely transparent about the data you utilise, and make sure no one else may access it. Concerns regarding the potential for AI to draw biased or unjust conclusions due to unintentional bias reinforcement in training data are understandable. It would be great if we could figure out how to use AI to make classrooms more equitable and accessible from bias. Disparities in computer and internet

access can exacerbate the problems that students with LD already confront in adaptive and inclusive classroom settings.

Digital inequality and the need to equalise access to AI resources are significant concerns that demand immediate support. Programs for professional development that show educators how to better use AI's knowledge and tools in the classroom might be helpful. If they wish to advance in their professions and incorporate new technologies into their lessons, teachers should participate in professional development programs. Ethical questions about using AI in classrooms arise from worries about students' autonomy and the technology's ability to replace human interaction. Assume that AI will have beneficial social consequences rather than negative ones and continue teaching children with LD about right and wrong. The ability of AI to comprehend and imitate human speech has significantly improved throughout the years. If we want more schools to use AI for the betterment of both students with LD and instructors, we need to move quickly. Increasing classroom involvement and cooperation through AI can lead to a better student with LD accomplishment and less administrative work for teachers. AI needs to strike a balance between immediate needs and potential future benefits if it is to be successful in the modern inclusive classroom settings.

There is an urgent need to resolve the issue of digital inequality and the demand for more equitable access to AI resources. Perhaps it would be a good idea to institute programs that teach teachers how to use the information and tools given by AI better. Teachers must participate in professional development programs to climb the corporate ladder and use cutting-edge technologies in the classroom. Concerns that students with LDs may lose control and that AI will supplant human interaction are at the heart of the ethical issues surrounding its use in the classroom. Keep trying to teach moral principles to children with learning difficulties and pretend that AI will have positive social effects instead of bad ones. In recent years, there has been remarkable

advancement in AI's capacity to understand and mimic human speech. When we want more schools to use AI-based tools to help students and instructors who are struggling academically, we need to move quickly. AI can assist teachers in saving time on administrative work while increasing classroom engagement and cooperation, which in turn helps children with LDs thrive academically. For AI to be successful in the classroom, it needs to figure out how to balance the requirements of the present with those of the future in inclusive and adaptive educational settings.

AI for Children with Learning Disability

AI may one day help disabled youngsters walk again, make their lives easier, and improve their quality of life in general. In the age of artificial intelligence, education has never been more accessible, customized, and understandable. AI may make the development of innovative, user-friendly technologies to assist children with LDs possible. When course materials are readily available, students with LDs are more likely to raise their hands and participate. Students with LDs assessments, recommendations, and interventions. With the help of AI, we can create more inclusive, personalized, and inviting classrooms. Nowadays, children who struggle with learning can participate in any classroom activities and pick up new material at the same rate as children who are typically developing. These AI tools have greatly improved educational opportunities for children with LDs.On a wider spectrum, AI and technology have made classrooms more accessible for students with visual, motor, cognitive, or sensory impairments. AI and other forms of technology have already begun to influence people's daily life. Both students with LDs and inclusive pedagogies created by schools have been affected by the use of AI. This study aims to examine how AI could change the educational landscape for children with LDs who struggle academically. Truly, it is content that has a purpose (Garg, S., & Sharma, S, 2020). There are now more ways for students with LDs to access course materials. Creators of apps and

platforms are continuously brainstorming ways to improve and expand their offerings. Anyone working on artificial intelligence should consult with experts, professionals, and people with LDs.For children who have trouble expressing themselves verbally, AI-enabled devices like Proloquo2Go have provided new ways to communicate themselves. By combining text-to-speech technology with symbols, devices like this make communication easier. A lifeline for kids on the autism spectrum could be a piece of software that helps with communication. When you need help with your grammar or writing, you can turn to Ginger Software, an AI system. Another one is Grammarly. These materials have the potential to revolutionize the way students approach language arts.An example of this would be when an AI system recommends more appropriate wording and sentence patterns to students with LDs. Playing instructional games powered by AI is a great choice when you're looking for a captivating and enjoyable method to enhance your skills. Due to their adaptability, these games are ideal for use in the classroom. Reading games can be an excellent tool for helping youngsters develop their reading abilities. These games often include phonics-based activities and have an adjustable difficulty level. Al has the potential to revolutionise classroom instruction by tailoring lessons to the specific needs of each learner, even those with exceptionalities. Put yourself in a child's shoes and think of creative ways you might aid them. Students with LDs can benefit significantly from the real-time feedback provided by Al in adaptive and inclusive classroom settings.

Ensures students with LDs' requirements are met by tailoring class schedules and resources. Young people who have difficulty learning may find more independence with the help of AI-powered assistive devices. Students with problems focusing in class and finishing their work may benefit. Interactive technology, such as educational games that use AI, can engage students and inspire them to take an active role in their learning. Compliments and praise, which are forms of positive reinforcement, have the potential to impact an individual's motivation and

self-esteem significantly. Concerns about the security and privacy of student data gathered and processed by AI systems are valid. It is critical to prioritize AI solutions that are both safe and compliant. Inadvertently reinforcing prejudices is a possibility with programs trained using biased data. Population-representative data and frequent testing are critical for preventing AI bias and unfairness. Inequitable classroom technology access has the potential to amplify existing inequalities in student achievement. They advocate for including artificial intelligence lessons for all students with LDs, particularly those from low-income backgrounds. To guarantee that educators and parents can fully utilize AI solutions in the classroom, professional development opportunities may be required. Many think AI could help children with LDs by creating better learning tools, more precise interventions, and more individualized classrooms. Personalized learning is now within reach for students of all backgrounds, interests, and skill levels, thanks to AI-driven solutions like Knewton and Dream Box. Children who struggle to learn can gain from this kind of customization because it allows them to participate in activities and classes designed to meet their needs. An AI platform that uses phonetics and feedback could provide a dyslexic child with extra reading comprehension activities. Understanding how AI will affect people with LDs is essential because this technology uses current data to generate predictions. On the other hand, this subject needs further review. To fill this gap, we scoured the literature for any information on how AI can help people with LDs (El Morr, C, 2024). One example of a multidisciplinary learning platform with real-time feedback is the MATHia system from Carnegie Learning. Thanks to new tech, teachers can see where they're falling short, which improves their ability to tailor their lessons to each student's needs. When you want your child to do well in maths, try using visual aids and giving them clear guidance. Children with difficulty reading and writing may benefit from using Kurzweil 3000 or Dragon Naturally Speaking, two artificial intelligence systems. Children who struggle with

reading and writing can benefit from these apps because of their capacity to translate text to speech or transcribe voiceovers into text. Students with LDs, particularly those coping with dysgraphia or other physical writing challenges, can profit substantially from the real-time feedback provided by Al while utilising speech-to-text software in adaptive and inclusive classroom settings.

AI in Inclusive Education

Several new teaching methods have emerged due to AI's extensive classroom use. Typical uses of AI in classrooms include data collecting, improving students' comprehension, and creating new forms of information. Most importantly, it should be able to inspire and empower generations to come. One of the many positive outcomes of AI study and development is improving educational equity. Given the revolutionary potential of these technologies, it is crucial to understand how new technology could enhance inclusive education. Though it did think about the benefits and drawbacks of AI and how it will affect diversity in the classroom, the study didn't back up its claims with facts. According to the research, improving kids' academic performance is one of the many possible uses of AI. This study's outcomes show that students with learning disabilities genuinely struggle to understand artificial intelligence more. In response to these problems, several have proposed different approaches. Legislators, students, parents, and teachers might all benefit from it as they work towards inclusive AI solutions, says Julien (2024).The gloomy outlook on education's future by policymakers and educators is hardly surprising. The core principles of fairness and inclusivity should direct the implementation of AI in educational settings. Legislators should establish legislation safeguarding AI study and highlight the technology's potential benefits, such as its ability to promote gender equality, to reach this goal. Only by developing AI systems in accordance with ethical principles and focusing on human-centred pedagogy will society be able to enjoy the advantages of AI in education. AI development should be driven by

improving learning management systems, providing more resources to teachers, and raising student achievement. We must prioritise the responsible use of Al as our primary goal. We should all make it our mission to master AI so our local schools can benefit. Information security is the absence of risk associated with unauthorised access during storage and retrieval. Since AI is already everywhere, it's only fair that those who need to know work together to create flexible and accepting regulations for when AI is used in modern, inclusive classroom settings.

With its ability to support a diverse student body, including those with special needs, AI is becoming an increasingly potent tool in the fight for more inclusive schools. Personalised learning experiences that adapt in real-time based on students' answers and accomplishments are offered by AI-powered platforms such as Smart Sparrow, Knewton, and Dream Box. As part of adaptive programming, which may aid students with LDs in teenagers, there are interactive components and frequent breaks. Kurzweil 3000 and Dragon NaturallySpeaking are two examples of AI systems that can scan text or read aloud to youngsters who have trouble reading. Assistive technology that converts text into speech allows students with visual impairments to access printed materials. AI solutions, like Proloquo2Go, may help children with speech disorders or autism spectrum disorders communicate better. A wide range of auditory and visual aids, including speech synthesis, are available for communication. Students with LDs who have difficulty expressing themselves verbally may find that augmented communication software makes it much easier to work on group projects and improve their communication abilities. One possible answer is to develop a mathematical game that children with LD can play in a controlled environment, allowing them to progress through progressively more challenging levels. By adjusting the difficulty level and the content of educational simulations and games driven by AI, teachers can meet the demands of their students with LDs.

Many exciting new instruction methods have emerged due to AI's broad adoption. Intelligence,

knowledge, and comprehension all seem to rise when teachers use AI to supplement classroom instruction. Equally important is the likelihood that it will inspire and motivate future generations.Studies have shown that teachers know and appreciate the pros and cons of using AI in the classroom (Chen et al., 2020; Hwang et al., 2020). Two recent studies, one by Becker et al. (2018) and the other by Abidoye and Seldon (2018), point to the broad use of AI in schools as a significant shift in the past century. The public believes AI could significantly impact and standardise educational practices. The instructional technology research findings by Holmes et al. (2023) and Hwang et al. (2020) has real-world applications. Recent developments in AI have given rise to a fresh viewpoint on education. One area where AI has the potential to revolutionise education and boost student achievement is through providing personalised feedback on their progress. Thus, it is a massive project that may call for new tactics, a revaluation of educational programs, and teachers' complete focus to integrate all pupils into traditional classrooms. One of the many good outcomes of AI study and creation is an educational system that is more accessible to all students. Examining how these tools might foster inclusive education is essential, given the potential magnitude of new technology's influence on academic institutions. Although the study did weigh the benefits and drawbacks of AI in the classroom and its potential effects on diversity and inclusion, there wasn't enough data to make any firm conclusions. The study found that among the numerous possible applications of AI, one is to help students do better in the classroom. This study highlighted several issues as obstacles to investigating the use of AI in inclusive education. These included insufficient datasets, pedagogical worries, poor connection, and technical limitations. Our proposal lays out two potential solutions to these problems. The findings of this study can be helpful for policymakers, students, parents, and educators as they explore possible applications of inclusive AI. After one day, it doesn't matter what Paulo Guiliano

says—a review of AI's performance in modern inclusive classroom settings.

Conclusion

In a world where AI is bound to improve education, fostering an inclusive environment where all students may participate fully and graduate with honours is more critical than ever. The potential for AI to enhance inclusion programs is enormous. Both society and technology are complementary to one another because of this. The essay provided a synopsis of AI and discussed its potential effects on inclusive classrooms. Even though not all forms of AI or new technology were incorporated, it is clear that AI is a component of this inclusive education movement. Promoting inclusive education, improving instruction, and supporting inclusive education are three of AI's primary benefits. It increases students with LDs' engagement, motivation, and overall competency. The results demonstrate that AI helps everyone, even individuals with unique needs. For example, it encourages schools, teachers, and parents to use assistive technology rather than physical labour and discrimination, which has far-reaching consequences for the fight for inclusive education. The study also recommends methods of instruction that do not categorise pupils. You will also find suggestions for making your classroom a welcoming place where students can express themselves freely without fear of retaliation. By doing so, you can encourage your students with LDs to think critically, build relationships with their peers, and gain empathy for others. Assist the faculty and staff in comprehending AI by furnishing them with the necessary materials. Your worries over AI's ability to displace human teachers and conventional schools are well-founded.Human teachers will always be in demand, no matter how sophisticated AI becomes. The effectiveness of AI in assisting students with learning disabilities requires continuous research. AI-powered technology may improve and strengthen established educational systems that use more traditional approaches. Knowing the dangers of bias, privacy

violation, and inequity, lawmakers should curb the immoral use of AI in classrooms. Improving AI solutions is possible through collaboration between education researchers, software engineers, and disability rights advocates. Many people have expressed hope that Al might help children with difficulty learning due to intellectual disabilities. Not having another chance like this one to succeed academically can make things even worse for students with LDs in adaptive and inclusive classroom settings.

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GREEN GROWTH: AN OBSERVATION IN MASSIVE ALLOCATION OF SOLAR ENERGY IN INDIA, UNION BUDGET 2024-25

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Abstract

The transition to a green economy is a roadmap to achieve Net zero emissions by 2070 (COP26, 2021). Despite its growing economy, India has less conventional energy than its requirement. Thus,optimum utilization of natural capital promotesan efficient economy. The tremendous increase in solar energy allocationrose by 110 percent (Union Budget FY24). This created a major dependence on renewable energy, boosting India's green growth in recent years. This research aims to study sustainable energy as an opportunity to pivotmore solar power energy. The massive energy allocation must balance meeting the current energy demands and the urgent need to decarbonize. The research is based on secondary data analysis collected from various sources. The growth of Installed solar power capacity is analyzed with trend analysis. This shows positive growth in the solar energy sector with huge governmental support. The overall study provides insight into the country's existing solar energy potential, installed capacity, and allocation in recent years.
Keywords: green economy, optimum utilization, allocation, solar energy potential.

Introduction

The most remarkable story in India's energy transition in recent years expanded the massive allocation of solar power energy, which has greatly increased its fraction in the entire energy mix. The energy consumption of India is one-third per capita compared to the global level (IEA, 2021). There is a subsequent rise of 60% in the total installed solar power capacity of the country (MNRE, 2022). Among all nations, India harvests natural energy to achieve sustainable goals by 2030. The national solar mission targets to achieve 100 GW by 2022 and At COP26, India sets a target of achieving a net zero carbon emission by 2070, which is 70 times from current level to reach 7,700GW to achieve such a crucial level of decarbonization. Thus, the magnitude of capacity building and management of natural energy will pose such a transition.

The government allocates Rs. 10,000 Crore to a solar power grid project in FY25, a 110 percent increase from Rs 4,757 crore in FY24 (Union Budget document 2024-25). This boost is driven by schemes and incentives to facilitate faster energy transition. International Solar Alliance (ISA) plans to mobilize more than USD 1000billion for investment by 2030 which will lead to a massive reduction in cost through aggregation of demand for solar finance, technology, and capacity building (GOI of India).

Review of Literature

Most of the research regarding solar power energy highlights the low-capacity building and poor financial assistance. A rapid growth in solar power installation shows the government's effort to attain sustainable development, but only nine states contribute the maximum share (75.65%) of solar potential (Singh, Sunil, Diwakar, Atul Negi, Mahabir, 2022). Humans have been utilizing solar energy to meet their energy requirements since time immemorial

With new and more affordable solar technologies moving to a sustainable form of energy has never been easier. Awareness needs to be paired with financial incentives to merge into the existing system and achieve successful widespread adoption and reform of the existing fossil fuel economy (Roshan Ray, 2021).Solar energy can fulfill the energy needs of essential sectors of society including agriculture, the automobile industry,water treatment, etc. It has been estimated that by 2032, energy generation by solar energy will balance the conventional energy sources. (Danish Ali, Catherine, 2018). With aninstalled capacity of 1053 GW in 2022, solar energy is the second most installed renewable energy technology, following hydropower technology with 1392 GW. (IRENA, 2023).

Research Gap

Based on the review of the literature, Solar Power Energy has a positive impact on the economy to achieve sustainable development. The poor capacity building and financial incentives pushed them to remain unproductivein the economy. The massive allocation in recent years created an interest in an overall study the Utilization of solar power energy and their real potential in the economy. By a secondary data analysis, the potential usage of solar power energy and its effect on the economy is discovered.

Objectives

- To study the massive solar energy allocation on India's overall energy mix.
- Trend analysis of Solar installation Capacity with time series data.

Research Methodology

The research is done based on secondary data analyses from various governmental organization reports, budgetary documents, and survey reports from various portals. The analysis is done through presentation, tabulation, and trend analysis.

Observation

India has an overall solar power capacity of 48556.65MW and ranked fifth in the world followed by China (254354.8 MW) (MNRE; IRENA, 2023). Our government trying to boost solar power energy to achieve 100GW and to attract foreign energy supply. The Governmental allocation for Solar Power Grid infrastructure development increased to Rs.8,500 Crore (US$ 1.02 billion), a subsequent rise from Rs. 4,970 Crore (US$ 0.60 billion) over the years.

Among the states, Rajasthan contributes the highest solar potential with 3065MW, while Andhra Pradesh holds the next position with 3050MW. Compared to the huge allocation to the Solar Energy Sector, only 12 states have Solar Parks/Sanctioned Project capacity to produce solar energy.Solar energy holds the top share in renewable energy allocation. The solar capacity in India also faces some drawbacks. Solar energy cannot be generated during night and inclement weather conditions thus, it requires huge storage batteries. Compared to other energy forms solar energy relatively generates low energy capacity and the Solar panel installation is relatively high which has a risk of implementation. Thus government should make a panel of discussion to meet the sustainable green economy.

Table 1
Central Sector Scheme Expenditure (Union Budget 2023-24, 2024-25)

Solar Energy (Centre Scheme Expenditure)	Actual (2023-24) in Rs. Crores	Budget (2023-24) in Rs. Crores	Actual (2024-25) in Rs. Crores	Budget (2024-25) in Rs. Crores
1. Solar Power(off-grid)	57.11	361.5	60	24.01
2. Other renewable energy applications	0.07	- -	- -	- -

3. Interest Payment and Issuing Expenses on the Bonds	124.35	- -	124.32	124.39
4. Solar Power (Grid)	4280.34	4970	4757.24	8500.35
5. Kisan Urja Suraksha evamUtthanMahabhiyan (KUSUMUM)	1325	1996.46	1100	1495
6. PM Surya Ghar Mufti Bijli Yojna				6250
Total	5786.87	7327.96	6041.56	16394.75

Source: MNRE, Centre's Expenditure Report, 2024

The central government has introduced various schemes for solar power energy with an expenditure of Rs. 16394.75 Crores. Compared to other Renewable energyExpenditures like Wind Energy (Rs. 800 Crores) and hydroPower Energy (Rs. 50 Crores), the Bioenergy Program has (Rs.381.5 Crores) among which Solar Power shares the largest amount of allocation. PM Surya Ghar Mufti Bijili Yojna with an expenditure of Rs.6250 Crores to support Roof-Top solar panels and enhance the capacity building with financial assistance.

The fiscal Policy Expenditure of the Government guarantees various schemes/policies thathelp capacity building. The transition of the entire economy under solar power energy is possible only through government intervention. The installation of Solar streetlights, Solar power lamps, Solar pumps, and Solar lanterns will benefit every sector of the economy.

Findings and Results

This study employs data analysis reports from various governmental institutions including (the NSEFI projection report 2024-25), which predicted in FY 2022-23 the solar installation for 2023-24 would be 80-90GW. The actual Installed Solar power was 81.813GW. So, for the upcoming year, the estimated addition of 30GW of Solar capacity.

Table 2
Installation Capacity of Solar Power in recent years

Years	Installation Capacity (MW)	Growth rate
2008	3	
2009	11	-89.00
2010	36	-64.00
2011	936	836.00
2012	1684	1,584.00
2013	3002	2,902.00
2014	3773	3,673.00
2015	5129	5,029.00
2016	9000	8,900.00
2017	17052	16,952.00
2018	25212	25,112.00
2019	33731	33,631.00

2020	37465	37,365.00
2021	49347	49,247.00
2022	63500	63,400.00
2023	70100	70,000.00

Source: MNRE, 2023

Solar power installation has a progressive growth in subsequent years. The installed renewable energy capacity is 1,46,652 MW (as per MNRE progress, 2024). Solar energy has the biggest share of a total of 52% which is 84,277 MW. A sharp rise in the installation capacity of solar energy from 63,000 MW to 70,100 MW (FY22-23), shows a massive growth in installed capacity.

Slow growth during the starting period is accompanied by a fast-paced development in recent years with enormous government planning and fiscal expenditure. Thus the development is adequately met with the increase in installation

capacity over the period from (2008 to 2023). This continued path of investment will help to meet the goal of decarbonization.
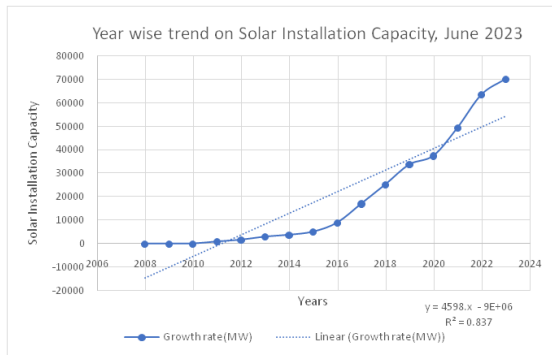
Figure 1
Growth of Solar Installed Capacity (MW) as of June 2023

A year-wise Trend line analysisofthe Installation Capacity of Solar Power Capacityhelps to visualize the growth of the trend over the period. The linear function represents the straight line with the equation (1)

$$F(x)= mx+b \qquad (1)$$

As the increase is in years represents a proportional increase in the installation capacity. The trend line is represented with an equation (2),

$$Y=4598.6x-9E+06 \qquad (2)$$

The linear line represents the positive growth in the usage of renewable energy, especially solar power energy among the mix of energies. The linear regression value helps to find the correlation between the variables.

$$R^2=0.8376$$

The linear regression value is near 1 which represents a positive correlation between the variables. Thus, since 2008, there has been a constant increase in the installation capacity. Within a short period again the installation Capacity of Solar power rose with enhanced capacity building and financial assistance.

Interpretation and Discussion

Trend analysis helps to understand the trend over aperiod. From the year of 2008 there has been a stagnation in growth, within a short period in 2011 there was a huge increase in the capacity up to 936MW. The growth further continues in subsequent years, which has a slight fall during the COVID-19 period, but this does not affect the overall stability. The Growth of Solar Power Installation Capacity in recent years has had a positive effect on the economy. The linear regression analyses show a positive correlation, which is a signal of an increase in solar potential and a transition in the economy toward sustainability.

Based on the above study, we can infer that there has been an increase in governmental expenditure on renewable energy over the global energy transition period. Despite growth in the renewable energy sector, there is a massive allocation in the solar energy sector of about 8,500 Crores. This creates an interest in studying the importance of solar energy in a mix of other energy.

Conclusion

A massive allocation in Solar Power Installation shows the effort of the government to promote "Green Growth" in the economy. However, we need to discuss that this effort has real potential in the economy to meet the projected target under a national consensus. Comparing India's solar potential, only twelve states contribute the country's highest share of solar energy. Thus, the allocation must be effectively monitored to sanction more solar power plants in suitable locations. The prior committee setup and planned executions with recent innovations can even benefit the economy.

The government's fiscal policy has guaranteed various policies and programs in the solar energy sector, which creates enormous awareness among society about the need to adopt conventional energy. The financial incentives and capacity building promote a huge transition in the energy sector to meet sustainability.

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OPPORTUNITIES AND CHALLENGES OF RURAL ENTREPRENEURS

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Abstract

The process of developing, introducing, and running a start-up, such as a system, business, or product, is known as entrepreneurship. In order to assess rural entrepreneurship's potential, the essay tries to pinpoint the main opportunities and challenges it encounters. It also aims to concentrate on the following problems that business owners face, particularly in the fields of marketing and sales: the availability of water and electricity; the accessibility of transportation; the need for power; and the cost-effectiveness of light. In order to become competent and prosperous businesses, this research effort on the main problems and obstacles that exist in the Dharwad district as well as the opportunities and potential that exist there. For people who must transfer from rural or moderately developed areas to urban ones, rural entrepreneurship is now a substantial opportunity. On the other hand, because essential utilities are few in rural areas, the bulk of rural enterprises confront a number of difficulties.

Keywords: rural entrepreneurship, employment, risk, innovation, business, economy

Introduction

The success of rural entrepreneurs is essential to the nation's overall economy. Rural industry development promotes independent work, spreads out commercial and industrial activities, and makes the most of locally available labour and raw materials. The concept of rural entrepreneurship in recent years, rural entrepreneurship has emerged as a conceptual instrument. Rural enterprise is defined as "business that develops at the village level and can occur range of grounds of exertion such as commerce, commercial, and farming, operating as a forceful driver of growth." Land reform has a stronger connection to entrepreneurs today than it did in the past. Entrepreneurship cannot be easily defined. Entrepreneurship is mostly associated with invention for some people while risk-taking is associated with it for others? Some regard it as a stabilizing force for the market, while others see it as the act of starting, running, and owning a small business. An entrepreneur is a risk-taker, an innovator who even develops combinations of factors, innovative streams of supply, production techniques, and new organisational forms, or a person who currently owns a business. They can also be a user who lessens disruption in both economic development and pricing by gathering future markets.

Review of Literature

Mr. T Vignesh and Dr. G. Yoganadan (2020), top five issues facing business owners The researcher identified some of the issues that social entrepreneurs confront from the perspective of different investors by utilising a mixed-methods methodology. Entrepreneurs undoubtedly contribute significantly to monetary advancement.

Jayadatta S (2017) The essay also makes an effort to pinpoint the difficulties and problems that rural entrepreneurship faces in order to assess its potential. This includes the most significant challenges and issues in India. As a result, this study concentrated on the main concerns and problems that the Indian market has as well as the prospects and aspirations for developing into a strong and numerous business.

Israr Ahmed (2017), Entrepreneurship Development And Challenges Faced By Entrepreneurs In MSME Sector: A Study Of J&K, Successful businesspeople are usually observed to

have important leadership traits like excellent management skills and the capacity to motivate teams. As a result, all emerging and developing nations around the world now place a high focus on economic growth.

Harish N (2017) It is extremely difficult for rural entrepreneurs to launch firms in rural areas due to a lack of technical and intangible skills. Rural Entrepreneurship in India: Challenges and Problems, Financial Difficulties and a Lack of Education This study aims to identify the problems and barriers that rural enterprises face. Additionally, it focuses on the main problems that rural businesses must deal with, including brand management, financial resources, and other essentials like power, water supply, transportation, and essential labour.

Objectives of the Study
- To understand the study's theoretical foundations.
- To research the difficulties faced by rural entrepreneurs in the Dharwad district
- To evaluate the major benefits of rural entrepreneurship.
- To examine several aspects of the difficulties faced by rural entrepreneurs in the district of Dharwad
- To identify the main solutions to the problems rural entrepreneurs face

Scope of the Study
With a special emphasis on rural entrepreneurship in the Dharwad District, the study will allow for a sector-by-sector and investment-by-investment distribution in the business of entrepreneurs. This will be done in the context of an analysis of the business conditions that influence the establishment of new businesses.

Methodology
The study is descriptive and analytical in nature. There has been usage of both primary and secondary data. Using the convenience sampling method, 40 rural business owners were chosen. Using the use of

a questionnaire with a five-point Likert scale strongly agree, agree, neutral, disagree, and disagree strongly primary data is gathered. The data is then analysed using the simple arithmetic mean value test, or ANOVA. Secondary data is gathered from books, magazines, and websites.

Data Analysis

Table 1
Challenges of Rural Entrepreneurs

S.No	Factor	Mean Score	Rank
1	Competition from Urban Markets	3.525	1
2	Lack of family support	3.35	2
3	Marketing Issues	3.2	4
4	Difficulty in availing Govt. Grants	3.225	3
5	Lack of Entrepreneurship Skill	2.775	7
6	Lack of Training	2.725	8
7	Lack of Transportation	3.125	6
8	Lack of Availability of Resources	3.175	5

Source: Primary data

According to the aforementioned table, the main difficulties faced by rural entrepreneurs are urban market competition, a lack of family support, a challenge in obtaining government grants, a problem with marketing, a lack of resources, a lack of transportation, a lack of entrepreneurial skill, and a lack of training.

Competition from Urban Markets
Given that the typical score for this factor is 3.525, it presents a significant difficulty for rural entrepreneurs. Nowadays, consumers prefer to shop in supermarkets and hypermarkets because they can satisfy all of their demands in one location. Large firms spend more on mass production, appealing packaging, advertising, and cutting-edge technology. Rural entrepreneurs are unable to compete with metropolitan markets because they cannot afford the

latest technology necessary to make their products unique because they are operating their businesses with little resources and money.

Difficulty in Availing Govt. Grants

Since they have little money to invest in their firms, rural entrepreneurs go to the government for assistance. Grants are offered by the government through a variety of programmes, including Venture Capital, Single Point Registration, High-Risk, High-Reward, and Extra Mural Research Funding, among others. Even if these programmes are advantageous to business owners, they are not aware of them or do not receive them in a timely manner. Customers' demands should be fully met as and when they are needed for the firm to survive in society. This will be possible if there is a smooth flow of production, which in turn depends on funds. Therefore, the manufacturing will be hampered by excessive formalities, requirements, and method, which presents a problem for rural enterprises. Having trouble getting grants

Marketing Issues

Rural business owners struggle with marketing challenges include a lack of market knowledge, the exploitation of middlemen, fierce rivalry from large corporations, and a lack of outlets for selling. Rural business owners struggle to understand current market trends since consumer tastes, preferences, and fashion change daily, leading to a loss of markets and clients. One of the difficulties faced by rural entrepreneurs is the mean value of the factor "marketing concerns," which is 3.2.

Shortage of Resources

Rural business owners rely on restricted and precious local resources for their output. Resources include raw commodities, people, and money. The majority of rural entrepreneurship is centred on agriculture, handicrafts, the arts, and traditional values, but because young people are more interested in working in IT and technical fields, the rural entrepreneurs struggle to find qualified labourers for their labor-intensive businesses. Because rural business owners have limited personal resources, borrowing money from banks, other commercial lenders, and the government is an alternate approach. A astronomical interest rate is applied to borrowed money. The average score for lack of resources is 3.175.

Lack of Training

Another significant issue for rural business owners is a lack of appropriate training. The main negatives resulting from inadequate business training are poor performance, low productivity, lack of specialisation, increasing costs, waste, machinery breakdown, difficulties adopting the newest technology, labour turnover, and unhappiness. Lack of adequate training and a difficult 2.725 mean score. An entrepreneur needs to be competitive in many areas of an organisation. To achieve an organization's goal, he must arrange a variety of activity patterns. By implementing a strategic plan of action, every businessman aspires to increase the power of his enterprise. A person's competency depends on a number of variables, such as age, education level, and years of experience, among others. Therefore, it's crucial to examine the relationship between rural entrepreneurs' age, educational background, and year of experience and their level of entrepreneurship. To test the hypothesis, the statistical method ANOVA is utilised.

H0: There is no significant difference between Age, Educational qualification, and year of experience of rural entrepreneurs with respect to their entrepreneurship skills.

H1: There is a significant difference between age, educational qualification, and year of experience of rural entrepreneurs with respect to their entrepreneurship skills.

Table 2
Analysis of Entrepreneurship Skill Based on Demographic Variables

Factor	Category	Mean	F value	Sig Value
Entrepreneurship Skill	*Age*		40.275	0.000
	Below25	1.00		
	25 TO 35	1.57		
	35 TO 45	2.92		
	45 TO 55	4.50		
	Above 55	5.00		
	Educational Qualification		142.913	.000
	SSLC & Below	1.60		
	Plus Two	3.63		
	Degree/Diploma	4.13		
	PG& Other Professional Qualification	5.00		
	Year of Experience		49.267	.000
	UP to 5 Years	1.40		
	5 to 10 Years	3.07		
	10 to 15 Years	4.45		
	More than 15 Years	5.00		

(Source: Primary Data) SPSS Output

The mean square, F value, and significant value are displayed in the ANOVA table. With relation to entrepreneurship skills, the null hypothesis is rejected because the significance value is less than 0.05. As a result, there is a big disparity in rural entrepreneurs' entrepreneurial skills depending on their age, education, and experience.

Major Findings
Opportunities of Dharwad Rural Entrepreneurs
- **Native people's inspiration and support:** People in rural regions are constantly motivating and assisting company owners to grow their operations in order to improve the socioeconomic status of both rural and urban citizens.
- **Native people's inspiration and support:** People in rural regions are constantly motivating and assisting company owners to grow their operations in order to improve the socioeconomic status of both rural and urban citizens.

- **Low Establishment Cost:** Compared to metropolitan areas, rural businessmen have always planned with a smaller budget and waste in mind.
- **Competitive advantages:** Although the majority of people in rural areas work in agriculture, others choose to relocate as unskilled and semiskilled labourers since they make less money and have lower social status.
- **Government policies and subsidies:** In order to meet the demands of international markets, the government is constantly building sustainable policies and principles. For instance, the government announces low-interest loans and incentives to encourage rural entrepreneurship.
- **Availability of raw materials:** Raw materials are an essential part of every manufacturing process. Because of market risk, supply chain management, transit and flotation charges, it is challenging to allocate cash on time.
- **Cost of production:** For rural business owners, manufacturing costs are relatively low when

compared to those of the public sectors. The cost of production is low due to the low cost of the manufacturing components. Therefore, rural companies might charge less for their goods and services.

- **Optimum use of the products:** Only rural tourism enables the most effective utilization of agricultural outputs. Agricultural items are the primary source of raw materials for the vast majority of rural businesses. For young people living in rural areas, businesses often the only source of work. If the rural entrepreneurs are successful in their endeavor, the flow of farm-related refugees into cities will be as much as feasible stopped.

- **Cost of promotion:** Because there are no advertising expenses for rural businesses, the market is smaller. They don't need to use advertising or other marketing techniques to promote their products. Potential client: In the twenty-first century, rural villages are both economically successful and densely populated. This big population can be persuaded to become potential customers. All MNCs are focused in rural areas as a result of their capabilities.

- **Developing goodwill:** The reputation of rural businesses can be much better. Most rural business owners act with moral principles and are not only concerned with making money. establishing financial cells Banks and other financial institutions that lend to entrepreneurs should establish distinct divisions to make it easier for rural businesses to obtain loans.

- **Concessional interest rates:** Rural enterprises should be able to access loans with straightforward payback terms and reasonable interest rates. At all costs, complicated paperwork should be avoided when providing loans to rural enterprises. Providing training resources the total success of a corporation depends on education. By giving them the tools they need to manage their businesses, it also enables rural entrepreneurs to succeed in their ventures.

Major Challenges Faced by Rural Entrepreneurship

- **Family issues:** People have a hard time persuading others to say that a corporate trade has been accomplished. First thing to consider is how much more money you can make running your own business or succeeding a family enterprise. At this stage, convincing yourself that doing what your father does with passion will earn you more money is really difficult.

- **Social difficulties:** Even challenging family concerns always come first since they are the most important, but societal challenges can also be quite important at times. Think about the situation until you and a coworker receive your diplomas at the same time. In contrast to your friend, who chose a career path, you decided to start your own business.

- **Technical obstacles:** The educational system lags behind the job market generally and falls much further behind when it comes to online business. What invention may be great, and how else would you use it fast and effectively? is the question that entrepreneurs must answer.

- **Financial difficulties:** Avoid venture capital because you're just starting out as an entrepreneur and instead choose small- to medium-sized business funding. Getting first startup capital from non-technical entrepreneurs might be challenging because many of them are unfamiliar with overall internet company concepts. Although bank loans are not an option for new internet entrepreneurs in the Dharwad District, loans are still an option that enterprises may take into consideration.

Policy issues: On occasion, the government's policies remain unchanged. TRIMS and TRIPS concerns present a dilemma for policy. Gaining raw supplies, obtaining equity money, unwanted native and outdated equipment, rising pollution, natural differences, and exploitation of less developed and developing nations are a few of the major obstacles.

Suggestions

- **To offer loans with low interest rates:** Rural businesses should be able to get funding with easy repayment terms and cheap interest rates. Additionally, when issuing loans for rural businesses, lengthy procedures should be avoided.

- **Establishment of finance cells:** To provide rural businesses with quick access to capital, financial institutions and banks must set up specific financing cells. establishing marketing cooperatives Rural entrepreneurs need to be given support and assistance in order for marketing cooperatives to flourish there. Without a doubt, cooperatives can help members obtain inexpensive inputs and support a fair market for their goods. By avoiding brokers, rural business owners may gain from business.

- **Encouraging with Entrepreneurship Development Programs:** In order to stop rural emigration and advance rural upliftment, agripreneurship and new agricultural job opportunities are required. Therefore, entrepreneurship in the food processing and value addition industries may lead to an increase in employment in rural areas. providing training facilities of the highest caliber Development of entrepreneurship necessitates extensive training. Rural entrepreneurs are able to be successful in their endeavors because the right training equips them with the skills needed to manage a firm. Planned FICCI (NGOs).

- **Integrated Rural Development Programme (IRDP):** The IRDP aimed to offer self-employment chances to rural poor people by securing fertile sources or pertinent assistances that would generate additional income over the long term and help them transcend poverty. Assistance was provided in the form of subsidies and bank credit. A long-running programme called Swarnjayanti Gram Swarozgar Yojna (SGSY) enables rurally underprivileged people to work for themselves. The Swarnjayanti Gram Swarozgar Yojna was created by combining various self-employment initiatives (SGSY). Program for Rural Employment Creation (REGP) to give people in rural areas of the nation additional job opportunities, the Indian government created the Rural Job Generation Programme (REGP) through the Khadi & Village Industries Commission.

- **Prime Minister's Rozgar Yojna**: (PMRY) Prime Minister Rozgar Yojna wants to analyse entrepreneurial development among educated jobless youngsters around the country.

Directions for Future Research and Conclusion

This research aims to pinpoint the main opportunities and challenges that rural entrepreneurship in the Dharwad district encounters. The similar study can be expanded to other Karnataka districts, and a comparison study between rural and urban entrepreneurship can also be done. To identify the distinctions between them, the study can be conducted by contrasting rural entrepreneurship in Karnataka and other states in the union. To reduce rural migration and achieve a decent standard of living, it is recognized that the rural population has to increase their skills. India is still regarded as an industrially underdeveloped nation despite the fact that the government has launched a number of strategic programmes to aid rural populations in making a decent life through the development of entrepreneurship.

These government initiatives are unknown to the general population. Therefore, it is essential to increase rural people's awareness of government programmes and efforts designed to encourage rural entrepreneurship. Public education on new information is greatly aided by the mainstream media. The audience is significantly influenced by electronic media. However, information regarding government programmes and initiatives to support rural business is not aggressively disseminated through electronic media including television, radio, the internet, and mobile phones. As a result, it is important to promote and encourage the use of effective media in rural business. As technology has

advanced, there is a greater need for individuals that are technically skilled. The bulk of people in rural areas are technically uneducated. In order to close the skill gap, rural people's technical skills must be promptly enhanced. Youth and women struggle with a shortage of suitable career options. Young people and women should be inspired to contribute to the economic development of the country by opening enterprises in their neighborhoods. Modern, technology-based vocational courses should take the place of outdated ones in rural development.

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A STUDY ON UNIFIED PAYMENT IN TERFACE (UPI) AMONG COLLEGE STUDENTS IN PERAMABALUR CITY

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Abstract

The Unified Payment Interface (UPI) is one of the great inventions of E-payments introduced by National Payment Corporation of India (NPCI). UPI is advanced and significant payment system in terms of cost, ease of use for consumers, settlement times and security. It has facilitated large number of population to bring within the purview of digital economy. It is a type of payment system through which any customer holding bank account can send and receive money through a UPI-based app. This service allows a user to link more than one bank account on a UPI app on their smart phone to seamlessly initiate fund transfer and make collect requests on a 24/7 basis and on all 365 days a year. The objective of this paper is to study the awareness, preference and level of satisfaction towards UPI among College students in Perambalur City. For this purpose percentage analysis has been used and the sample size is 120. The findings of the study show that respondents are aware of the system because of its ease of usability, user-friendly, security, cash back offer, Google Pay is the highest and Amazon pay is the lowest used apps and majority use UPI apps mainly for fund transfer. It is suggested that to make the 'Digital India' programme a successful and India to become digitally empowered there is a need for further promotional campaigns needs to be held to enhance the users.
Keywords: cashless, consumers, digital payment, e-payments, economy

Introduction

The Unified Payment Interface (UPI) is one of the great inventions of E-payments introduced by National Payment Corporation of India (NPCI). To convert the country into digitally empowered, Government of India introduced the program called 'Digital India'. The main vision of this programme is to conduct faceless, paperless and cash less banking transactions in the country. After demonetization, digital payment system gained more importance. Government introduced United Payment Interface (UPI) which is app based to transact across multiple banks. UPI first launched in India by Dr. Raghuram G Rajan, Governor, RBI at Mumbai on 11th April 2016.Digital payment system is an electronic transaction made at point of sale for services and products either through internet banking or mobile banking using smart phone or card payment. UPI is a type of payment system through which any customer holding bank account can send and receive money

through a UPI-based app. To use UPI services one should have a valid bank account and a registered mobile number which is linked to the same bank account. This service allows a user to link more than one bank account on a UPI app on the irsmart phone to seam lessly initiate fund transfer, receive money and balance enquiry both online and offline on a 24/7 basis and on all 365 days a year. There will be no transaction charges for using UPI. This interface is also regulated by the RBI, the apex bank.

Review of Literature

Sunny Gupta and Dinesh Chand (2021) conducted a study on "Consumers Perception towards Unified Payments Interface". They found that maximum number of people uses UPI for fund transfer, mobile recharges or cash back, women respondents were rigid in using technologies and cash back alone could not be considered as factor for motivating consumers to use UPI on a daily basis. The study was concluded

that mobiles phones were most used devise for transferring and accepting payments and the respondents were having positive attitude towards UPI transactions.Venkata Siva Kumar. S and Ch. Kavya (2020) in their paper, 'Role of Unified Payment Inter face in Digital Banking Services An Empirical Study on User Perceptions', analyzed the awareness and perceptions of varied age groups of individuals and occupations towards usage of UPI services.They concluded that UPI users were having dissimilar perceptions in using UPI banking services and users of the various occupations were opined that the UPI services are far better than traditional banking services.

Balasubramanian M and Amanullah K.M. (2019) conducted a study on 'Mobile Banking and its Evolution in the UPI Era'. They studied the evolution of the UPI based transactions in India, its impact on the paperless transactions and problems associated with UPI based apps. They found that the UPI is till new in India and developing very rapidly. Google Pay, PayTm and Phone Pe are the major contributors of latest payment methods when, it compared to government owned BHIM app and stated that UPI is ideal for smaller fund transfer and other modes of online transfer are preferable for higher amounts.

PoornaPushkal C and Pappeswari C (2021), "A Study on Awareness and Customer Satisfaction of Unified Payment Interface (UPI) For Digital Payments with Reference to Ambasamudram Area", in their paper an attempt was made to identify the level of awareness and satisfaction among people about UPI and the basis on which they select mode of digital payment and the work was done to identify the adoption of UPI in money transfer system.

Objectives of the Study

- To study about the awareness of UPI payment system among College studies in Perambalur City.
- To know the preference and level of satisfaction towards the UPI scheme.

Research Methodology

- The primary data is collected through google forms from College students of Perambalur City.
- The sample size for the study is 120 and the analysis is done with the help of percentage analysis. The secondary data are collected from various websites, articles, journals and magazines.

Data Analysis and Interpretation

Table 1
Demographic Profile of the Respondents

S.No.	Particulars	No. of Respondents	Percentage
1.	Gender Male Female	66 54	55 45
	Total	120	100
2.	Age 18-21 21-25 Above25	116 4 -	96.67 3.33 -
	Total	120	100
3.	Educational Qualification Under graduate Post graduate others	102 10 8	85 8.33 6.67
	Total	120	100

Table-1 indicates that, 55% respondents are male and 45% are female. 96.67% of the respondents are in the age category of 18-21years and 3.33% of the respondents are in the age group of 21-25 years. 102 respondents are studying in under graduation, 10 are studying in post graduation and 8 are from other disciplines.

Table 2
Prefer to use Digital Payment System

Particulars	No. of Respondents	Percentage
Yes	112	93.33
No	8	6.67
Total	120	100

Table-2 shows that, 93.33% of the respondents prefer to use digital payment system and 6.67% of the represents do not prefer to use the digital payment. It shows that more number of respondents prefer to use digital payment system.

Table 3
Familiar to use UPI System

Particulars	No. of Respondents	Percentage
Beginner	32	26.7
Average knowledge	57	47.5
Advanced knowledge	24	20
Expertise	7	5.8
Total	**120**	**100**

Table-3 represents that, familiar to use UPI system, 47.5% of the respondents have average knowledge, 26.7% are beginners, 20% are having advanced knowledge and 5.8% are having expertise.

Table 4
Use of UPI apps

Particulars	No. of Respondents	Percentage
GooglePay	61	50.83
PhonePe	41	34.17
AmazonPay	2	1.67
PayTM	7	5.83
Other	9	7.5
Total	**120**	**100**

Table-4 shows that, 50.83% of the respondents use Googlepay, 34.17% use PhonePe,7.5% use other apps, 5.83% use Pay TM and 1.67% use Amazon Pay. It shows that Google Pay is the highest used UPI app and followed by Phone Pe.

Table 5
Factors Influence to use
UPI Digital Payment System

Particulars	No. of Respondents	Percentage
Cashback offer	35	29.16
Ease of Usability	47	39.17
Trusted payment system	27	22.5
Other	11	9.17
Total	**120**	**100**

Table-5 shows that, 39.17% of respondents use UPI digital payment system because of ease of usability, 29.16% use for cashback offer, 22.5% use for trusted payment system and 9.17% use for other factors. It shows that digital payment system is very easy to access.

Table 6
Digital Payment System Prefer

Particulars	No. of Respondents	Percentage
Internet Banking	15	12.5
Mobile banking	57	47.5
Smart phone	35	29.17
Cardpayment	9	7.5
Other	4	3.33
Total	120	100

Table-6 shows that, 47.5% of the respondents use mobile banking, 29.17% use smartphone, 12.5% use internet banking, 7.5% use card payment and 3.33% use other digital payment system. The study shows that highest respondents use mobile banking for their financial transactions.

Table 7
UPI Services Contribute to the Customer Needs

Particulars	No. of Respondents	Percentage
Yes	115	95.83
No	5	4.17
Total	**120**	**100**

Table-7 shows that, 95.83% of respondents agreed that UPI services contribute to the customer needs and 4.17% do not agree the UPI services contribute to the customer needs. The study shows that UPI app based services contribute in fulfilling customer needs significantly.

Table 8
UPI Payment is Fully Secured

Particulars	No. of Respondents	Percentage
Yes	99	82.5
No	21	17.5
Total	**120**	**100**

Table-8 shows that, 82.5% of the respondent agreed that UPI payment system is fully secured and 17.5% respondents do not agree UPI payment system is fully secured. It shows that UPI payment is fully secured as the transaction held is fully secured.

Table 9
Purpose to use UPI

Particulars	No. of Respondents	Percentage
Money transfer	82	68.33
Utility bill payment (Electricity, Water, Telephone Bills)	9	7.5
Payment of college fee	5	4.17
Movie, bus, train booking and Payment at shops	24	20
Total	**120**	**100**

Table-9 shows that, 68.33% of the respondents use UPI digital payment system for money transfer, 20% use for movie, bus, train booking and payment at shops, 7.5% use for paying utility bills and 4.17% use for the payment of college fees. The study shows that more respondents used UPI app for fund transfer.

Table10
UPI Apps are User-Friendly

Particulars	No. of Respondents	Percentage
Yes	110	91.67
No	10	8.33
Total	**120**	**100**

Table-8 shows that, 91.67% respondents agreed that UPI apps are user-friendly and 8.33% do not agree UPI apps are user friendly.

Table 11
Frequency of using Digital Payment System

Particulars	No. of Respondents	Percentage
Once in a week	75	62.5
Once in a month	20	16.67
Twicein a month	6	5
Use rarely	19	15.83
Total	**120**	**100**

Table-8 shows that, 62.5% of the respondents use digital payment system once in a week, 16.67% use once in a month, 15.83% use rarely and 5% use twice in month. It shows that respondents are very familiar in using UPI apps for their financial transactions.

Table 12
Period Since using of UPI Payment System

Particulars	No. of Respondents	Percentage
Lessthan1year	62	51.67
1-2years	39	32.5
2-3years	9	7.5
More than 3 years	10	8.33
Total	**120**	**100**

Table-8 shows that, 51.67% of the respondents use UPI payment system in less than one year, 32.5% are using 1-2 years, 8.33% are using since more than 3 years and 7.5% are using 2-3 years. It reveals that respondents have started to use this system in less than one year.

Table 13
Satisfied with the Payment System of UPI

Particulars	No. of Respondents	Percentage
Yes	110	91.67
No	10	8.33
Total	**120**	**100**

Table-8 shows that, 91.67% respondents are satisfied with the payment system of UPI and 8.33% are not satisfied. The study shows that UPI digital payment system has satisfied the respondent exponentially.

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Table 14
Recommending Family and Friends to use UPI Payment System

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Particulars	No. of Respondents	Percentage
Yes	111	92.5
No	9	7.5
Total	**120**	**100**

Table-8 shows that, 92.5% of the respondents recommend their family and friends to use UPI payment system and 7.5% of the respondents do not recommend to use UPI payment system. The reveals that respondents are satisfied with the payment system.

Findings

- 93.33% of the respondents prefer to use digital payment system. It shows that they are aware of the digital payment system and its usefulness.
- 47.5% of the respondents are having average knowledge about the UPI payment system. The percentage needs to be increased and encourage them to have further advanced knowledge.
- GooglePay is the highest used app (50.83%) and followed by PhonePe (34.17%).
- 39.17% of respondents use UPI apps because of ease of usability and cashback offers.
- 47.5% of respondents use mobile banking for their banking transactions.
- 82.5% of the respondents opined that UPI apps are fully secured.
- Most of the respondents use UPI apps for fund transfer.
- 62.5% of the respondents use digital payment system once in week, it shows that frequency of using digital payment system is increasing.
- 91.67% of the respondents are satisfied with the digital payment system.
- 92.5% of the respondents recommend their friends and family members to use digital payment system.
- UPI services are contributing to go for cashless economy.

Suggestions

- The main objective of introducing digital payment system is to have paperless and cashless transactions in the country, it is necessary to organize campaigns to create awareness among the citizens of India to use digital payment system.
- The average knowledge of the respondents to be upgraded through different means of promotional channels.
- Women have to been couraged more to use digital payment system.
- Apart from using GooglePay and PayTM apps, the other remaining apps are to be made known to public and encourage them to use.
- Cashback offers to be continued to motivate users to use digital payment system.
- Thedigitalpaymentsystemisusedmainlyforfundtransfer.Stepsmustbetakentouse for other financial/banking transactions.
- Universities can initiate students to pay their college fees/examination fees through these digital payment apps.
- If the transactions get failed due to connectivity or technical issues, those are to be redressed within a short span of time.

Conclusion

UPI is a significant advancement of payment system in terms of cost, ease of use for consumers, settlement time s and security. UPI is application in the smart phones allow users to send money between bank accounts. It is a real time payment system and user-friendly.UPI allows a customer to pay directly from a bank account to different merchants, both online and offline. The study concludes that people are more aware of digital payment system and use UPI apps as they are user-friendly and secured. Most of the people use Google Pay and Phone Pe for fund transfer. As the respondents are satisfied with the digital payment system, they recommend using their family and friends. Increase in the number of users lead to achieve the vision of the Government programme 'Digital India'.

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ISSUES AND CHALLENGES OF STARTUPS

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Abstract

Startups are a new breed of organizations. They are the output of passion and determination of entrepreneurs. Startups are "a company, a partnership, or a temporary organization designed to search for a repeatable and scalable business model" (Blank, 2010). A startup is in its early stage. A startup young, dynamic, and built on technology and innovation. The founders of startups attempt to capitalize on developing a product or service for which they believe there is a demand. A startup is a company that is beginning to develop and grow. It is in the first stages of operation and is usually financed by an individual or small group of individuals. The company is still in the process of establishing itself. In this process, there are many challenges the startup has to face. The startup may face challenges in raising the capital, attracting and retaining human resources, lack of infrastructure and institutional support, etc. The current study evaluates the challenges faced by startups in the Indian context. The study analyzes articles, web pages, books, magazines, etc. to determine the various challenges faced by startups.

Keywords: startups, issues, challenges, funding, startup challenges, indian startups, innovation, opportunities.

Introduction

Startups are young innovative companies. They play a dominant and key role in modern economies (Akkaya, 2019). Startups are important for the economic development of a country. For an emerging economy like India, both established and startups play a critical role in the nation's development. The startups are a representation of the entrepreneurial spirit of the country. They play a significant role in attracting foreign investments, wealth creation and, employment generation. The terms "entrepreneur" and "startup" have long been associated with the creation of jobs and economic growth (Norris, 2014). In the Indian context, they are present in all the sectors like ecommerce, B2B, engineering and construction, consumer internet, etc. (HV et al., 2016). Although the founders of startups are spirited enough to face adversities but many challenges hamper their entrepreneurial endeavors. There are many challenges that they encounter during the various stages of their startup journey.

Objectives of the Study

The study aims to identify the different issues, challenges, and opportunities facing Indian startups. The concept of startups is to be understood first.

The concept of itself is intriguing. There is a genuine interest among researchers to understand the different facets of startups and the current study aims to do that. The study identifies various challenges, issues facing the startups, and opportunities that the startups can embrace.

- To study the concept of startups.
- To identify various challenges and issues faced by startups.
- To assess the growth opportunities of startups.

Methodology

The study follows an exploratory research design. Secondary data from articles, newspaper reports, magazines, websites, books, etc. were analyzed to assess the challenges and opportunities of startups in the Indian scenario. There has been abundant literature available on startups and related dimensions.

Discussion

Startups an Introduction

Startups are newly created companies designed to grow fast (Giardino, Bajwa, Wang, & Abrahamsson, 2015). Startup companies are newly formed businesses that are fighting for survival (Salamzadeh

& Kawamorita Kesim, 2015). Startups struggle to achieve their potential and growth (Akkaya, 2019). Startups although struggling to reach their potential lead to employment generation, lead to regional development and contribute to the GDP of the country. There are many theories of startups being developed they can be categorized into the organization, management, and entrepreneurship (Salamzadeh & Kesim Kawamorita, 2015). The theories shed light on the different facets of startups. Any startup is an output of entrepreneurial efforts. Entrepreneurs are individuals who take the entrepreneurial plunge. These are the founders of the startups. These individuals identify a business opportunity, gather the required resources and try to achieve the goals they had set out to. This process of creating something new is called New Venture Creation.The process is defined as "To organize is to assemble ongoing interdependent actions into sensible sequences that generate sensible outcomes" (Weick, 1979). The new venture created can be described around four dimensions individuals who create the organization, the organization itself, the environment surrounding the organization, and the new venture process (Gartner, 1985). There have been studies concerning the stages of the life cycle through which an organization passes (Abernathy, 1976; Gabriel, 1982; Greiner, 1972; Smith, Mitchell, & Summer, 1985). Similarly, many authors have defined various stages through which a startup passes. According to Churchill and Lewis, a startup passes through the stages of existence, survival, success, take-off, and resource maturity (Churchill & Lewis, 1983). The startups pass through stages of bootstrapping, seed, and creation (Salamzadeh & Kesim Kawamorita, 2015). According to Scott and Bruce a startup goes through stages of inception, survival, growth, expansion and maturity (Scott & Bruce, 1987).

Startups: Indian Scenario
India is gradually building a robust ecosystem for startups. There are many initiatives from the government. Startup India is a flagship initiative of

the Government of India that aims to create a strong ecosystem conducive to the growth of startup businesses, drive long-term economic growth, and create large-scale job opportunities. Through this initiative, the government hopes to empower startups to grow through innovation and design. There are many schemes introduced by the government for the startups as the Samridh scheme, Startup India seed fund, Startup India Initiative, eBiz portal to name some (Ashwini, 2021). Currently, there are numerous startups in the unicorn club in the Indian context. Some of the prominent and recent entrants into the club have been mentioned in Table 1 (Bhasker, 2021).

Table 1
Indian Startups (Unicorns)

S. No.	Startup	Sector
1	Zomato, Swiggy	Food Delivery
2	Licious	Food
3	Byju's, UpGrad, Vedantu	Ed Tech
4	BharatPe, Cred	Fintech
5	Grofers	Ecommerce delivery
6	CoinDcx, CoinSwitch	Cryptocurrency
7	Urban Company	Home Services
8	PharmEasy	Healthcare Delivery

The previous examples of popular startups in India which created ripples are Flipkart, Snapdeal, Paytm, Pepperfry, etc. India is adding startups at a very rapid pace. There are many prominent startups currently which are contributing to the economy immensely.

Issues and Challenges of Startups
Startups in India are facing numerous challenges. These challenges are not confined to startups but even established businesses go through some of these. But for startups with limited resources, it is a tedious process to overcome these challenges. The inability of a startup to overcome the challenge may

lead to its failure. The challenges faced by startups are discussed below.

Failure to Plan

The startups are an outcome of an innovative idea of a founder. These ideas may fail if they lack proper planning and execution. The startups fail to set long-term goals. They have an idea which they fail to convert into a vision. Once the startups fail to plan they lack effective execution. The entrepreneurs don't plan to fail but they fail to plan (Levinsky, 2021).

Human Resource

Finding skilled human resources is a difficult task for startups (Habeebuddin & Sakariya, 2017). The startups have to estimate the human resource requirement accurately. Human resource planning is critical as the lack of human resources may lead to project delays and overestimation of the human resource may lead to additional costs for the startups. Startups with limited resources most of the times startups cannot equal the compensation provided by established businesses. The startups struggle to acquire and retain talented human resources. The challenge is to acquire human resources with complementary skill sets and to retain them for a longer period (Babu & Sridevi, 2018).

Funding

Startups grapple with the challenge of raising capital (Chokhani, 2017a; Giardino et al., 2015). Angel investments and seed investments are easily available to startups in the initial stage but it is tougher to raise funds in the latter stage. Although finance is the most important aspect it is difficult for startups to raise sufficient funds (D'souza, 2021; Mittal, 2014). The startups raise funds from family, friends, loans from financial institutions, grants, angel funding, and venture capitalists. As the business progresses the requirement of capital increases and the startups start feeling the dearth of funds. A critical aspect of startup success is proper cash management.

Rules and Regulations

The startups have the challenge of complying with various rules and regulations. In India, there are sectorspecific, department-specific, state and center laws which the startups have to comply with (Chokhani, 2017b). This creates an additional challenge for the founders of startups who are still baffled by the challenges of research, finance, marketing, etc.,

Revenue Generation

Revenue generation is a requirement for the survival of startups. As the startup grows the costs of operating the startup will grow. Poor revenue generation is leading to the downfall of many startups (D'souza, 2021). If the startup does not produce sufficient revenues then the founder's focus will shift to funding rather than the fundamentals of the business (Babu & Sridevi, 2018). Even the unicorns are facing the challenge of sufficient revenue generation.

Supporting Infrastructure

The chance of survival of a startup in the initial stages is dependent on the supporting infrastructure available to it. A startup requires the support of incubators, mentors, science and technology parks, business development centers, etc. (Babu & Sridevi, 2018). A startup incubator is a group of people working together to assist new businesses to succeed. Incubators provide workspace, seed capital, coaching, and training to help entrepreneurs address some of the challenges that come with establishing a business. A startup incubator's only objective is to assist entrepreneurs in growing their businesses (Willson, 2021). The lack of incubators in the ecosystem may not provide the required support for startups. A mentor is someone who takes on the role of guiding a mentee through parts of business or life in which the mentor has more experience. A mentor in the case of startups can handhold the founders in many spheres of the startup journey. Mentors can guide the founders of the startup in decision-making and strategy formation. They can create a business

case and business plan, introductions to potential customers, potential employees, potential partners, or even investors, Providing support during tough times, etc, (Raut, 2013). Lack of experienced and professional mentors will hamper the growth of startups.

Marketing and Promotions

Promotions refer to the full set of activities that inform the user about a product, brand, or service. The goal is to raise awareness, attract attention, and persuade consumers to buy the product over others. Although the startup may have a great product or service if the customers are unaware of them they are bound to fail. The customers are the ones who will pay for the products or services. They are the ones generating revenues for the company. If the customer is aware of the products or service the chances are high that he may buy the product. The startups have been finding it difficult to reach the right customers at the right time with the right message. The customers of today are spending a lot of time on social media (Stephen, 2016). The startups have to embrace social media marketing along with orthodox forms of marketing. Choosing the right promotional medium and the promotional message is a challenge for startups.

Unexpected Events

The startups in recent times are facing new unexpected challenges as natural calamities, health hazards leading to the economic downturn as, earthquakes, floods, Covid 19, etc. Due to the recent pandemic of 2019 startups in many industries as lending, fashion, travel, and mobility have been negatively impacted (Kalogiannidis & Chatzitheodoridis, 2021). The scenario in India is no different many startups had to cease their operation in recent times. A recent survey of FICCI of 250 Indian startups revealed that 70% of the startups had a negative impact on their business due to Covid 19 (FICCI-IAN Survey on the Impact of Covid19 on Indian Start-ups, 2020).

Opportunities

There are great opportunities for startups in India. With government initiatives as Startup India, there is a great emphasis provided to the startups. India today has one of the youngest populations in the world. The 130crore population of India is considered to be an important market which the companies (established and startups) cannot ignore. Some of the opportunities available for startups.

Population

India with its population of more than a billion is the aptest market for startups. The Indian startups do not have to look elsewhere for a market for their products and services (Habeebuddin & Sakariya, 2017). The rising dispensable income among the middle class and their growing aspirations will act as a boon for startups. The average age of the citizens of India is among the youngest in the world (Babu & Sridevi, 2018). This younger generation is open to newer products and is hungry for experiences. This creates an opportunity for startups to meet the growing needs of the youth.

Changes in Mindset

There is a change in the mindset of the working class in the country (Babu & Sridevi, 2018). The corporate executives are making the shift from their more established secure jobs towards the challenge of embracing entrepreneurship. The recent success of startups as Flipkart, Myntra, Unacademy, Byjus, Apna.com, etc. have provided confidence to the budding entrepreneurs.

Investments in Startups

In recent times, startups have been able to attract huge investments. India's startups have bagged investments of 17 billion dollars in the year 2021 (Outlook). There are many venture capitalists, corporate, celebrities, who have invested in startups. Venture capitalists as Sequoia Capital, Accel, Blume Ventures, Elevation Capital, Tiger Global Management, Kalaari Capital, Matrix Partners, Nexus Venture Partners, etc, have invested billions of dollars in the Indian startups. The corporate

honchos such as Shri Ratan Tata (Snapdeal, Cure.fit, Ola, Car Dekhoetc), Shri Azim Premji (Data stax, Myntraetc) have invested in the Indian startups. There is a recent trend in the startup circle where celebrities as cricketers and film stars are investing and partnering with startups. For example: cricketers Mahendra Singh Dhoni has invested in startups Khatabook and Cars 24, whereas ViratKohli has invested in startups digit, sportsbiz, and convo (Inc 42).

Government Initiatives

Currently, there are many government and semi-governmental initiatives to assist the startups in their journey as Startup India, Mudra Yojna, SETU (Self-employment and talent utilization), E-Biz portal, Royalty Tax to name some (Babu & Sridevi, 2018). Along with this, there are many efforts by the state governments to foster entrepreneurship and startup growth.

Conclusion

Currently, in the Indian context, startups do face many challenges. The startups fail in their planning process in the initial stage as the founders may be inexperienced in operating the business. The founders may be from a technical background and may lack the nitty-gritty of running the business. During the initial stages or even for that matter in the latter stages of the startups lack the support of mentors and supporting infrastructure then may find it a challenge to succeed. The unexpected events as Covid 19 may hamper the growth of startups and impact their revenue generation. The external environment plays a vital role in the growth of a startup. The recent pandemic has dealt a body blow to many startups which are struggling to survive. Without revenues running a business and attracting funding is a challenge for the startups. Startups after the introduction of products and services in the market face the challenge of acquiring and retaining customers. For customer acquisition and retention to be effective the startups have to market their products and services efficiently. This requires investment from the startups. With the established

companies in the particular industry spending huge amounts on promotions and marketing startups although with a good product or service find it difficult to acquire and retain customers.

Table 2
Representation of Current Issues, Challenges, and Opportunities of Indian Startups

S. No	Issues and Challenges	Opportunities
1	Failure to plan	Population
2	Human resource	Change in mindset
3	Funding	Investments in startups
4	Rules and Regulations	Government Initiatives

As represented in Table 2 although with many challenges some Indian startups have found the required success. There are many factors responsible for it. In recent times the government is making efforts to support Startups with several initiatives. There has been a keen interest among venture capitalists and investors in the Indian startup scenario. In 2021 India added a large number of startups to the unicorn club beating many established economies. The change in the mindset of the people in the country towards startups is one more added boon. Overall, the future for startups appears to be positive.

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A STUDY ON CONSUMER PREFERENCE TOWARDS HIMALAYAPRODUCTS WITH SPECIAL REFERENCE TO PERAMBALUR DISTRICT

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Abstract

This study investigates the consumer preference and satisfaction towards Himalaya Herbal products. It aimsto identify the factors influencing consumer's choice of Himalaya Herbal products over other brands and to determine the level of satisfaction among consumers who use products. The study employs a mixed-methodsresearch design that includes surveys and focus group discussions to collect data from the consumers who use Himalaya Herbal products. The result shows that consumers prefer Himalaya Herbal products due to their natural ingredients, quality, and effectiveness. The findings provide valuable insights to Himalaya and other herbal product companies regarding consumer preference and satisfaction, which can be used to improve their product offerings and increase customer loyalty.

Keywords: *level of satisfaction. variety of products, natural ingredients.*

Introduction

This study is to identify the customers' preference and satisfaction towards Himalaya products and to investigate the influence of product dimensions on customer satisfaction and customer loyalty as well as to understand the Himalaya effect of the product. Himalayan products are part of the knowledge of indigenouscultures and marginalized societies around the world that have stood the test of time. The Essence of marketing is an exchange or a transaction, intended to satisfy human needs or wants. That is, marketing is a human activity directed at satisfying needs and wants, through an exchange process.

* A demand is a want for which the consumer is prepared to pay a price.
* A want is anything or a service the consumer desires or seeks.
* A need is anything the consumer feels to keep himself alive and healthy.
* A transaction consists of a value between two parties. A transaction differs from a transfer.

Objectives of the Study

* To study about the socio-economic background of the study.
* To ascertain the factors that influencing customer on choosing the Himalaya products.
* To study about the consumer level of satisfaction towards Himalaya products.

Statement of the Problem

Different varieties of the products are available in the market consumers prefer the variety of products for high quality, low price and attractive wrappers. Most of the consumers are satisfied with quality products and some of the consumers prefer other factors each product differs from one another in terms of price, quality, quantity, offers, advertisement etc., The competition is severe and the manufacturer has to consider the opinion of the consumers. In this context, I am interested in studying the consumer preference and satisfaction towards Himalaya products. There are various types of Himalaya products available in our country and they are playing an importantrole in our day to day life. The needs of the customers must be fulfilled. A study on customer preferences for the various brands of Himalaya products will certainly help for further growth and development in right direction. Customer preference in Himalaya products may depend upon numerous

factors. Individual's decision on purchasing differs from one another.

Scope of the Study

The scope of this study aims to investigate the consumer preference and satisfaction towards Himalaya products. The study will focus on identifying the factors that influence the consumer's preference and satisfaction towards the products of Himalaya, a leading brand in the health and wellness industry. The study will also examine the impact of various marketing strategies used by the company on consumers preference and satisfaction. The study will be conducted using quantitative data collection methods. The quantitative data will be collected through online surveys. The study will target a sample size of 50 consumers who have used Himalaya products before.

Research Methodology

Research Design: The research was undertaken with the title of 'A study on consumer preference and satisfaction towards Himalaya products.'

Data collection: Source of the primary data for the present study is collected through the questionnaire and answered by the consumers of the Himalaya products. The survey was conducted through personal interviews through questionnaire where in the respondents were met in person and there was a face to face contact.

Sample size: The sample size chosen for collections is 50 respondents covering in a Perambalur District.

Tools were used: In this study, I used chi square and percentage analysis to interpret the data.

Area of study: This study focuses on consumer preference and satisfaction towards Himalaya products in Perambalur District.

Limitations of the Study

- Limited geographical scope: The study was conducted in a limited geographical region, thus the results may not be applicable to consumers in other regions with different cultural and economic backgrounds.

- Limited sample size: The sample size used for this study was relatively small, which may limit its representatives of the population and may lead to biases in the results.

- Time constraints: This study was limited to a short period of time, thus may not be applicable to future consumer behaviour.

Review of Literature

The literature review is a comprehensive summary of previous research on the topic. A literature review examines scientific articles, books, and other sources relates to a particular research area. The review should list, describe, summarize, objectively evaluate and explain this previous research.

Kumar and Singh (2019) [1]Their article states that "explore the role of digital marketing on consumers awareness and purchase intension towards Himalaya herbal products. The study found that digital marketing channels such as social media, online advertising and e-commerce platforms significantly influenced consumers awareness and purchase intension towards the brand".

Gautam and pant (2020)[2]Their article states that "investigated the impact of product packaging on consumers perception and purchase intention towards Himalaya herbal products. The study found that attractive and informative packaging significantly influenced consumers perception and purchase intension towards the brand".

Kumari,N (2019)[3] His article states that "Factors influencing consumer behaviour towards Himalaya herbal products in India". The study found that factors such as brand awareness, product quality, and price significantly influenced consumer behaviour towards Himalaya herbal products.

An Overview of Himalaya Herbal Products

The Himalaya Drug Company was founded in 1930 by Mr. Manal with a clear vision to bring Ayurveda to society in a contemporary form and to unravel the mystery behind the 5000 year old system of medicine. This involved reference to ancient Ayurvedic texts, selection of original herbs and subjecting the formulations to modern

pharmacological, toxicological and safety tests to create new medicines and therapies.

Himalaya Saops

The antibacterial Himalaya Soap contains neem in it which protects your skin against dust, gems and pollution. It also contains lemon and turmeric which are known to improve skin tone. Moreover, it keeps you away from bacteria and makes your skin healthy and refreshed. It lathers well and a little goes a long way.

Himalaya Herbal Personal Care

Himalaya herbals is a range of 100% natural and safe products with rare herbs collected from the foothills of the Himalayas. Each product combines the best of Ayurveda with years of dedicated research. Batch performance and complete purity and safety are ensured by the application of advanced pharmaceutical technology at every stage of production.

Himalaya Complete Care Toothpaste

Himalaya's complete care Toothpaste, with its rare selection of herbal ingredients rich in anti-oxidants, has been specially developed to make teeth and gums strong. A toothache tree found in the valley of the subtropical Himalayan valleys is excellent for bleeding gums. This lemon-scented tree has been used all over the world in home remedies to relieve toothache.

Himalaya Herbal Anti Hairfall Shampoo

Himalaya herbals Anti Hair Fall Shampoo is specially formulated with botanical extracts that help to reduce hair fall and provide nourishment to hair shafts. Forfeited with herbal ingredients our shampoo are effective, natural and gentle on hair.

Himalaya Purifying Neem Face Wash

Himalaya's purifying neem face wash is a soap-free, herbal formulation that cleans impurities and helps clear pimples. A natural blend of neem and turmeric bring together their antibacterial properties to prevent the recurrence of acne overtime.

Data Interpretation

This chapter presents the analyses and interpretation of 50 selected respondents form the city of Coimbatore on the topic consumer's preference and satisfaction towards Himalaya herbal products, with particular reference to the city of Coimbatore. The opinion and relevant information of respondents were collected through a questionnaire consisting of personal and learning factors. The collected data were classified and tabulated and completed according to the research objectives with the following statistical tools.

Percentage Analysis

Percentage analysis is mainly done to determine what percentage of respondents fall in each category. This analysis also helps to standardize the respondents view on various aspects. This analysis was performed for all questions in the questionnaire.

Table 1
Describes the Socio Economic Background of the Respondents

Demographic Profile	Particulars	No. of Respondents	Percentage
Age	Below 20	6	12%
	21-30	35	70%
	31-40	4	8%
	Above 40	5	10%
	Total	**50**	**100%**
Gender	Male	28	56%
	Female	22	44%
	Total	**50**	**100%**
Educational qualification	SSLC	4	8%
	HSC	3	6%
	UG/PG	42	84%
	Others	1	2%
	Total	**50**	**100%**
Occupation	Student	12	24%
	Self-employee	7	14%
	Private employee	26	52%

Demographic Profile	Particulars	No. of Respondents	Percentage
	Government employee	1	2%
	Others	4	8%
	Total	**50**	**100%**
Family monthly income	10000-20000	14	28%
	21000-30000	16	32%
	31000-40000	11	22%
	Above 40000	9	18%
	Total	**50**	**100%**
Martial Status	Married	20	40%
	Unmarried	30	60%
	Total	**50**	100%

Interpretations

- The table shows that out of this total respondent taken to the study 12% of the respondents are Below20 years, 70% of respondents are between 21-30 years, 8% of respondents are between 31 - 40 years and 10 % of respondents are above 40 years.

- The table shows that out of this total respondent taken for study 44% of the respondents are female and 56% of the respondents are male.

- The table shows that out of the total respondents 8% of respondents are SSLC, 8% of respondents are HSC, 84% of respondents are UG/PG, 2% of respondents are others.

- The table shows that out of the total respondents 24% of respondents are student, 14% of respondents are self-employed, 52% of respondents are private employees, 2% of respondents are government employee and 8% of respondents are others.

- The table shows that out of the total respondents 28% of respondent's family monthly income is 10000-20000, 32% of respondent's family monthly 21000-30000, 22% of respondent's family monthly income is 31000-40000, 18% of respondent's family monthly income is above 40000.

- The table shows that out of the total respondents 60% of respondents are unmarried, 40% of respondents are married.

Table 2
Describes the Chi-Square Test between Age and Awareness of The Respondents

Ho: There is a no relationship between Age and Awareness of The Respondents H1: There is a relationship between Age and Awareness of The Respondents

Particulars	Value	df	Asump.sig. (2-sided)
Pearson chi-square	.653[3]	2	.721
Likelihood Ratio	.689	2	.709
N of Valid Cases	50		

4 cells (66.7%) have expected countless than 5.The minimum expected count is 88.

The above test proves the age has significant effect on the awareness of the respondents.

Findings of the Study

- Majority 70% of respondents is 21-30 years.
- Majority (56%) of the respondents are male.
- Majority 84% of respondents are UG/PG.
- Majority 52% of respondents are private employee.
- Most 32% of respondent's family monthly income is 21000-30000
- Majority 60% of respondents are unmarried.
- The chi-square teat has proven that age has significant effect on the awareness of Himalaya products.

Suggestions
Improve Packaging Design
The study found that consumers prefer the products that have visually appealing packaging. Therefore, Himalaya should invest in improving the packaging design of their products to make them more attractive

and eye-catching. This can be done by incorporating bright colors, bold fonts, and clear products descriptions on the packaging.

Enhance the Product Range

The study revealed that consumers want a wider variety of products choose from. Himalaya should consider expanding their product range to include more options for different skin types, age groups, and specific concerns such as acne or anti-aging. This can help them attract a wider customer base and increase customer satisfaction.

Provide more Information about Product Ingredients

Consumers are becoming increasingly conscious of the ingredients in their skincare products. The study found that consumers are more likely to buy products that contain natural and organic ingredients. Himalaya should provide more detailed information about the ingredients used in their products and highlight any natural or organic ingredients.

Conclusion

In summary, the study on "consumer satisfaction towards Himalaya products" highlights the importance of understanding consumer preferences and needs in the skincare market. The study reveals that consumers value natural and organic ingredients, visually appealing packaging, and a wide range of product options. Additionally, personalized recommendations and excellent customer service are important factors in building customer loyalty and satisfaction. The findings of this study suggest that Himalaya should focus on improving their packaging design, expanding their product range, providing more information about product ingredients, offering personalized recommendations, and improving their customer service. By implementing these suggestions, Himalaya can enhance their brand image; attract a wider customer base, and increase customer satisfaction and loyalty. Overall, the study emphasizes the importance of understanding consumer preferences and needs in the skincare market and highlights the need for brands to constantly adapt and improve their products and services to meet the evolving needs of their customers.

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A STUDY ON THE SAFETY AND WELFARE MEASURES PROVIDED TO THE EMPLOYEES OF SHREE AMBIKA SUGARS LTD., ERAIYUR, CUDDALORE DISTRICT

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Abstract

Welfare measures may be both statutory and non-statutory, laws require the employer to extend certain benefits to employees in addition to wages or salaries. It raises the standard of living of workers by indirectly reducing the burden on their pocket. The work place should provide reasonable amenities for the worker"s essential need. In the present study an attempt has been made to study the employee welfare facilities and its impact on employee"s efficiency on manufacturing organization. Employees are the pillar of the organization. They should be benefited by certain plans like pension plan, children education, Insurance etc. Thesocial evils prevalent among the employee such as substance abuse are reduced to a greater extent by the policies. It can be concluding that the employee welfare facilities provided by the company to employees are satisfied but still there is a scope for further improvement. So that efficiency, effectiveness and productivity can be enhanced to accomplish the organizational goals.

Keywords: safety, labour welfare measures, employees etc.,

Introduction

Production of sugar is first originated in India. The countries such as Cuba, Mexico, Hawaii, Puerto Rico, Brazil, India and Argentina are producing sugar from cane stalk. Beet sugar is produced in Finance, West Germany, Italy, UK, USSR, Spain, Netherland and Belgium, India tops the list in sugar production from sugarcane in the second. Sugar industry is the second largest traditional industry in India. The first on being textile. At present, there are 380 sugar mills in India and this includes 34 in Tamil Nadu. Agriculture contributes about 40% national income and provides 70% of the bobs using only about 10 of the total commercial energy.

Sugar industry is the largest agro based industry. A large cross section of the rural society is benefited from sugar industries. This industry functions as a bridge between rural and urban economy. India has witnessed over a period a phenomenon where there is an increase of sugar in the production of sugar accompanied by the increase in domestic consumption of sugar. Total production of sugar in India is about 18kg. The average requirement of sugar in India is 180 lakhs metric tones per year with a yearly increase of 4% rise in average requirement.

Hence how they are down their work efficiently and effectively for increase productivity and profitability. Here take the study as "Employees safety and welfare measurement is Shree Ambika Sugar factory" of the sample sugar factory in Cuddalore district. It deals with the legal and social responsibilities of an organization by means of the services provided by the Human Resource department to ensure a healthy and safe place of work, help elderly and retired employees, and help employees cope with their personal problems and provision of recreational facilities is Shree Ambika Sugars Ltd.

Need for the Study

- Development of health, safety and welfare polices and procedures.
- Identification of hazards and assessment of risks attached to them.

- Audits and inspections.
- Implementation of occupational health programs.
- Stress management
- Accident prevention.
- Performance measurement related to health and safety.
- Communication regarding good health, safety and welfare policies.
- Training/Development
- Organization of the entire health, safety and welfare or the company.

Scope of the Study

At present about 50% of the sugar is used for the production of sweets, further 25% for cold drinks and remaining 25% domestic house hold consumption. All these constitute total demand for sugar and hence the price of sugar. Along with this, one more important aspect that affects sugar sales is "govt. release order". Agriculture is a basic economic activity in india. Agro processing industries such as sugar industry such as sugar industry, bridge rural and urban economy. In this study, use several data analysis to fine out about employee's safety and welfare measures in Shree Ambika Sugar factory. The study then address how the employees are cooperates with the management in the firm and also their relationship within the organization.

Health and safety polices deals with the protection of employees and other people affected by an organization's produce and against hazards arising from their employment or links with the organization. They are also concerned with minimizing loss and damage to property and prevention of accidents.

Statement of the Problem

The safety and welfare measures may bring light to the problems of the workers. Further many occupational diseases are common in this area. Many factories are not implementing the welfare legislations and workers are suffering. Hence the concentrates on the safety and welfare measures provided to the employees of Shree Ambika sugars Ltd., Eraiyur (Pennadam RS) as perceived by the staff and workers.

Objective of the Study

- To study about the safety and welfare facilities and their level on the statutory
- Non-statury welfare facilities on M/S. Shree Ambika sugars Ltd. Eraiyur.
- To find out the level of satisfaction of employees in which employees work.
- Ltd. Eraiyur.
- To study about the conductive environment in which employees work.
- To analysis the safety instruction and training facilities provided by the
- company In M/s. Shree Ambika sugars Ltd. Eraiyur.

Methodology of the Study

The study was conducted among the class III and class IV non-ministerial employees of Cochin Port Trust. From among the target population of 1397 employees, a sample of size 150 was taken. The target population was divided into 6 strata. The Stratified simple random probabilistic sampling method was used to decide the sample. A questionnaire was used to interview the 150 respondents. Percentage analysis and statistical tools like chi-square and phi-coefficient were used for data analysis and interpretation.

Hypothesis

The employees are satisfied with the welfare facilities provided to them by the company.

- Welfare facilities provided by the company are the best
- Welfare activites in this organization are quite wide ranging

Limitations of the Study

During the project study, the researcher has encountered with the following problem and limitations.

- The study is limited to welfare facilities provided to the employees and the findings of the research cannot be applied to other fields.
- Collected information's are only from a small segment of workers.
- Some of the respondents are not willing to answer the questions due to their workload. In secondary data collection procedure difficulties to get into records were encountered.
- Reluctance of the workers to answer vital question over through confidently provided.
- It touches only the surface of the research field and doesn't make a deeper thrust into it.
- It is also need more time, effort and money.

Findings

- Majority 40% of the employees comes under the age between 40-50 year.
- 49.17% of the employees experience is above 20 years.
- 51.67% of the employee's income per month Rs.10001 to 15000.
- 60% of the employees are satisfied about the drinking water and bathing water facility provided to employees.
- 78.33% of the employees are satisfied about the canteen facilities provided to employees.
- 83.33% of the employees are satisfied with the medical facilities.
- 68.33% of the employees are satisfied with the first aid appliance facilities.
- 54.17% of the employees are satisfied about the insurance facilities.
- 79.17% of the employees are satisfied about the pension and retirement payment facilities.
- 59.17% of the employees are satisfied with the free uniform facilities.
- 51.67% of the employees are satisfied about the job satisfaction facilities.
- 62.5% of the employees are satisfied about the labour management relationship facilities.
- 61.67% of the employees are satisfied about the employment development programs facilities.

- 55% of the employees are satisfied about the safety measures facilities provided to employees.
- 68.33% of the employees are satisfied about the employees counseling service facilities provided to employees.

Suggestions

The following are the suggestions offered for improving the Employees safety and welfare measures in M/s.Shree Ambika Sugars Ltd, at Eraiyur (Pennadam RS)

- With regard to statutory facilities such as canteen facility, Rest room, Drinking water facilities, washing and bath facilities etc., may be improved further and also these facilities should be maintained to have the good level of satisfaction among employees.
- With regarding to safety welfare facilities such as medical facilities, first aid facilities and health care facilities also may be further improved. The other facilities should be maintained the same level.
- The job satisfaction of employees is an encouraging one so the company must retain all the steps it has taken to make job satisfiable one.
- The facilities with regard to its training and safety instruction- the company should be device new safety instruction and training programs for employees. This should be implementing at once to improve productivity of organization.
- With regarding to labour management relationship and trade union security facilities should be maintained such that it has taken for a good labour management relationship.
- With regarding to counseling facilities-the company should be take the counseling facilities for employees welfare which facilities help to improve their efficiency and also improve their performance.
- State the above suggestions are implement for which the employees are able to improve their performance and have high satisfaction in their job.

Conclusion

Shree Ambika Sugars Ltd., Eraiyur (Pennadam RS) has been working in satisfactory level and also has efficient staff members and workers. It has better prospects in present as well as in future. The safety and welfare facilities are backbone of all organization. In Shree Ambika Sugars Ltd., Eraiyur (Pennadam RS), which is encouraging and satisfying each employee in safety and welfare facilities. The company may take steps to improve certain welfare facilities for which are depend on increase the productivity of the organization. The working environment and working conditions are encouraging each one in the organization. The job satisfaction of the employees in the organization also considerably good.

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POWER AND AMBITION IN SHAKESPEARE'S "THE TRAGEDY OF MACBETH"

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Abstract

Macbeth is among the shortest and most intense of Shakespeare's plays, as well as one of the best known and most widely recognized. Macbeth is generally viewed as one of Shakespeare's four great tragedies, in addition to Hamlet, Othello and King Lear. The play's penetrating exploration of human nature, ambition, evil, gender, human relationships, and kingship - along with the periodic appearance of supernatural forces - has captivated audiences and critics for centuries.

***Keywords:** blood, night and time*

Introduction

One of Shakespeare's greatest tragedies was *Hamlet*. This play leaves many viewers questioning Hamlet's sanity. Can emotion and tragedy cause one to lose their sanity? Many critics are divided about the sanity of Hamlet, was it caused by the death of his father, his mother's marriage to his uncle, or the rejection from Ophelia. One of the many inventions of drama adopted by the Renaissance dram was the use of insanity. To better understand Hamlet, we must get an understanding on why insanity was used in Shakespeare's play and reveal the truth about Hamlet's sanity.

Insanity whether real or obfuscated was the integral fiber for many of Shakespeare's plays. Apart from reflecting the political turmoil, madness adds to the atmosphere of pathos, misfortune and self-destruction of the protagonists in Shakespeare's plays (Bali). A pathological condition, widely prevalent in the Elizabethan times, lunacy manifested itself in multifarious forms, such as paranoia, hallucinations, delusions, suspicion, secrecy, confinement and isolation in the society (Bali). Madness is a pathological condition of the mind which eliminates all rational thoughts. Unable to perceive and accept reality, the afflicted individual tries to avoid or negate the harsh reality (Bali). The Renaissance was a time which sought to define or rather redefines madness as a separate entity (Bali).

Many theologians and physicians regarded madness as a form of irrational behavior, which ironically provided an insight into the deeper and lesser known recessed of the human mind (Bali). A range of theories and opinions regarding lunacy were prevalent during Elizabethan age. Shakespeare did not follow any single medical theory to describe the madness of any of his characters; in fact, he chose to endow his characters with popular traits of madness (Bali). Literary and figurative madness intersperses the action of the Shakespearean plays, especially the tragedies (Bali).

Discussion

The plays of Shakespeare identify madness as produced by the self-contradictions of the dominant ideology (Bali). A master craftsman, Shakespeare uses madness as a tool not only to delineate realistic of life-like characters but also to underscore the intricacies of human life and the intriguing working of human mind (Bali 83). Hamlet's sanity or lack of it has been an issue of much deliberation ever since the play was written. Hamlet's character is perhaps the most complex to explain in terms of Shakespeare's delineations of insanity primarily because he displays the duality of a single mind-madness and mental stability at the same time. (Bali). Bali states, "he is an apt example of the complexities of human psyche which are often beyond

comprehension." Although Hamlet begins faking insanity in order to punish the guilty, the thin line between sanity and lunacy is soon crossed over, leading Hamlet to an ambiguous and apparently schizophrenic state of mind (Bali).

As a rational animal, a man is one who thinks. The play problematizes the proper exercise of thought by which man sustains this identity (Levy 219). In *Hamlet*, the "nutshell" of the mind is itself the ultimate prison. For here the individual is confined within his or her own "course of thought", and rendered vulnerable to the products of his or her own mentality (Levy). Hamlet is intermittently aware of this influence, as when halting his own self-castigation for action: "About, my brains" (2.2.584). From this point of view, man is the rational animal whose identity is problematized by recourse to thought (Levy). In *Hamlet*, the result of life is to modify the operation of reason by directing its focus to specific concerns (Levy 220). Hamlet emphasizes awareness of how he thinks when halting his rememoration of his mother's uxorial devotion prior to his father's death, observing the effect of his melancholy, and adopting the disguise of madness (Levy). The play emphasizes that the mind is characterized by unexpected progeny of its thought, resulting from conceptual gestation (Levy 224). The nature of the mind is to incubate thought whose content will emerge or become evident later (Levy). The most profound implication of the rethinking of thought in *Hamlet* concerns not the content of thought, but the relation of thought to its thinker (Levy). Man thinks not because of what he is, but in virtue of what he is becoming (Levy). Thought does not make Hamlet's identity, but instead is the consequence of it. The play alters the relation between thought and thinker, such that thought is the means by which the thinker forges or "shapes" Hamlet's identity as a rational being (Levy 230). Hamlet's use of thought is the means by which he fulfils his own identity (Levy 231).

William Shakespeare's *Hamlet* arises superior to others in its craft, complexity, and continuing relevance in discussions about the mystery of self-hood (Price 32). By implementing binary juxtapositions between concepts such as madness and sanity, acting and play-acting, and hiding versus revealing one's true self, Shakespeare both adheres to and breaks many of the standard conventions within the tradition of English revenge drama (Price). Shakespeare seems to offer the conclusion that adopting false characteristics in order to promote unnatural change can result in the loss of one's unique personal identity, and that the theatre is crucible through which personhood is refined (Price 33). Many works of literature explore the concept of opposing ideas, and those oppositions help interpreters draw meaning from individual texts (Price). *Hamlet* is a journey from real action to play-action, sanity to madness, and from the true self to the false or hidden self (Price). As Hamlet's identity is increasingly threatened, his primary transitions from life to death becomes catalyzed by his encounters with these other philosophical quandaries introduced to Hamlet at different points in the play (Price). *Hamlet* contains a plot with obstacles that are not encountered in other tragedies, as Hamlet is fully aware of what repercussions may follow his revenge (Price). This recognition causes the play to take a turn for the philosophical and ensures that the significance of the binary juxtapositions within the text are at the forefront of the reader's or viewer's mind (Price 34). In doing so, both the character, Hamlet, and the viewers of the drama face the metaphysical acceptance that becoming an avenger comes at the cost of losing one's soul (Price). Arguably, the most obvious duality present in *Hamlet* is that of madness and sanity (Price 35).

Madness has long been an object of fascination in the Western cultural, literary, medical, and philosophical consciousness (Head 173). The human mind is the incredibly powerful, profoundly dynamic lens through which we inevitably perceive reality (Head). Head states, "our literary relationship to madness has been inconsistent as the phenomenon of insanity itself." Michael Foucault writes about a newer literary relationship to madness in his book, *Madness and Civilization*, he states," If madness is

the truth of knowledge, it is because knowledge itself is absurd, learning becomes madness through the very excess of false learning" (185). Hamlet's symbolic predicament does, after all, speak poignantly to the thematic concerns of twentieth-century literature, particularly in its concern with madness at the societal level (Head 176). Hamlet attempts to reconstruct reality on his own terms, and finds himself unable to believe in any available version of it(Head). Long before Hamlet imports madness into the text as a motif, however, Shakespeare signals its inevitability by depriving his audience of an exposition (Head 177). The linkage between Hamlet's "madness" and his unique grasp of a higher truth marks a crucial split in the development of madness as a literary trope(Head). Hamlet has been called "the most intelligent figure ever represented in literature,". The great irony of Hamlet's "madness" is that he is by far the sanest character in the play. Hamlet's madness is a façade that Hamlet develops to sustain survival in a lunatic world (Head 179).

Conclusion

Shakespeare's use of theatre imagery truly draws the interest of the viewer. Shakespeare use of insanity in *Hamlet* has many pondering the question, "Was Hamlet mad"? One of Shakespeare's strengths was how the plays tells absorbing stories and the complexity of his characters. Actors Orson Wells and Peter O Toole stated, "Hamlet was not mad, it's the world the surrounds him that's mad." *Hamlet* is a fascinating play, whose character still today fascinates the audience with his ambivalent about revenge. It also leaves the audience with uncertainty about how much of Hamlet' madness is feigned and how much genuine.

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LANGUAGE AND COMMUNICATION'S FUNCTION IN THE EDUCATION OF ENGLISH LANGUAGE LEARNERS WITH SEVERE COGNITIVE IMPAIRMENTS

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Abstract

Language and communication are two essential elements of schooling. It is impossible to learn without conversation. However, communication could appear differently for English language learners who have severe cognitive impairments. Although language may also appear differently in this group, more complex ideas and learning are made possible by language's structure and shared meaning. As a result, teachers need to be extremely knowledgeable about language and communication, as well as how pupils in this demographic use them. Educators must make a clear distinction between language and communication when attempting to determine how English language learners with major cognitive challenges acquire language and communicate.

One of the main purposes of human existence is communication. Since the beginning of time, humans have sought to communicate with one another as social creatures, employing a range of instruments. These tools include, among other things, words, gestures, sounds, and expressions. Sending and receiving messages with a common sense of meaning is necessary for social interaction during communication. As a person develops and learns, their repertoire of communication skills grows. As they grow and are exposed to additional interactions, information, and experiences, babies can learn new ways to communicate through facial expressions, written/oral/sign language, dance, music, and other tools. For instance, babies can utilize tools like crying, body motions, smiling, and grunting.

Communication depends on the production or expression of a message and its reception. That is, a shared understanding of meaning is essential to effective and meaningful communication. This shared meaning must be developed through social interaction, or among participants. Just as a new parent grows to learn the meaning of different cries from an infant, meaning expressed through other aspects of communication including language, the arts, and expression, must be learned or discovered, and shared to be useful.

Defining Language is "a complex and dynamic system of conventional symbols that is used in various modes for thought and communication". Learning and using language is a complex process that requires knowledge beyond the words themselves to be used effectively. The American Speech-Language-Hearing Association describes contemporary viewer tools.

The combination of biological, cognitive, psychosocial, biological, and environmental elements results in language learning and use. To use language effectively, one must have a thorough awareness of related factors like motivation, sociocultural roles, and nonverbal cues. Language is a shared, structured mode of expression that includes gestures, written and spoken words, figures, and characters, or any combination of these. The laws governing word order, tense, and social usage in language vary depending on the culture in which the language is spoken. Language depends on common meaning and an ever-more-complex comprehension of the rules and structures it is related with, just like other forms of communication. When a language is acquired, Reading and listening are examples of receptive

language skills, which are nearly always more advanced and robust than speaking and writing, which are examples of productive language abilities. As a result, both disabled and non-disabled language learners frequently comprehend more than they can accurately and vocally react to.

Language and Communication in Schools Given the basic function that communication plays in society, schools should make it a priority to help kids build their communication systems (Kleinert, Kleinert, & Kearns, 2016), particularly for those who don't have a reliable way to communicate when they first arrive at school. For all children studying English, even those with severe cognitive challenges, the significance of language development cannot be overstated and must be approached holistically, including all four domains (reading, writing, speaking, and listening).

These pupils need a communication system and linguistic base that enable the emergence and expression of increasingly complex thoughts and ideas, even those with severe cognitive limitations. A youngster can express their feelings to events using only the most basic communication tools, such laughing and crying. When a youngster gets to school, they may smile and get excited, cry when they are upset, or giggle at something they see. Adults need to speculate a lot at this point in order to develop a shared knowledge. Children's understanding of fundamental language and extra communication tools improves with age, making communication clearer and providing educators with more opportunities to introduce complicated ideas and concepts into the classroom experiences of their students.

A child's universe grows in proportion to their proficiency with language; as they gain more abilities, their world grows too. As their proficiency with complicated language increases, so does their ease of access to and sharing of their experiences, thoughts, views, and passions. Peer engagement is essential to the development of language and communication skills for English learners with substantial cognitive challenges, just like it is for the general population of English learners. Peers who can serve as role models for communication techniques and processes are essential for students. Peers who can model English, both native English speakers and English language learners, are also essential for students. Peer engagement also usually gives pupils the fundamental drive they need to improve their language and communication skills.

Regardless of language, language acquisition happens in a predictable sequence. Language learners, however, do not progress in lockstep; instead, they learn at different rates and employ a range of approaches, techniques, and resources. Nevertheless, everyone can acquire language skills. However, not every kid will speak the same way, particularly if they are English language learners and have severe cognitive impairments. In this demographic, children frequently use strategies like eye gazing to demonstrate listening comprehension in answer to a question or word selection to construct sentences (writing) to help them with expressive language communication. While some students may find audiobooks helpful in understanding textual material, nonverbal kids may benefit from assistive technologies such as text-to-talk software or a speech generating device.

Even though these might not be conventional communication techniques, research indicates that over time, they support students' academic growth, social involvement, and independence by helping them acquire and utilize more sophisticated language. No matter what language or communication tools a student uses, others who contact with them need to know how to react to them and what to anticipate from them. The best place to start for meeting all of the language and communication needs of students in this target population will be by combining knowledge from the field of second language acquisition with best practices in creating communication systems and instructing students with severe cognitive disabilities. For professionals working with language learners who have major cognitive challenges, professional

development in these areas will give them a strong foundation.

All students, especially those in our target population, must experience academic improvement, language acquisition, and communication in the classroom. Intervention is necessary for communication for English learners with substantial cognitive difficulties who need help in both the language they hear at home and the language they study at school. It's possible that their comprehension of their native tongue is significantly greater than that of their new language. Teachers may find it useful to know what their pupils can do in their native tongue in order to promote the student's language use.

Taking a Look When the language and communication needs of English language learners with substantial cognitive disabilities are not met in the classroom, it restricts their opportunities after graduation and has an impact on every aspect of the student's life. The abilities of language learners with notable cognitive limitations need to be highlighted more as more information about them becomes available. Additionally, more resources must be allocated to support the students' social and academic growth as well as to help them reach their full potential in terms of communication and language acquisition in all of the languages they will need to speak. Professional time for educators and therapists with a range of specializations to work together and share knowledge in order to assist students' development will need to be one of these tools.

Learning more about the high-tech, mid-tech, and low-tech communication aids and tools that are accessible to kids with substantial cognitive disabilities and how these resources can be used in different settings to support students as they grow could be one way to collaborate. Finding the right tool to help a particular student might also be a collaborative effort among educators. One gadget will not satisfy the spectrum of communication demands among kids, therefore resources should also include a variety of high- and low-tech augmentative and assistive communication (AAC) solutions. AAC gadgets should occasionally be utilized in the classroom as a student's voice, not as toys or diversionary items to be used exclusively in spare time.

Additionally, there should be resources set aside for addressing the requirements of students, instructors, and therapists who would need to be involved in the implementation of a complete communication program for English language learners. To help students feel more at ease using the device and to facilitate genuine communication exchanges, peer modeling and AAC interaction are also crucial. Naturally, it's also critical to keep in mind that these gadgets are "augmentative," so students shouldn't be forced to use them if they have access to alternative means of communication (a smile, for instance). In order to help English language learners with substantial cognitive disabilities develop their language and communication skills, schools have a responsibility to provide the necessary central assistance.

Public schools are required by the federal government to provide for all children, including those with complex needs. The unforeseen effects of ignoring these youngsters' language and communication needs must be avoided by schools. Students will succeed academically, socially, and personally if their communication needs are identified and solutions are developed that they can use in all spheres of life and in all pertinent languages. This will enable them to participate more fully in school, the workforce, their community, and their family.

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CONCEPT OF POWERFULNESS IN ORWELL'S 1984

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Abstract

This research paper attempts to assess the popular novel Nineteen Eighty Four from a political dystopia standpoint. Many aspects of Nineteen Eighty-Four demonstrate its dystopian nature, but just a handful stand out as clearly pointing the book in the direction of political dystopian literature. Continued government oversight, ongoing government interference, and numerous other things.

Keywords: political control, surveillance, dystopia and governmental

Introduction

Although George Orwell's novel Nineteen Eighty Four was released in 1949, it is still possible to find and experience his foretelling of the future in the present era. In English literature, one of the most renowned dystopian works is Nineteen Eighty Four. The world portrayed in the book has lost its hallmarks of independence, critical thought, Attitudes and emotions. Here, Orwell depicts a dystopia that stands in for the pessimism of citizens' futures. It also issues a warning about totalitarianism's new breed. There are some traits and events that unequivocally show that Nineteen Eighty-Four is a political dystopia. I would use these issues to illustrate and clarify some of the key characteristics of political dystopia, such as the total repression of authoritarian rule and the physical, psychological, and social exploitation of the populace. George Orwell is an English political writer, essayist, novelist, journalist, and critic.

He is best known for his widely acclaimed novel "Nineteen Eighty Four," but he has also written poetry, fiction, literary criticism, polemical journalism, and numerous essays on politics. His memoirs, essays, and novels have primarily politicalattitudes and emotions. Here, Orwell depicts a dystopia that stands in for the pessimism of citizens' futures. It also issues a warning about totalitarianism's new breed. There are some traits and events that unequivocally show that Nineteen Eighty-Four is a political dystopia. I would use these issues to illustrate and clarify some of the key characteristics of political dystopia, such as the total repression of authoritarian rule and the physical, psychological, and social exploitation of the populace. George Orwell is an English political writer, essayist, novelist, journalist, and critic. He is best known for his widely acclaimed novel "Nineteen Eighty Four," but he has also written poetry, fiction, literary criticism, polemical journalism, and numerous essays on politics. His memoirs, essays, and novels have primarily politicalin opposition to the totalitarian regime he calls home. The novel "Nineteen Eighty-Four" describes how humanity is dehumanised in a society ruled by machines.

A cautionary tale against dictatorship, "Nineteen Eighty-Four" focusses on the rebellion that attempts to uphold or perpetuate it. He occasionally mistrusted the legitimacy of revolutions and dictatorships, as well as the civic freedom that is absent from Nineteen Eighty-Four. The name of the perfect kingdom that Thomas More depicts in his sixteenth-century novel Utopia contains the word "utopia." In actuality, the topic and definition of the term date back several centuries. More originally used the word utopia to describe an ideal civilisation, but it eventually developed into a general term that depicts theImagine a peaceful, comfortable, and simple society without any complication or challenges. Therefore, the 16th century could be seen as a kind of turning point for literary works that make use of the utopian concept. However, it is necessary to be

familiar with merely the utopias of the 16th century, as utopia has a deeper historical origin in other literary works such as Augustine's City of God and Plato's Republic (380 BC). Throughout history, utopias, both secular and spiritual, have been written about. "An unrealistic society with a broad anti-violence stance is called utopia. It is the civilisation in which hopelessness and poverty have vanished. In utopia, there aren't many laws and regulations needed to govern humanity.

In idealistic Aristotle's ideas of justice, aesthetics, and coordination are strongly represented in utopian philosophy, and intellectuals regulate society and govern humanity. Aristotle's ideas of justice, aesthetics, and coordination are strongly represented in utopian philosophy and society, where experts hold the position of power. The overall notion and classification of dystrophiafor the first time, in a political address about the status of Ireland in 1868, J. S. Mills used the word "dystopia" in contrast to the word "utopia." Using the phrase "What is commonly called utopian is something too good to be practicable; but what they [the government] appear to favour is too bad to be practicable," Mills vehemently denounced the government's policy on Irish possessions in his address.[1] Simply by creating theword to differentiate what was previously known as Utopia; Mills approached its core understanding. Based on this speech, the Oxford English Dictionary defines dystopia as "an imaginary place or condition in which everything is as bad as possible."[2]

One could argue that, despite the dystopian literature's long evolution towards development, a more comprehensive definition of the term is not necessary, and this entry provides a sufficient one. As dystopia is defined as the opposite of utopia, it is necessary to define the final term before attempting to define the former. Thomas More wrote a novel titled Utopia, in which he established an imaginary hamlet. It illustrates Thomas More's idea of the ideal society. so that theThomas More laid the groundwork for future utopian novels. Many definitions of dystopia in relation to fiction literature have been put forth. "A non-existent society described in considerable detail and normally located in time and space that the author intended a contemporaneous reader to view as considerably worse than the society in which the reader lived," is what Sargent defines as a dystopia in literature.[3]

Dystopia Political

It should have been evident what dystopia meant from the explanations provided above. When discussing any utopia, we must discuss how the government interacts with the state and how those interactions, whether favourable or unfavourable, determine the manner of life for the populace. In Nineteen Eighty-Four, for instance, the state treats its citizens in accordance withAlthough it appears to be a favourable viewpoint, the perspective of those who have lived there actually makes it a bad one. Government actually doesn't give a damn about people's lives or circumstances. The citizens find themselves in a dystopian society as a result of these regulations, since they are compelled to comply by the government.

People find it intolerable when the government requires them to work in order for it to survive. Such laws and regulations cause the system to become politically corrupt, which gives rise to political dystopia. The populace cannot flee reality or any way they choose to live when political parties compel people to act, behave, do, or work in particular ways.such a regulation. Although the residents are forced to adhere to unwelcome practices, they are aware of truth and reality and are unable to rebel due to fear of severe consequences, including death. The protagonist and other characters in Nineteen Eighty Four are made to live by the government's rules solely for political reasons. Nineteen Eighty-Four is a political dystopia because of a few features of the dystopia that have been covered throughout the research paper. Nineteen Eighty Four is a political novel meant to alert readers in the west to the dangers of an authoritarian government. Orwell witnessed personally the terrible period of time that totalitarian regimes in the West

had been in power, and he wrote the book to raise alarms in those countries.

He was unsure of how to deal with the rise of communism, but Russia and Spain would go to maintain and increase their power. Many American intellectuals embraced communism in the 1940s, a time when the cold war had not yet broken out and where negotiations between democratic and communist nations were exceedingly ambitious. The Soviet Union was frequently portrayed in American media as a massive ethical experiment. But Orwell was very troubled by the pervasive cruelty and despotism he saw in the communist countries. It appears that his primary concern was the aspect of technology that allowed an unjust government to monitor and control its citizens. In 1984, Orwell presents the perfect example of a totalitarian society. The fiction's title is intended todemonstrate to its readers in 1948 that the story depicted a real-life scenario for the near future. George Orwell symbolises an area where the government closely monitors and controls every aspect of citizens' lives to the point where it is illegal for anyone to harbour disloyal thoughts. As the story progresses, Winston Smith, the protagonist and naturally rebellious character, begins to question the government's authority. However, he soon discovers that the government's capacity to enslave and control the populace surpasses even his greatest dread. From the protagonist's perspective, it is evident that the government employs several strategies to retrain the populace.

Dispute and Resistance

With 1984, Winston Smith, the main character, becomes involved withVery dangerous and notable acts of conflict against the Party. The protagonist discovers that "rebellion meant a look in the eyes, an inflection of the voice; at most, an occasional whispered word" in chapter 7 of book one. By engaging in private acts of disobedience like journaling and writing and owning a fancy paperweight, he also encourages these small uprisings against the government. In the end, he intensifies his outrage by having sex with Julia. This romantic engagement is a double revolution since it involves the crime of desire. Winston does not think that his actions or those of others would cause the Party to be destroyed during his lifetime, but before he is captured by the Thought Police, he proposes an expectationPerhaps someday someone will be able to reflect on his period from a liberated world. Winston, the main character, places the state's communal underclass, known as the Proles, at the centre of his tangible expectations for genuine resistance alongside the Party. He also looks at how the Proles had surpassed the Party in size at this point and how, should they ever manage to organise themselves, and they have the capacity to stage a revolution. The problem is that the Proles have endured such depressing levels of poverty and deprivation for so long that they are unable to understand history or the purpose of continuing to live. For many, the idea of attempting to create a better world is too much to consider finished. These theories all dismiss the surroundings of the government's unique character as the product of disobedience. According to Winston, the revolution that overthrew the current British social structure in the 1960s formed the rule. The Party claims that the uprising hasn't stopped yet and that it will stop as soon as they have total authority. Both individuality and freedom though liberty and identity, as well as the control of the past, are the Party's primary tools for populace control. If the pioneer characteristics that establish a citizen's identity are applied, Winston and the other Oceanian citizens do not possess them. Winston also doesn't know how old he is or if he's married or not. He doesn't know if his mother is still alive or not. His recollections of his early years are hazy since he has any photos or records to help him distinguish between genuine and predictable memories. Instead of being extraordinary citizens who have explained and recognised specifics, each and every Outer Party member is same. Every partygoer dressed alike, smoked identical cigarettes, drank the same type of wine, and so forth. To put it another way, developing logic of personal individuality is logistically and

psychologically difficult. Most of Winston's significant resolutions might be interpreted as attempts to forge one's own identity. His decision to purchase a journal and begin recording his thoughts and opinions is amake an attempt to create history and memories. His desire to own something that represents a time before the Party drives him to purchase the paperweight. In the world of 1984, his sexual relationship with Julia and their choice to rent an apartment where they may have fun together stand in for risky transgressions. Winston affirms his independence and his uniqueness as a person who rejects the party's authority when he decides to pursue a relationship with Julia. But in the end, the Party is stronger than his attempts to preserve his independence and create a remarkable uniqueness. His experiences in the ministry of love represent the dismantling and destruction of individualism in all its forms. When hereturns to the civilisation from Room No. 101, he has completely lost his identity and independence and eventually joins the Party's faceless collective. You will never again be able to experience typical human emotions. You shall be devoid of all life. You will never again possess the qualities of love, friendship, joy in life, laughter, curiosity, courage, or honesty. You'll be worthless. We'll empty you completely before filling you up with ourselves. (Orwell, 148).

Regulation of Data and History

All information sources are under government control, and the government rewrites and organises history and news articles to suit its own agenda. The government forbids civilians from obtaining and maintaining records of their past, such as records and images. As a result, people start to have hazy and unreliable recollections, and they also get very ready to follow commands from the government. The party can alter history while maintaining control over the present. Furthermore, by maintaining control over history, the government is able to justify all of its current acts. Rewriting history is a common tactic used in political propaganda. The government asserts that before the Revolution, when they were in power,

residents were uneasy and concerned about being ruled by capitalists. According to the party, Oceania and Eurasia had never formed an alliance. Winston Smith was aware that as recently as four years prior, Oceania and Eurasia had formed an alliance. Where, though, was that knowledge stored? Justwithin his own awareness If every record included the identical information, the falsehood would have become historical fact. The Party's slogan was, "Who controls the past controls the future: who controls the present controls the past." VERDICT: Given the features that have been addressed thus far, it is clear that Nineteen Eighty-Four is a political dystopia. The lives of the common people have gotten worse and unworthy of being lived as a result of the political parties' and leaders' persistent meddling. In addition, the people's lives have been mechanised and stereotyped, preventing them from acting in accordance with their own desires. The purpose of this essay is to demonstrate that society in Nineteen Eighty-Four adheres to the government's decrees and whatever iscarried out only for the government and its officials. Certain nations still forbid their citizens from leading independent lives nowadays. For instance, autocracy has been implemented as the system of government in North Korea. Here, Kim Jong-Un is the president, and he forbids the populace from getting the haircut of their choosing. People are not allowed to wear jeans, and social media sites like Facebook, Twitter, and others are completely prohibited. Furthermore, the populace is powerless to overthrow the government. It is a real-world illustration of political dystopia.

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THE ROLE OF HUMOR AND SATIRE IN MODERN SOCIAL COMMENTARY

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Abstract

Humor and satire have long been powerful tools for social commentary, serving as both entertainment and critique. In modern literature and media, these techniques continue to evolve, offering new ways to engage with and question societal norms. This article explores how humor and satire function as mechanisms for social critique, their historical context, and their impact on contemporary issues.
Keywords: historical context, humor.

Definitions and Historical Context

Humor and satire are integral to literary and rhetorical traditions. Humor aims to amuse and provoke laughter, often revealing deeper truths about human nature and societal norms. Satire, on the other hand, uses irony, 3 W a, and ridicule to critique and expose flaws in society, politics, and culture.

Historically, humor and satire have roots in classical literature. Ancient Greek comedies, such as Aristophanes' Lysistrata used humor to address political and social issues. Similarly, Geoffrey Chaucer's The Canterbury Tales employed satire to critique medieval society. In modern contexts, these forms have adapted to new media and global issues, maintaining their role as tools for critique and reflection.

Mechanisms of Humor and Satire Humor

Exaggeration: Amplifies traits or situations to absurdity. For example, Jonathan Swift's Gulliver's Travelsuses exaggerated scenarios to critique societal norms.

Incongruity: Juxtaposes elements that are out of place, creating a contrast that is humorous. Mark Twain's works often highlight societal absurdities through incongruity.

Puns and Wordplay: Utilizes creative language to evoke humor. Shakespeare's plays, such as Much Ado About Nothing, are rich in puns and wordplay that entertain while critiquing social issues.

Satire

Irony: Presents a contrast between appearance and reality. Swift's A Modest Proposal uses irony to critique British exploitation of the Irish.

Parody: Imitates and exaggerates established forms to critique them. Miguel de Cervantes' Don Quixote parodies chivalric romances to challenge their unrealistic ideals.

Caricature: Overemphasizes traits to mock individuals or groups. Political cartoons often use caricature to highlight flaws in public figures and policies.

Case Studies in Modern Literature and Media Literature

Catch-22" by Joseph Heller: Heller's novel employs absurdity and irony to critique bureaucratic inefficiencies and the inherent contradictions of war. He term "Catch-22" has become synonymous with self-fulfilling, contradictory rules.

The Selloutby Paul Beatty: Beatty's novel uses satire to address racial issues and social injustices. Through exaggerated scenarios and biting humor, Beatty challenges readers to confront and question racial stereotypes and systemic racism.

Media

The Daily Show: Initially hosted by Jon Stewart, this show uses satire to offer critical commentary on political and social issues. Through comedic

segments and satirical news reports, it provides a unique perspective on current events, blending humor with sharp critique.

South Park: Known for its irreverent humor and satirical take on contemporary issues, South Park addresses controversial topics with exaggeration and parody, forcing viewers to consider different perspectives and question societal norms.

Impact on Society

Humor and satire can make complex and often uncomfortable topics more accessible and engaging. By addressing serious issues with humor, these techniques capture the audience's attention and encourage reflection in a less confrontational manner. They also challenge power structures and foster social change by highlighting injustices and sparking public discourse.

However, humor and satire have limitations. They may reinforce stereotypes or alienate certain audiences if not handled carefully. The effectiveness of satire also depends on the audience's ability to recognize and appreciate the underlying critique.

Conclusion

Humor and satire remain crucial in modern social commentary. By combining entertainment with critical analysis, they offer unique insights into societal issues and encourage audiences to question and reflect on their world. As society continues to evolve, these tools will remain vital in the discourse about social justice and cultural norms. This article provides a comprehensive overview of the role of humor and satire in modern social commentary, including historical context, mechanisms, and impact on contemporary issues.

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DECODING LANGUAGE LEARNING: EXPLORING THE ROLE OF TECHNOLOGY, AUTHENTIC MATERIALS, AND MOTIVATION IN ENGLISH LANGUAGE TEACHING (ELT)

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Abstract

This paper explores significant trends in English Language Teaching (ELT), analyzing the integration of technology, the use of authentic materials, and the role of motivation in enhancing language acquisition. The analysis discusses how digital platforms and tools have transformed the ELT landscape, making language instruction more accessible, interactive, and learner-centered. Furthermore, it highlights the importance of authentic materials in fostering real-world language skills and promoting active engagement. By applying Self-Determination Theory (SDT), the paper investigates how intrinsic and extrinsic motivation influence learning outcomes, and provides insights into strategies to boost motivation in the classroom. The role of cultural sensitivity in teaching, especially in multicultural settings, and the challenges of language anxiety are also explored. The paper concludes by emphasizing the interconnectedness of these elements in creating a successful and inclusive ELT environment that meets the diverse needs of learners.

Keywords*: elt (english language teaching), technology-enhanced learning, authentic materials, motivation in language learning, self-determination theory (sdt), cultural sensitivity, blended learning, language anxiety*

Introduction

The introduction outlines the major shifts in English Language Teaching (ELT) in the 21st century, driven by technological advancements, an increasing focus on learner-centered approaches, and globalization. These changes have reshaped the traditional classroom into a more dynamic, interactive space where learners engage with language in real-world contexts. This paper aims to analyze three key factors driving these changes: the integration of technology, the use of authentic materials, and the role of motivation in language learning.

The digital revolution has transformed how language is taught, with various tools now available to both teachers and learners. The rise of online learning platforms, such as Zoom, Google Classroom, and language-learning apps like Duolingo, have enhanced the flexibility and accessibility of ELT. Digital tools provide interactive exercises, quizzes, and real-time feedback, allowing learners to practice language skills both inside and outside the classroom. The paper examines these platforms and their role in making language learning more efficient and engaging.

Blended learning, which combines face-to-face teaching with online resources, has become increasingly popular in ELT. This section discusses how blended learning accommodates various learning styles and allows students to take greater control over their language learning. The paper provides examples of successful blended learning implementations and evaluates their impact on learner autonomy and performance.

Despite the benefits, integrating technology into ELT comes with challenges, such as the digital divide, technical difficulties, and the need for teacher training. This section addresses these issues and offers suggestions for overcoming them to maximize the effectiveness of technology in language learning.

Authentic materials, such as newspapers, podcasts, and social media content, are increasingly used in ELT to provide learners with exposure to natural language as it is used in everyday life. This section examines the role of authentic materials in developing learners' listening, speaking, reading, and

writing skills. By connecting classroom learning to real-world contexts, authentic materials help learners see the relevance of their studies and foster deeper engagement with the language.

Discussion

This section provides strategies for incorporating authentic materials into lesson plans. Examples include using news articles for reading comprehension, analyzing podcasts for listening skills, or utilizing social media posts to introduce conversational English. The paper highlights how using up-to-date, real-life content can enhance students' language competence and their cultural understanding.

Using authentic materials can significantly increase learner motivation and engagement. By exposing learners to diverse language forms and cultural contexts, these materials make language learning more interesting and relevant. This section analyzes how authentic materials help reduce language anxiety by presenting learners with realistic, achievable language goals.

Motivation plays a critical role in language learning, affecting both the learner's effort and their eventual success. This section explores key motivational theories, distinguishing between intrinsic motivation (driven by personal interest and satisfaction) and extrinsic motivation (influenced by external rewards like grades or career advancement).

Self-Determination Theory (SDT) is central to understanding motivation in ELT. SDT argues that learners are more motivated when their needs for autonomy, competence, and relatedness are fulfilled. This section explains how teachers can create a learning environment that supports these needs, thus enhancing student engagement and persistence. Practical examples include allowing learners to set personal language goals and promoting cooperative learning activities to foster a sense of relatedness.

This section outlines practical strategies for boosting learner motivation, such as incorporating language activities that align with students' interests, providing regular feedback, and offering opportunities for learners to reflect on their progress. The paper also emphasizes the importance of creating a positive, encouraging classroom atmosphere to help learners stay motivated despite the challenges of language acquisition.

Cultural sensitivity is becoming increasingly important in ELT as English continues to be taught and used in diverse global contexts. This section discusses how teachers can incorporate cultural awareness into their lessons by using culturally relevant materials and addressing the cultural differences that may affect language learning. The paper emphasizes the importance of fostering an inclusive environment that respects and acknowledges the cultural backgrounds of all learners.

As English becomes a global language, ELT teachers need to adapt their teaching methods to cater to learners from various cultural backgrounds. This section explores how the rise of Global English impacts language teaching, with a focus on creating teaching strategies that reflect the diverse ways English is used in different regions of the world.

Language anxiety is a common barrier to language acquisition, particularly in speaking and listening tasks. This section examines the causes of language anxiety, such as fear of making mistakes, and provides strategies for reducing it. Techniques such as group discussions, peer support, and creating a non-judgmental classroom atmosphere are discussed as ways to alleviate learners' anxiety and build their confidence.

With the advent of technology and more learner-centered approaches, personalization in ELT has become easier to implement. This section discusses the importance of tailoring instruction to meet the individual needs of learners, focusing on differentiated instruction, where lessons are adapted to different learning styles, preferences, and language proficiencies. The paper offers examples of how personalized feedback and individualized learning plans can improve learner outcomes.

Conclusion

The paper concludes by asserting that the integration of technology, authentic materials, and motivational strategies is crucial in shaping effective and engaging ELT practices. By creating learner-centered environments that incorporate real-world language use, ELT teachers can significantly enhance students' language skills and motivation. Moreover, fostering cultural sensitivity and managing language anxiety are critical to ensuring an inclusive and supportive learning environment that caters to the diverse needs of learners in today's globalized world.

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LAAPATAA LADIES: A NEW LENS ON GENDER EQUALITY AND WOMEN'S EMPOWERMENT IN INDIAN FILM

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Abstract

Indian cinema has long been a medium through which societal norms, cultural values, and pressing social issues are explored. Laapataa Ladies, a Hindi film directed by Kiran Rao, promises to address themes of gender equality by challenging traditional gender roles and highlighting the struggles and aspirations of women in a patriarchal society. Set in rural India during the year 2001, the film follows the journey of two brides who get lost during a train journey, sparking a comedic and profound exploration of gender dynamics and societal expectations. This paper aims to analyze the film's narrative, its portrayal of gender dynamics, and its broader impact on Indian cinema and societal perceptions of gender equality.

Keywords: *laapataa ladies, gender equality, indian cinema, feminism, patriarchy, rural india, women's empowerment, societal norms, gender dynamics, kiran rao.*

Introduction

Cinema serves as a reflection of society, offering insights into cultural values, societal issues, and ideological possibilities. In India, films often play a crucial role in shaping public perception and discourse on various topics, including gender equality. The film Laapataa Ladies, directed by Kiran Rao, is poised to make a significant contribution to this discourse. Set in rural India, the film tells the story of two brides who get lost on their way to their marital homes, leading to a comedic yet insightful exploration of gender dynamics and societal expectations.

Through its narrative Laapataa Ladies seeks to challenge traditional gender roles and highlight the importance of gender equality. This paper aims to explore how the film addresses these themes, its potential impact on Indian cinema, and its contribution to broader discussions on gender equality in society.

Discussion
Challenging Traditional Gender Roles

Laapataa Ladiestakes a bold step in challenging the traditional gender roles that are deeply entrenched in Indian society. The film presents its female protagonists as individuals with their own identities, aspirations, and agency, rather than mere extensions of their male counterparts. By focusing on the experiences of the two brides, the film sheds light on the struggles women face in a society that often prioritizes male dominance and control.

The narrative's comedic elements serve as a vehicle to critique societal norms subtly, making the audience question the status quo while enjoying the humor. This approach allows Laapataa Ladies to reach a broader audience and convey its message effectively, encouraging viewers to reconsider their perceptions of gender roles.

The film's portrayal of female agency is a significant departure from the traditional depiction of women in Indian cinema. Instead of portraying women as passive characters conforming to societal expectations, Laapataa Ladies empowers its female characters to take charge of their destinies and challenge the norms that confine them.

Exploring Gender Dynamics and Societal Expectations

Laapataa Ladies delves into the intricacies of gender dynamics and societal expectations, offering a nuanced portrayal of the challenges women face in a

patriarchal society. The film highlights the societal pressure on women to conform to traditional roles and the consequences of deviating from these norms.

Set in rural India, the film provides a realistic depiction of the cultural context in which these gender dynamics play out. The setting serves as a backdrop for exploring how societal norms influence individual behavior and decision-making. By focusing on the experiences of women in this setting, Laapataa Ladiesemphasizes the need for greater gender equality and the importance of challenging oppressive societal structures.

The film's narrative also highlights the intersectionality of gender, class, and culture, illustrating how these factors collectively shape women's experiences and opportunities. By addressing these complex dynamics, Laapataa Ladiesencourages viewers to consider the multifaceted nature of gender equality and the need for a holistic approach to addressing these issues.

Empowering Women's Voices

One of the most significant aspects of Laapataa Ladiesis its emphasis on empowering women's voices. The film provides a platform for its female characters to express their desires, frustrations, and aspirations, allowing them to assert their independence and challenge societal norms.

The dialogues and interactions between characters are crafted to highlight the emotional and psychological depth of the female protagonists, enabling audiences to empathize with their struggles and triumphs. This emphasis on female empowerment challenges the audience to reconsider the societal norms that dictate women's roles and advocate for a more inclusive and equitable portrayal of women in cinema.

By giving voice to female characters who defy traditional roles and assert their independence, Laapataa Ladiescontributes to a broader cultural shift towards gender equality. The film's narrative encourages viewers to question the status quo and recognize the value of women's contributions to society, making it a significant contribution to the discourse on gender equality in Indian cinema.

Conclusion

Laapataa Ladiesis poised to make a significant contribution to the discourse on gender equality in Indian cinema. Through its exploration of gender dynamics, societal expectations, and the empowerment of women's voices, the film challenges traditional gender roles and advocates for a more inclusive and equitable society. As Indian cinema continues to evolve, films like Laapataa Ladies play a crucial role in shaping public perception and discourse on gender equality. By presenting a feminist narrative that resonates with contemporary audiences, the film inspires change and contributes to a broader cultural shift toward gender equality. In conclusion, Laapataa Ladiesis not just a film but a powerful statement on the importance of gender equality and women's empowerment in society. It serves as a reminder of the need for continued efforts to challenge oppressive societal norms and create a more equitable world for all.

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MULK RAJ ANAND'S *UNTOUCHABLE*: "A TRUE MIRROR TO A MODERN INDIAN SOCIETY"

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Abstract

Mulk Raj Anand stands as a towering figure in Indian English literature, renowned for his unflinching portrayal of marginalized lives. His deep-rooted connection to the subjects he wrote about lends authenticity to his narratives. Untouchable *is a seminal work that vividly depicts the plight of India's untouchables in the oppressive caste system. Anand's masterful storytelling transforms the life of Bakha, a lowly sweeper, into a poignant symbol of the suffering endured by millions. Through Bakha's experiences, the novel exposes the heart-wrenching realities of caste-based discrimination, serving as a powerful indictment of societal injustice.*

Keywords: *oppressed, subaltern, identity crisis, poverty, untouchables, downtrodden, marginalised, discrimination, caste system*

Introduction

Mulk Raj Anand is a pivotal figure in Indian English literature, renowned for his unflinching portrayal of the marginalized. His four-decade-long literary career is marked by a deep-rooted empathy for the lower classes, rooted in firsthand experiences. A staunch realist, Anand's novels offer vivid and compassionate depictions of Indian society, revealing its complexities and injustices. His commitment to social justice is evident in his focus on the oppressed, including the untouchables and rural poor, victims of both colonial and societal oppression.

Born in Peshawar in 1905, Mulk Raj Anand's life was shaped by diverse experiences, including education in Lahore, London, and Cambridge, where he earned a doctorate in philosophy. His literary career was equally expansive, marked by numerous awards, including the Padma Bhushan, the International Peace Prize, and the SahityaAkademi Award. A deep empathy for the marginalized, cultivated through his mother's influence and exposure to diverse societies, became a cornerstone of his writing. His most popular novels are *Untouchable* (1935), *Coolie* (1936), *Two Leaves and a Bud* (1937), *The Village* (1939), *Across the Black Waters* (1940), *The Sword and The Sickle* (1942), *Lament on the Death of a Master of Arts* (1943) The

Big Heart (1945), *The Private Life of an Indian Prince* (1953) and *The Death of a Hero* (1963). Anand's novels are a powerful testament to his deep-rooted concern for the marginalized. His characters, drawn from the fabric of everyday life, are authentic portrayals of India's impoverished and oppressed. A master storyteller, he combined realism with a strong sense of social justice, offering poignant narratives of the rural poor, orphans, and untouchables. Critic Pramod Kumar Singh accurately observes that:

> *"Anand's deep concern for India's lower castes is evident in his novels. Singh highlights Anand's ability to illuminate the suffering of the downtrodden and to provide a realistic portrayal of traditional Hindu society, with a particular focus on the plight of the disadvantaged".*

When Anand began writing in the 1930s, India was undergoing rapid transformation. The nation was grappling with political upheaval, poverty, illiteracy, casteism, and untouchability. Like many of his contemporaries, Anand believed that true independence required not only political freedom but also social and economic liberation. Often referred to as the "novelist of the lowly," he gave voice to the marginalized, a role previously explored by Bankim Chandra Chatterjee, Rabindranath Tagore, Sarat

Chandra, and Munshi Premchand. Anand's *Untouchable* stands out for its vivid portrayal of the untouchable's plight, capturing their desires, hopes, and sufferings with raw realism.

Discussion

Untouchable is a powerful indictment of the caste system's dehumanizing impact on India's lower castes. The novel exposes the enduring legacy of oppression, perpetuated by both British colonialism and deeply entrenched Hindu traditions. Anand's portrayal of a society fractured by caste and class reveals the nation's inability to unite under a shared humanity. By highlighting the devastating consequences of discrimination, *Untouchable* serves as a passionate plea for social justice and equality. *Untouchable* is a scathing critique of the Indian caste system. The novel focuses on the plight of the Harijans, or Dalits, the lowest rung of the traditional Hindu Varna system. While originally based on occupational divisions, the caste system had evolved into a rigid hierarchical structure, with the Brahmins at the top and the Shudras at the bottom. This system enforced strict social codes, segregating people based on birth rather than merit. The Dalits, subjected to severe discrimination and ostracism, became the epitome of societal injustice. J. H. Hutton remarks:

> *In The Indian Caste system, Hinduism was the backbone of the purity-pollution complex, and it was the religion that influenced the daily lives and beliefs of the Indian people...* (Hutton 48)

Hutton suggests that Hinduism, as the dominant religion, has historically justified the caste system by defining purity and impurity. This religious framework has determined not only societal beliefs but also individual roles and responsibilities from birth.

The Manu Smriti, the foundational text of Hindu social order, codified the severe oppression of the Shudras, or untouchables. Denied access to Vedic knowledge, temple worship, and Sanskrit education, they occupied the lowest rung of society. Their work as sweepers and scavengers further entrenched their marginalized status, as their mere touch was considered polluting by the upper castes. This iron grip of caste, justified by religious doctrine, created a deeply divided society where those who toiled for the sustenance of others were subjected to extreme exploitation and dehumanization.

Anand's choice to focus on the lives of the marginalized was deliberate. Believing that the true essence of India resided in its villages and slums rather than its urban elite, he centred his narratives on the experiences of untouchables, farmers, and the impoverished. Through his characters, he amplified the voices of those silenced by caste, class, and gender, giving them a powerful platform to share their struggles.

Untouchable lays bare the cruelty and hypocrisy of the Hindu caste system. The novel starkly contrasts India's professed ideal of unity with the harsh reality of inequality. Anand meticulously exposes the dehumanizing effects of caste on the lowest strata of society, particularly the untouchables. By denying them basic human rights, education, and social acceptance, the caste system perpetuated a cycle of oppression. The novel's unflinching portrayal of this injustice serves as a powerful indictment of a deeply flawed social order.

Sohini, Bakha's sister, embodies the quiet resilience of women oppressed by caste. Her daily ordeal of fetching water highlights the dehumanizing aspects of untouchability. Denied access to the communal well, she was forced to rely on the charity of the upper castes, a stark reminder of their powerlessness. This enforced dependence on others for a basic necessity underscored the abject conditions endured by the lowest strata of society. As Anand narrates:

> *The outcastes were not allowed to mount the platform surrounding the well, because if they were ever to draw water from it, the Hindus of the three upper castes would consider the water polluted. Nor were they allowed access to the nearby brook as their use of it would contaminate the stream.* (14-15)

The episode of Sohini at the well serves as a microcosm of the broader social injustices endured by the Dalits. Anand exposes the hypocrisy of a society that reveres religious figures while simultaneously dehumanizing its most vulnerable members. The stark contrast between the reverence for a holy man and the contempt for an untouchable underscores the caste system's corrosive impact on human dignity. The novel highlights how the upper castes, whiledependent on the labor of the lower castes, perpetuate a system that denies them basic human rights and respect. The well episode in this novel is a vital evidence for understanding the social problems of the Dalit or subaltern community. Anand castigates Hindu caste system and the evil designs of the privileged class to think that only they can enjoy the basic amenities of life. Sohini is supposed to have the virtues of patience, meekness, docility and submission to the wishes desires and whims of the lecherous upper caste people like Pandit Kali Nath. While filling the pitcher from the village well Pandit Kali Nath kept an evil eye on this girl and he invites her to clean his house where he tries to molest her and when she resists, Pandit began to cry, "Polluted, Polluted!" Anand shows the hypocrisy, pretence and sham of the Hindu society when two persons are begging food at the door step of a house, one is a Sadhu or a holy man who is treated with full devotion because his blessings will benefit them, and on the other hand, an untouchable Bakha is begging for food but he is treated with contempt and abuses as the lady of the house says in anger:

You eater of your masters…You have defiled my house! Go! Get up, Whydidn t you shout if you wanted food? You have defiled my religion! Now I will have to sprinkle holy water all over the house. (63)

Untouchable stands as a powerful indictment of the caste system's dehumanizing impact on India's lower castes. Through Bakha's experiences, Anand offers a searing critique of a society deeply marred by inequality and injustice. The novel's unflinching realism exposes the chasm between the privileged and the oppressed, prompting readers to confront the horrors of a caste-ridden India. Anand's masterful storytelling has solidified the novel's status as a cornerstone of Indian literature and a catalyst for social change.

Conclusion

So, Mulk Raj Anand's*Untouchable* is a scathing indictment of the caste system's pervasive influence on Indian society. By centring the narrative on the experiences of the subaltern, Anand exposes the deep-rooted inequalities perpetuated by caste, class, and gender. Despite legal abolition, the mental and social structures upholding caste discrimination persisted. Anand's novel serves as a wake-up call, demanding societal reckoning with this pressing issue. To achieve a truly equitable India, the eradication of caste-based hierarchies is imperative. Through Bakha's story, Anand vividly portrays the dehumanizing effects of untouchability, inspiring empathy and demanding change. *Untouchable* remains a powerful testament to the resilience of the human spirit in the face of systemic oppression.

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AURA SCIENCE IN LITERATURE: A STUDY OF MYSTICAL AND METAPHYSICAL REPRESENTATION

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Abstract

*This paper explores the concept of **aura** as depicted in literature, focusing on its roots in mystical, metaphysical, and scientific traditions. Aura, often described as a subtle energy field surrounding living beings, has been a recurring motif in various forms of literary expression. The study investigates how authors have interpreted and symbolized auras as representations of character psychology, spirituality, and hidden energies. Through an interdisciplinary approach combining literary analysis, metaphysical thought, and scientific theories, the paper aims to understand the portrayal of aura as a symbol of personal and universal energy in literature.*

Keywords: aura, metaphysics, literature, energy fields, mystical representation, character psychology, spirituality

The concept of **aura** has fascinated thinkers, mystics, and writers for centuries. Originally rooted in spiritual and mystical traditions, the aura is often described as an invisible energy field surrounding the human body, capable of reflecting one's mental, emotional, and physical states. Literature has long embraced this idea, often using the aura as a metaphor for the unseen aspects of a character's soul, mind, or emotions. This paper examines how the aura is portrayed in literature, tracing its evolution from ancient mystical texts to modern speculative fiction.

The notion of the aura can be traced back to ancient spiritual traditions, including Hinduism, Buddhism, and Theosophy, which conceptualize human energy fields. In these traditions, the aura is seen as a reflection of one's spiritual state, interacting with the chakras or energy centers of the body. The 19th and 20th centuries witnessed attempts to merge this spiritual understanding with scientific exploration, particularly in fields like bioenergetics and Kirlian photography, which purported to capture the human aura.

In religious and spiritual literature, the aura often represents divine energy or spiritual purity. For example, Hindu texts describe the aura as part of the **subtle body**, connected to the *prana* or life force, while Buddhist teachings mention the "halo" or **prabhamandala** around enlightened beings, reflecting their spiritual radiance. This concept was later adopted in Christian iconography, where saints and holy figures were often depicted with halos, symbolizing their divine aura.

In the late 19th and early 20th centuries, Theosophy a spiritual movement founded by Helena Blavatsky played a significant role in popularizing the concept of aura in Western culture. Blavatsky's writings, along with those of other Theosophists like Charles Leadbeater and Annie Besant, explored the aura as a vibrational energy field that could be read and interpreted. Theosophists believed that the colors and intensity of one's aura reflected their emotional, mental, and spiritual states, which influenced later literary depictions of auras.

Authors like Hermann Hesse, J.D. Salinger, and Paulo Coelho have incorporated metaphysical aspects of aura into their works. In Hesse's **Siddhartha** (1922), the protagonist's spiritual journey is accompanied by vivid descriptions of energy fields and inner radiance, symbolic of enlightenment and self-realization. Similarly, Coelho's **The Alchemist** (1988) uses the aura as a metaphor for the personal legends and spiritual paths that each individual must follow. These works often portray the aura as a visible manifestation of spiritual

growth or awakening, tying it to the protagonist's quest for meaning.

In science fiction, the aura is often reinterpreted through the lens of scientific exploration and technology. For instance, Philip K. Dick's **VALIS** (1981) blends metaphysical and scientific concepts, including the idea of an aura as a form of energy or consciousness that can be detected or altered. Similarly, Frank Herbert's **Dune** series (1965–1985) explores the concept of **prana-bindu** training, a practice that allows individuals to control their energy fields, effectively mastering their own auras for combat and spiritual purposes.

In contemporary speculative fiction, auras are frequently linked to psychic abilities or supernatural powers. For example, in **His Dark Materials** (1995–2000) by Philip Pullman, characters' auras are associated with their daemons—external manifestations of their inner selves. These auras serve as both metaphysical and physical extensions of the characters, representing their emotional states and moral alignments.

Kirlian photography, developed in the 20th century, claims to capture the auras of living organisms by photographing electrical coronal discharges. Though widely considered pseudoscientific, this method sparked interest in the visualization of auras and found its way into literary narratives. For instance, in speculative and metaphysical works, writers use Kirlian-like imagery to depict a character's aura as a visible energy field that can be influenced by emotions, illness, or spiritual states.

The human energy field, described in bioenergetic studies, is often linked to health, vitality, and emotional well-being. In literature, these ideas manifest in characters whose auras fluctuate according to their mental and emotional state. The aura becomes a metaphor for hidden psychological or emotional energies, as seen in characters whose auras grow dim during periods of depression or light up when experiencing love or enlightenment.

Many literary works use the aura as a psychological tool to represent the inner workings of a character's mind. For example, Virginia Woolf's **To the Lighthouse** (1927) utilizes aura-like descriptions to illustrate the characters' shifting mental and emotional states, reflecting the fluidity of human consciousness. The aura in this sense becomes a visual metaphor for the invisible, emotional realities that the characters experience.

In fantasy and mythological literature, the aura is often a symbol of spiritual power or divine favor. For instance, in J.R.R. In Tolkien's **The Lord of the Rings** (1954), certain characters, like Gandalf and Galadriel, are described as having a radiant presence or aura, signaling their spiritual strength and authority. In such narratives, the aura serves as a visual marker of a character's metaphysical power or divine connection, creating a clear distinction between ordinary mortals and those with supernatural abilities.

The concept of aura in literature serves as a bridge between the mystical, metaphysical, and scientific worlds. By portraying the aura as a symbol of personal energy, spiritual growth, or emotional state, authors have used this concept to explore the inner lives of characters, as well as broader themes of power, identity, and the unseen forces that shape human existence. Whether as a psychological metaphor or a mystical force, the aura continues to be a compelling and versatile tool in literary storytelling.

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CULTURAL IDEOLOGY IN GIRISH KARNAD'S NAGA-MANDALA

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Abstract

"Naga-Mandala" is a play by renowned Indian playwright Girish Karnad, which weaves together elements of folklore, myth, and reality to explore the complex dynamics of love, identity, and societal norms. The play is set in a traditional Indian village and centersaround Rani, a young bride trapped in a loveless marriage with Appanna, who neglects her and is unfaithful. The narrative unfolds in two parallel and intertwined stories. The first story involves a magical snake, Naga, who transforms into Appanna and enters Rani's life, offering her the love and affection she craves. The second story explores the magical realism of oral tradition, where a woman's tale (or story) comes to life. The snake's ability to assume her husband's form brings into question the notions of reality, perception, and the fluidity of identity. Karnad uses the myth of the Naga, a serpent deity, to delve into the psychological and emotional experiences of Rani. The play challenges rigid societal structures and highlights the subjugation and marginalization of women in a patriarch Nagamandala is a play written by Girish Karnad, a renowned Indian playwright, actor, and director. The play, originally written in Kannada in 1988, is a mix of folklore, mythology, and social commentary. Here's a brief summary:

Cultural Ideology in Girish Karnad's Naga Mandala

The play opens with an Author's voice explaining how the story came to him in a dream, and it seems to be a folk tale. The stage is set with a fireplace and a story emerges from the flames.The central story revolves around Rani, a young woman who is married to Appanna, a cold and indifferent husband. Appanna locks Rani in the house every day and spends his nights with his mistress. Rani, lonely and desperate, is visited by an old woman (Kurudavva) who gives her a magical root that she can use to make her husband love her.

When Rani tries to mix the root into Appanna's food, she accidentally spills it, and a cobra (Naga) drinks the potion. The cobra, enchanted by the potion, takes on the form of Appanna at night and visits Rani. Over time, Rani grows attached to this loving version of her husband, not realizing that it's the cobra in disguise.

Rani becomes pregnant, and the real Appanna is shocked and accuses her of infidelity. The village elders decide that Rani must undergo an ordeal to prove her innocence. Rani is asked to take an oath while holding a red-hot iron rod or placing her hand inside an anthill. Instead, she decides to swear by the cobra, which is known to be her "lover." When she places her hand inside the anthill, the cobra (Naga) spares her life, and the villagers believe she is pure and innocent. The real Appanna, now convinced of her fidelity, accepts her.

In the end, Rani gives birth to a child, and the cobra, who had grown attached to her, dies after revealing its true identity. The play concludes with Rani, now recognized and respected by her husband and the community, raising humanities.Patriarchy and Female Identity: The play explores the plight of women in a patriarchal society, showcasing Rani's journey from subjugation to self-assertion.

Karnad examines the thin line between myth and reality, suggesting that both are intertwined in human experiences.The play also comments on the power of stories and storytelling, as the entire narrative is a story being told, which in turn influences the lives of the characters.

"Nagamandala" is a powerful commentary on social norms, gender roles, and the complexities of human relationships, wrapped in a narrative that is as

magical as it is thought-provoking.The themes in Girish Karnad's experiences are rich and multifaceted, combining elements of folklore with deep social commentary. Here are some of the major themes:

Nagamandala highlights the oppressive nature of patriarchal society and its impact on women. Rani's life is controlled by her husband, Appanna, who confines her to the house and ignores her needs and desires. The play portrays her journey from being a passive victim of this system to a figure of power and reverence, albeit through magical means. It questions the roles imposed on women and the limited agency they are given in such a society.

The play blurs the lines between myth and reality, suggesting that myths are an essential part of human experience and understanding. The cobra (Naga), which embodies the magical and the supernatural, becomes a crucial part of Rani's reality, bringing comfort and love in contrast to her real husband's neglect. This merging of the mythological with the real world forces the audience to consider how deeply myths and beliefs influence daily life and relationships.

Nagamandala is a meta-narrative, a story within a story, underscoring the importance and power of storytelling. The play begins with a story coming to life from the flames, indicating that stories have a life of their own and can influence the course of human lives. Stories are portrayed as vehicles of truth, transformation, and even liberation. This theme explores how narratives shape our perceptions and realities.

The play addresses the theme of female sexuality, which is often suppressed or controlled in patriarchal societies. Rani's relationship with the Naga, who takes the form of her husband, represents her sexual awakening and the fulfillment of her desires, which are otherwise ignored by her real husband. This theme challenges traditional notions of fidelity, purity, and the role of women as passive beings in sexual relationships.

Nagamandalacritiques the social norms and judicial processes in a traditional village setting.

When Rani is accused of infidelity, the village elders, all men, impose an ordeal that is both archaic and superstitious. However, the resolution of this conflict through the intervention of the magical cobra highlights the flaws and limitations of such systems of justice, raising questions about fairness and the basis on which decisions are made in society.

The theme of transformation is central to the play. Rani transforms from a submissive, powerless woman into one who is revered and respected. The Naga, too, undergoes a transformation from a mythical being to a loving husband figure, and finally to a sacrificial being who dies to protect Rani. These transformations signify redemption and the possibility of change, even in the face of rigid social structures.

The play questions the nature of reality itself. Rani's life with the Naga is based on an illusion, yet it feels more real and fulfilling than her life with the real Appanna. This theme delves into the idea that what we perceive as real may be nothing more than a constructed or imposed illusion, and that these illusions can sometimes hold more truth or significance than the "real" world.

In Nagamandala, Girish Karnad weaves these themes together to create a complex and layered narrative that challenges societal norms and encourages the audience to reflect on the nature of identity, justice, and reality.Girish Karnad's "Nagamandala" is rich in symbolism, using various elements to convey deeper meanings about society, gender roles, and human emotions. Here are some of the key symbols used in the play:

The Naga symbolizes multiple concepts, including desire, transformation, and the duality of human nature. As a mythical being, the Naga represents the hidden or suppressed aspects of Rani's desires and her need for love and affection, which she does not receive from her real husband, Appanna. The cobra also embodies the idea of change and metamorphosis, as it takes on the form of Appanna and becomes a loving companion to Rani, symbolizing the fluidity of identity and the complexity of relationships.

The anthill in which the Naga resides is a powerful symbol of the hidden, the repressed, and the unknown. It represents the inner recesses of the mind where desires and fears are buried. Rani's ordeal of placing her hand into the anthill during the trial symbolizes her confrontation with these hidden aspects of herself and society. The fact that she emerges unharmed signifies her purity, strength, and the triumph of her truth over societal norms.

The door that Appanna locks every day symbolizes Rani's confinement and the restrictions placed on her by patriarchal society. It is a physical and metaphorical barrier that keeps her isolated and powerless. The locked door also represents the lack of freedom and autonomy that women often experience, being confined to the domestic sphere without any say in their lives.

Rani's hair, which she uses to mix the magical root given by Kurudavva, symbolizes her sexuality and her latent power. The magical root, when mixed into Appanna's food, accidentally spills and becomes a catalyst for the Naga's transformation. This root symbolizes the disruptive power of love and desire, which can break through the rigid structures of social norms and bring about change, albeit through magical means.

The play opens with the image of a flame, from which the story of Nagamandala emerges. Fire symbolizes life, creativity, and the transformative power of stories. The flames also represent the volatile and unpredictable nature of human emotions and relationships. The story coming from the flames suggests that narratives are born from the essential, primal forces of life and have the power to illuminate and consume.

The trial where Rani is asked to prove her fidelity by placing her hand inside the anthill is symbolic of the social scrutiny and the harsh judgments women face in patriarchal societies. The ordeal itself, which involves invoking the Naga, is rooted in superstition and highlights the irrational and often unjust nature of societal norms that dictate women's lives.

Rani's pregnancy is a symbol of creation and the continuity of life. It represents the outcome of love and union, albeit in a complex and unconventional manner. The child she bears is also a symbol of hope, new beginnings, and the future, tying Rani to her husband and society in a way that forces them to acknowledge and accept her.

The duality of night and day in the play symbolizes the dual aspects of Appanna's character (or more precisely, the duality between Appanna and the Naga). During the day, Appanna is cold, distant, and indifferent, representing societal norms and the suppression of emotions. At night, the Naga, in the guise of Appanna, is loving, gentle, and fulfilling, symbolizing the hidden, emotional, and instinctual aspects of life that are often suppressed in daylight (or under the scrutiny of society).

Kurudavva, the old blind woman, symbolizes traditional wisdom, the supernatural, and the connection between the past and the present. Despite her blindness, she sees and understands more about human nature and relationships than the sighted characters. She serves as a guide for Rani, offering her the magical root that sets the story in motion, symbolizing the transmission of ancient knowledge and the intervention of the mystical in human affairs.

These symbols enrich Nagamandala, adding layers of meaning that challenge the audience to think beyond the surface narrative and engage with the deeper themes of the play. Through these symbols, Karnad explores complex ideas about identity, power, love, and societal norms.

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IMMERSIVE WORLD-BUILDING IN THANGALAAN:
A HISTORICAL AND SOCIO-POLITICAL REPRESENTATION IN
TAMIL CINEMA

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Abstract

This paper explores the immersive world-building techniques employed in the upcoming Tamil film Thangalaan (2024), directed by Pa. Ranjith. Set against the backdrop of the Kolar Gold Fields (KGF) during British colonial rule, the film delves into the socio-political struggles of indigenous tribes facing exploitation. Through detailed production design, cultural authenticity, and thematic depth, the film creates an immersive cinematic experience. This paper analyzes these elements and examines how they contribute to a rich narrative that reflects historical and contemporary socio-political issues.

Keywords*: immersive world-building, tamil cinema, thangalaan, socio-political representation, colonialism, production design, cultural authenticity*

Immersive world-building is a key element in cinema, enabling viewers to be transported into diverse realities that engage them visually, emotionally, and intellectually. In Tamil cinema, immersive worlds are often shaped by socio-political narratives, cultural histories, and technological innovations. Pa. Ranjith's Thangalaan (2024) stands out as a significant example of this technique, merging historical events with socio-political commentary. The film, set in the Kolar Gold Fields during British rule, highlights the exploitation of tribal laborers and their resistance, offering a detailed, immersive narrative that reflects both the past and present.

This paper aims to analyze the world-building elements in Thangalaan, focusing on its historical setting, production design, cultural representation, and thematic focus. Through this analysis, we explore how the film immerses the audience into the colonial era and portrays the socio-political dynamics of exploitation and resistance.

The film is set in the 19th century Kolar Gold Fields (KGF) during British colonial rule. This historical setting is significant as it was one of the largest gold mining regions in India, employing thousands of laborers under harsh working conditions. The British exploited both the land and the indigenous population, with gold symbolizing both wealth and oppression. Thangalaan brings this historical period to life through detailed production design and storytelling, allowing the audience to experience the socio-political climate of the time.

One of the central elements of world-building in Thangalaan is the representation of the indigenous tribes in the KGF region. The film highlights their cultural practices, rituals, and connection to the land, which is depicted as integral to their identity and resistance. Pa. Ranjith, known for his focus on marginalized communities, carefully integrates these cultural elements to create an authentic and immersive experience for the audience.

The immersive world of Thangalaan is created through its meticulously crafted production design. The film reconstructs the colonial infrastructure of the Kolar Gold Fields, from the mining pits and labor camps to the British quarters and administrative buildings. By accurately portraying the machinery, tools, and living conditions of the time, the film grounds its narrative in a tangible historical reality.

The rugged, dusty terrain and the visual representation of the gold mines serve as a constant reminder of the exploitation at the heart of the story.

The use of visual symbolism is another key element of immersive world-building in the film. Gold, which represents both material wealth and colonial greed, is a recurring motif throughout the narrative. The contrast between the glittering gold extracted from the mines and the harsh, impoverished lives of the laborers enhances the immersive experience by highlighting the socio-economic divide of the era.

The costumes in Thangalaan reflect the tribal heritage of the characters and the colonial era they inhabit. Traditional tribal attire, combined with authentic depictions of colonial uniforms and machinery, enhances the film's cultural and historical accuracy. The use of regional dialects and languages adds another layer of immersion, making the characters' interactions feel grounded in their cultural and temporal context.

The indigenous tribes, who are portrayed as the central resistance against British exploitation, are depicted with great cultural sensitivity. Their customs, rituals, and connection to the land serve as a thematic counterpoint to the colonial rulers' disconnect from the people they oppress. This cultural depth immerses the audience not just in the physical world of the KGF but also in the emotional and symbolic world of the tribes.

At the heart of Thangalaan lies a powerful socio-political narrative of resistance against colonial exploitation. The film not only portrays the physical struggles of the laborers in the mines but also delves into the psychological and cultural resistance of the indigenous people. This political narrative is central to the immersive world of the film, as the audience is drawn into the larger story of oppression and rebellion.

Pa. Ranjith uses visual contrasts to emphasize class struggles in Thangalaan. The opulent lifestyle of the British colonialists is depicted in stark contrast to the poverty and hardship of the laborers. The stark differences between the living quarters of the colonial rulers and the labor camps serve to heighten the socio-political divide, making the audience more aware of the economic and class disparities that drive the film's narrative.

The sound design in Thangalaan plays a crucial role in immersing the audience into the world of the film. The ambient noises of the mines, the clinking of tools, and the shouts of laborers create a sense of realism that draws viewers into the harsh working conditions of the KGF. The music, composed by G.V. Prakash Kumar, incorporates tribal sounds and instruments, blending them with intense orchestration to reflect both the cultural depth and the socio-political tensions of the narrative.

Thangalaan exemplifies the power of immersive world-building in Tamil cinema through its detailed production design, cultural authenticity, and socio-political depth. By recreating the historical setting of the Kolar Gold Fields and highlighting the resistance of indigenous tribes against colonial exploitation, the film offers a rich, layered narrative that engages the audience on multiple levels. Through its use of historical realism, cultural representation, and symbolic storytelling, Thangalaan not only immerses viewers in its world but also connects them to broader themes of class struggle, oppression, and resistance.

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DILEMMA OF CHOICE IN ROBERT FROST'S THE ROAD NOT TAKEN

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Abstract

In everybody's life at any point of time we will get a chance of taking decision in our life.At the time of decision making we should be careful in finalizing our path or decision in our life. We should be brave enough to face anything in our life while we are traveling in our decided path. In the poem The Road not Taken the poet Robert Frost describes a speaker who encounters two diverging paths in a forest and must decide which one to take. The speaker is faced with a decision between two paths, symbolizing a choice in life. The paths represent different directions or decisions one might make, each leading to different outcomes. The speaker acknowledges that the paths arereally about the same and that he can only choose one. This reflects the idea that choices often involve uncertainty and that the outcomes might not be as distinct as they seem.

Keywords: *conflict, decision, path*

The poet examines the complexities of decision-making and the impact of choices on one's life.By choosing one path over the other, the speaker reflects on how this decision will shape his future. "Two roads diverged in a yellow woods (1)" In the beginning of the line itself poet has clearly mentioned that in our life at any certain point we will be in the situation of deciding to do something in our life. That decision will play a important role in our life.

In our life we will have only one way in that way their will be a entry and exit. Our life is unpredictable any thing may happen in between our destination. "I could not travel both (2)" The speaker regrets being unable to explore both paths. This line introduces the central dilemma: the impossibility of experiencing every option.In between in our life if we are getting opportunity to do something means we have to decide and proceed in that work. At same time we cannot travel in both the roads.Each path represents a different direction in life, illustrating the nature of decision-making as a fundamental human experience. The speaker's decision is influenced by the desire to make a choice that will define his individuality and future. The poem captures the inherent uncertainty in decision-making and the human tendency to rationalize past choices.

The speaker tries to see the end of one path, symbolizing an attempt to foresee the outcome of a decision.The path is obscured by vegetation, indicating uncertainty and the inability to predict the future completely.The speaker chooses the other path, which is described as equally appealing. It means that both options seemed equally valid.The speaker suggests that the second path might have seemed more promising or less worn, though this is subjective.

The second path appears less travelled and more inviting. This line reflects a common tendency to choose paths that seem less conventional or more unique.The speaker acknowledges that, despite appearances, the level of use for each path is actually quite similar.The paths are, in fact, equally worn, emphasizing that the distinction between them is minimal.Emphasize the speaker's deliberation and the time spent pondering the decision. It signifies the mental and emotional effort involved in making a choice.

Both paths appear the same on that particular day, reinforcing the idea that choice is often made without clear differentiation. The leaves on both paths are untouched, indicating that neither path has been significantly used or altered.The speaker

decides to save the first path for another time, which may never come. This reflects the human tendency to postpone decisions or explore future possibilities.

The path is obscured by undergrowth, symbolizing the uncertainty and partial obscurity of future outcomes. This mirrors the challenge of making decisions when the future is unclear. The division of the paths represents a critical moment where different life directions are presented. The speaker stands at the crossroads, deeply contemplating their decision. This reflects the mental and emotional effort involved in making a choice when faced with significant options.

The speaker acknowledges that one choice often leads to another, making it unlikely to return to explore the path left behind. The speaker anticipates reflecting on the choice in the future, with a sense of both nostalgia and contemplation.The speaker imagines telling this story in the distant future, suggesting that the choice will be remembered and its significance contemplated over time.

Frost's exploration of choice and its consequences encourages readers to reflect on their own decisions and the ways in which they shape their lives.The two roads in the poem are symbolic of the choices individuals face in life. Each path represents a different trajectory, or a different set of experiences and outcomes. This reflects the real-life difficulty of making decisions when options seem equally viable.

Despite acknowledging that both paths look similar, the speaker chooses one, illustrating how decisions often involve personal judgment and preference rather than clear-cut advantages. The speaker's focus on the path he chose as "the one less travelled by (19)" reflects a common human tendency to justify and find meaning in decisions after they are made.

The retrospective view of the choice might reveal how people tend to imbue their past decisions with greater meaning, highlighting the human propensity to ascribe significance to choices in hindsight."And that has made all the difference(20)" highlights the idea that choices, even those that seem trivial at the moment, can significantly impact one's life.The final stanza reveals that the choice he made suggesting that choices, while sometimes arbitrary or uncertain, can have a profound impact on one's life.

The poem ends with the speaker looking back and pondering the significance of his choice. There's a sense of both affirmation and ambivalence, as the speaker acknowledges the weight of his decision while also recognizing the complexity of reflecting on past choices.Overall, Frost's poem highlights the significance of the choices we make, the way we perceive and reflect on those choices, and the inherent uncertainty in decision-making.

The retrospective view may reveal the human tendency to ascribe significant meaning to past decisions, regardless of their actual impact. Frost's exploration of choice and its consequences encourages readers to reflect on their own decisions and the ways in which they shape their lives.

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A STUDY OF MORAL IN THIRUVALLUVAR'S THIRUKURAL

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Abstract

Man being the Supreme being amongst all other living beings, has forgotten how to live happily on this world.True to the observation of ancient poet Ouvaiyyar, it is a rarity to be born with the human form, when it comes to the physical build or the development of intelligence. Still human life faces confusion and suffering which is increasing by the day. Great thinkers and scholars during different ages and from different places have identified and shown ways that help people endure or alleviate their suffering. Those works of scholars which passed through research, clarity, practice and success are the ones that are likely to guide the life of man by giving the maximum benefit.
Keywords: moral, life, thiruvalluvar, ideal, love

Introduction

Thiruvalluvar is Tamil poet and philosopher believed to have lived around 4th century B.C., in Tamil Nadu, India. His other names are Valluvar, Mudharpaavalar, Deivappulavar, Gnanavettiyaan, Maadhaanupangi, Naanmuganaar, Naayanaar, Poyyirpulavar, Dhevar, and Perunaavalar. His contribution to the human community is the Tirukkural, a collection of couplets on ethics, political and economic matters and love. In a God conscious state, where the consciousness attained perfection and knowledge widened, very few books have been written based on lessons from life experiences, that speak of the righteous way of living. Among them one which shines with significance is Thirukkural written by Thiruvalluvar.

The Significance of Thirukkural

Thirukkural is not just a book that emphasizes morality. It is one which speaks of practicalitiesof life as well. Though it was written two thousand years ago, the contents are still relevant forthe twenty first century's man. Based on the fundamental truth that mankind is one, Tiruvalluvarhas delivered his messages in the form of this treatise. He stresses that rather than wasting timewith the differences arising from religion, caste, creed, race or morality, man should be viewed inthe perspective of just being a man. He delivers this message throughout the book through variedangles. With 1330 couplets of wisdom in it, the Thirukkural is comprised of 133 chapters. Henceeach chapter has 10 couplets. They are classified into three major divisions based on morality (Aram), materialism (porul) and love (inbam) along with 8 sections. The division Aram has 38chapters, Porul has 70 chapters and Inbam has 25 chapters in it.

Aspects of Morality

This section emphasizes the need for morality. Since kindness and morality are essential for acomplete life this section stresses the importance of morality. If there is something that can giveunparalleled fame and abundance, it is morality. Hence when compared to morality, there is nothing else that is more important to life. In the same way if one ignores morality, it can attract great misery. Morality is that nature, where we don't lean towards the four undesirable traits which are jealousy, greed, wrath and harsh language.

Morality the Highest Ideal

During the era of Thiruvalluvar and during the years preceding his time people might haveplaced happiness as their highest ideal. They would have been willing to attain happiness at anycost. This

perspective of a particular section of the ancient people becomes evident through a

Kural which states it. Choosing to differ from this common perception, Thiruvalluvar played a major role inreversing the ideology by stating that morality deserves even more significance than happiness. He also stated that true happiness is one, which can be derived only through morality. He realizedthough happiness deserves importance in individual lives, when it comes to living as a society, morality deserves to be prioritised more and emphasized its importance.

Life based on Morality

Human life should not be something that is limited, confined to a small circle. It should expand and be one with significance. To expand the minds of humanity and to create a society based on morality has been the goal of Thirukkural."This is evident from Kural34 which states what true morality is. Morality is when a person is guilt-free even in his mind. A mind which is clean free from impurities is said to be moral. Since the mind is the birthplace of thoughts, when the mind is pure, it reflects through the word and deed. When something is spoken or some deed is done while harbouring negative thoughts, it cannot be called true morality."

Benefits of Morality in Family Life

"Thiruvalluvar calls morality to be the benefit of a good family life. Through the Kural 45, hestates that kindness is the attribute of family life and morality is the fruit of family life. He also stresses that morality can be demonstrated by family life". He states that when family life is run based on morality there cannot be a benefit which it does not yield. Family life itself is a boon. When it is based on morality, there cannot be a benefit equivalent to it, which even renunciation can offer.

Acts of Morality

It is important that one must do acts of morality whenever possible to the best of his abilities continuously as and when one finds the opportunity for it. "Thirukkural also insists that we must carry out acts of morality to the best of our abilities using our faculties of mind, speech and bodyby leading family life within material limits, doing physical acts of morality depending on the physique and maintaining consistent habit of thinking morally."Considering young age, many people tend to procrastinate acting morally. Instead of doing that, when we act morally in every instance, such acts will reap benefits that are sure to accompany us even in our deaths. He states that it is important not to wait for material wealth in order to do acts of morality. When this impermanent life comes to an end, not doing such acts will become a great regret that will haunt us in our deaths. Instead of even thinking about doing it shortly, it is ideal to do it even as we think of it.

Virtue of Love

The section on virtue of love, explains morality-based relationship of love. According to Kural 45- If the married life is filled with love and moral values, then your life would become disciplined and the purpose of life would be attained. Thiruvalluvar has put forth regulations for the relationship of love and relationship of man and woman. He has categorised stealth and chastity and detailed the way of attaining human it arian characteristics as regulations for a good life.

Conclusion

In order to write books that comprehensively deal with all aspects of life, the author should have been a scholar with mystic experiences of the divine. Thirukkural is a book that details comprehensive regulations for a good life. Hence it can be inferred that Thiruvalluvar is a scholar with experiences of the divine. In order to lead a complete life, a book which has regulations on morality, materialism, love and enlightenment can only be considered as a reliable guide. Thirukkural has sections on all the four boons and hence is a comprehensive guidance book. Morality, materialism and love are the three explicit sections in Thirukkural. One might think that the author has not dealt about enlightenment. But enlightenment is something which should beattained

practically through meditation under the guidance of a spiritual master who has attainedperfection of consciousness. By regulated practice, when immersing the mind on the soul, theconsciousness evolves and then by immersing the soul with God one should experience divinity.Thus the importance of enlightenment has been described in the section of Morality. Hence let ustry to succeed in completely adhering to these principles and thereby live fulfilling lives.

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UNVEILING THE PSYCHE: PSYCHOANALYTIC ANALYSIS OF PAULO COELHO'S *THE ALCHEMIST*

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Abstract

The Alchemista masterwork by Paulo Coelho, has enthralled readers all around the world with its deep concepts and spiritual journey. This psychoanalytic analysis investigates the fundamental wants, motivations, and tensions that drive the actions of the characters in the novel by going deeply inside their minds. This article explores the protagonist Santiago's search for his personal legend, his interactions with archetypal entities, and the symbolism woven throughout the story, drawing on theories from Freud and Jungian psychology. We hope to reveal the deeper meanings of "The Alchemist" and illuminate its continuing appeal through this investigation.
Keywords: dream, spiritual, alchemy, journey, pilgrimage, self-discovery

Paulo Coelho was born in 1947. Prior to committing his entire life to writing, Coelho's debut book, Hell Archives, was published in 1982 and had very little of an impact. He wrote an entry for the Practical Manual of Vampirism in 1985, but he later attempted to have it removed from circulation because he thought it was "of bad quality."

Paulo Coelh Saint James of Compostella in 1986, an experience he later wrote about in his book The undertook the trip to The dream-related tale The Alchemist was first released in 1997. The main character, Santiago, is shown as a flock of sheep who travels to fulfill his desire by following the sound of his heart. He frequently sees treasure troves in pyramidal dreams.

Raveling to Tangier brings him to the desert of Egypt, and in there he meets with Alchemist whiche will lead him to the treasure, and teaches him about the soul of the world, life, love, patience, persistence. Along the way, he meets Fatima, a desert girl who is waiting for him with loyalty, andiscovers that she is his true love.Prior to the expeditions, Santiago experienced a few recurring dreams, about which he is still unsure of the meaning.Santiago makes an effort to decipher his dreams.He attempted to interpret his dream's reflexions while still trying to figure out who he was as shepherd.Santiago has to overcome several challenges on the route to the pyramid, Without saying anything, Santiago was just listening.

Fearful, Santiago questions how he can transform into the wind when he doesn't even know the language of the wind. In order for Santiago and Alchemist to continue their trek to the pyramid, this creature forced Santiago's mind to learn how to transform into a wind.After three days, he is able to comprehend the language of nature. He communicated with the sun, sand, and wind. Because of his power, the wind blows blusterily around him, blowing several of the tents apart in the process.That device keeps them safe as far as they desire while also sparing them from certain death. As a result, the wants are shown by the way the main character acts when searching.

Celebrated for its eternal wisdom, poetic style, and profound philosophical insights, "The Alchemist" Coelho weaves a complex tapestry of imagery and symbolism in his storytelling style by fusing aspects of spirituality, adventure, and magical realism. Readers of various ages and backgrounds can relate to the novel's universal themes, which provoke contemplation on the nature of fate, the quest of happiness, and the transforming potential of self-belief. Paulo Coelho's "The Alchemist" is a very significant work of literature for a number of reasons, including its ability to captivate readers with

its timeless wisdom, universal themes, and compelling storytelling. To begin with, Coelho's book delves into deep philosophical and spiritual themes, asking readers to consider the nature of fate, pursuing one's aspirations, and the interconnection of everything. Coelho explores themes of selfdiscovery, tenacity, and the transforming force of love and faith through the quest of Santiago, a young shepherd attempting to fulfill his Personal Legend. Readers of various ages and backgrounds find great resonance in the novel's study of these issues, which provide insights into the human condition and the search for fulfillment and meaning. In Paulo Coelho's "The Alchemist," Santiago's metamorphosis is founded in the hopes and dreams he harbored as a boy, which are buried deep within his spirit. Readers learn about Santiago's early experiences and formative influences through his retrospective observations and contacts along his adventure. Santiago's dreams are more than just daydreams; they are glimpses of a deeper world that challenges him to move beyond the confines of his present existence and set out on a path of self-awareness and personal development. These early goals act as beacons of light, pointing the way toward Santiago's Personal Legen, the special destiny that calls him to reach his greatest potential. In addition, Santiago's father's guidance and support, along with his conviction in the strength of following one's heart and achieving one's dreams, help to foster his early aspirations. Santiago is further motivated to pursue his goal by his capacity to visualize his Personal Legend—the special destiny that calls him to reach his full potential. By use of the strength

Santiago's capacity to see a better tomorrow gets him through the worst of situations, reminding him of the many possibilities that await those who dare to dream, whether he is facing the difficulties of the desert or the unknowns of the future. Furthermore, Santiago's interactions with teachers like Melchizedek, the wise alchemist, and the King of Salem serve as additional examples of how imagination may change a person's destiny. Similar to this, Santiago, the protagonist of Paulo Coelho's "The Alchemist," feels a call to adventure that awakens his unconscious drives and desires, sending him into a realm of enchantment, mystery, and self-realization. Santiago is compelled by an innate urge to search for the treasures that lay beyond the horizon as he sets off on his trip, knowing instinctively that his Santiago's psychological issues and internal battles are further clarified by psychoanalytic theory. In Santiago's relationships with other people and in his internal monologue, Freudian defensive mechanisms like repression, projection, and displacement are evident. For example, Santiago may be reluctant to follow his Personal Legend because of irrational worries of failing or being abandoned, fears he will have to face and conquer along the way. By examining Santiago's defensive responses and coping techniques using a psychoanalytic framework, we might acquire understanding of the psychological processes that underlie his actions and choices.

Jungian psychoanalysis provides further context for understanding the images and symbolism in "The Alchemist." According to Carl Jung's theory of the collective unconscious, symbols and archetypes speak to universal themes and human experiences. Through an examination of Santiago's dreams, symbolism, and interactions with archetypal characters like the Shadow and the Wise Old Man, readers can get a more profound understanding of the psychological foundations of Santiago's trip and the universal facets of the human intellect it symbolizes.

By interpreting the symbolic language of the unconscious through Jungian dream analysis, we are able to reveal the deeper levels of significance concealed within Santiago's journey. Through a psychoanalytic lens, "The Alchemist" by Paulo Coelho offers a complex tapestry of psychological themes and ideas. We unearth hidden impulses, developmental themes, protection mechanisms, and symbolic images that reveal the depths of the human mind by analyzing Santiago's path of self-discovery and satisfaction. We learn more about Santiago's quest and its universal resonance through psychoanalytic analysis, and we also get insight into our own inner desires and motivations. In the end,

"The Alchemist" takes readers on a profoundly illuminating voyage of self-discovery and unveils the depths of the human soul. This psychoanalytic examination explores the symbolic images, unconscious motives, Santiago is presented at the beginning of the book as a modest shepherd who is happy living a simple life. But a persistent dream about discovering treasure in the Egyptian pyramids ignites a yearning for exploration and self-learning. As he leaves the comforts of his environment to find his Personal Legend, Santiago's journey represents the universal yearning for meaning and fulfillment. In "The Alchemist," by Paulo Coelho, the main character Santiago sets out on a life-changing quest to understand the secrets of the cosmos and the true meaning of his own existence. By means of Santiago's journey, Coelho delves into issues of fate, bravery, and pursuing one's aspirations, encouraging readers to contemplate their individual journeys towards satisfaction and enlightenment

Santiago experiences a number of hardships that put his commitment to the test and contradict his convictions as he travels across the desert. He gains knowledge of the universe's language, how to interpret omens and signals that lead him, and how alchemy—the process of turning lead into gold—can transform things both literally and figuratively. Santiago's connection with Fatima, whose everlasting love and faith serve as a source of strength and inspiration, is important to his journey. Through their interaction, Santiago gains an understanding of the value of following his heart and having faith in God's plan despite uncertainty and hardship.

Conclusion

Paulo Coelho's classic "The Alchemist" beckons readers to go out on a path of self-discovery, spiritual awakening, and personal transformation.By examining themes of desire, repression, and the pursuit of meaning in life, the novel provides significant insights into the intricacies of the human mind as viewed through the prism of psychoanalytic criticism. Fundamentally, "The Alchemist" is consistent with important ideas in psychoanalytic theory, especially those advanced by Sigmund Freud and Carl Jun. The Alchemist" delves into the metamorphosis potential of dreams and symbols in revealing the mysteries of the subconscious. The novel's recurrent theme of dreams and omens is a reflection of Jung's theory of the collective unconscious, which holds that human experience and behavior are shaped by a shared set of symbols and archetypes. The novel challenges readers to consider their own inner struggles and goals by exploring themes of desire, repression, and the search for meaning. This reflection leads to a deeper knowledge of the human condition and the intricacies of the psyche. As a classic piece of writing, "The Alchemist" never fails to enthrall and motivate readers, encouraging them to set out on their own path of self-awareness and personal growth.

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A STUDY ON CONSUMER BUYING BEHAVIOUR OF DURABLE GOODS TOWARDS PERAMBALUR DISTRICT

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Abstract

The Indian consumer durables industry has witnessed a considerable change over the last few years. Changing life style and higher disposable income coupled with boom in the real estate and housing industry and a surge in advertising have been instrumental in bringing about a sea change in the consumer behavior pattern. Consumer durables involve any type of product purchased by consumers that is manufacture for long-term use. As opposed to many goods that are intended for consumption in short term, consumer durables are intended to endure regular usage for several years or longer before their replaced is required just about every household contains at least a few items that may be considered as consumer durable nature. With India being the second posttest growing economy having a huge consumer classes, consumer durables have emerged as one of the posttest growing industries in India. The rapid economic growth is increasing and enhancing employment.
Keywords*: consumer, durable products, buying behavior, consumer behavior, economic growth, product and services.*

Introduction

Consumer buying behavior can be defined as "the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services". According to Webster, "buying behavior is all psychological, social and physical behavior of potential customer as they become aware of evaluate purchase consumer and tell other people about the product and services. In other words of Walter and Paul, "consumer behavior is the process whereby individual decide what, when, how and from where to purchase goods and services". Thus the buyer behavior may be defined as that behavior exhibited by people in planning, purchasing and using economic goods and service in the satisfaction of their wants.

Consumer Classes

Even discounting the purchase power parity factor, income classifications do not serve as an effective indicator of ownership and consumption trends in economy. Accordingly, the National Council for Applied Economic Research (NCAER), India"s premier economic research institution, has released an alternative classification system based on consumption indicators, which is more relevant for ascertaining consumption patterns of various classes of goods.

Indian Durable Industry – Segments

S. No.	Durable Goods	% of Growth
1	Air conditioners	6
2	Audio/Video equipments	12
3	Computer and Peripherals Electric fans	1
4	Components	7
5	Mobile phones	20
6	Others domestic appliances	4
7	Others	3
8	Refrigerators	2
9	Sewing machines	1
10	Telecommunication	18
11	Washing machines	1
12	Watches and clocks	1

Source: CRISIL, 2016.

Overview of India's Consumer Durables Goods Market

The Indian consumer durables goods segment can be segregated into three consumers groups. There are:

Segregations of Consumer Durables Goods

White goods	Brown Goods	Consumer Electronics
Air conditioners	Mixers	Mobile Phones
Refrigerators	Grinders and cooking range	Televisions (colour)
Washing machines	DVD players	Audio and video systems
Sewing machines	Games consoles	Digital cameras
Electric fans	Personal computers	Camcorders
Watches and clocks		
Cleaning equipments		
Microwave ovens		
Dishwashers		
Cookers		

Objectives of the Study

This study is undertaken to achieve the following objectives:

- To knows the Consumer Buying Behaviour towards Durable goods in Perambalur District.
- To analyze the attributes those are considered while buying durable products.
- To find out the overall satisfaction about durable products purchase in Perambalur.

Hypothesis

The following hypothesis were formulated and tested in this study:

- There is no significant difference in the level of brand loyalty shown by different age groups
- There is no signification in the level of brand loyalty shown by different education Groups
- There is on signification difference in the level of brand loyalty shown by people in different occupations
- There is on signification difference in the level of brand loyalty shown by people in joint Family and nuclear family
- There is no signification difference in the level of brand loyalty shown by different income groups

Research Methodology

The methods used for analyzing the consumer buying behaviors towards durable products presented below. It deals with selection of sample, nature of the study, sources of data, method of data collection, pre-test of questionnaire and tools of analysis.

Selection of sample: A sample of 100 male and female respondents residing in Perambalur, in the age group of (a) 18 to 25, (b) 26 to 33, (c) 34 to 41, (d) 42 and above who are using durable products regularly was covered. A method of **Simple random sampling** is used to collect the required information for the study.

Nature of the study: This is an empirical study which evaluates the consumer buying behavior towards durable products. Perceptions of the respondents from the primary sources of information.

Sources of data: The sources of data are primary and secondary. The primary data for the study relates to consumer buying behavior towards durable products has been collected through questionnaire. The secondary data on consumer buying behavior were collected from different newspapers, journals, magazines, reports, books, etc., Further; enormous data relating to the topic of a research were downloaded from the internet.

Tools of analysis: Simple percentage and chi-square test are used to analyses the data collected from the sample consumers of durable products in Perambalur.

Limitations of the Study

Due to time constraint, only 100 consumers were consulted.

Data are collected through questionnaire. The limitations of questionnaire method could have impacted the result of the study.

Only three products are taken into account for this study.

Concept of Consumer Behavior

Consumer buying behavior is important to the marketing manager for a number of reasons that must examine the main influences on what, where, when and how customers buy. It is expressed in the following way also:

- Consumer is the king. He gets what he needs.
- Consumer has voice and tops in the organization chart.
- Consumer"s need and desires are considered in production planning.
- Consumer"s need and desires are shaped through products.
- Firms produce acceptable products and not the products easy to manufacture.

Process of Consumer Buying Decision

- Problem recognition – when a buyer becomes aware(cultural, social, demographic, etc.,) about needs

Information search – a buyer search related information towards needs Evaluation of alternatives – a buyer assess and consideration set Purchase – a buyer choose the product or brand to be bought

Post purchase evaluation – a buyer begins evaluating the product to ascertain

Review of Literature

The review of the earlier studies and the observations of the researchers help in evaluating the strength and weakness of the concepts used earlier. As a result, it is a prerequisite review those studies and specifies appropriate concepts as applicable to the present study.

Singh and Singh (1981) in his article entitled "A Study of Brand Loyalty in India", found that consumers had single or multi-brand loyalty based on the nature of product, such as necessities or luxuries.

Kumar et al. (1987) in their article entitled "Buying Behavior of Rural consumers", point out that the factors influencing the buying decision - making of consumers on various food products.

SanalKumar (1987) in his article entitled "Buyer Behaviour in Rural Markets", focused new product awareness of rural consumers. He found that the rural consumer uses multiple sources of information and television as one of the important sources.

Jha and Mithileshwar (1988) in their article entitled "Rural Marketing-Some Conceptual Issues", argued that the concepts „rural" and „marketing" though used very frequently in various forums, and had eluded a precise and non-controversial definition.

Shanmugsundaram (1990) in his article entitled "Soft Drink Preference in Vellore Town of North Arcot District in Tamil Nadu", has identified that the most preferred soft drink among respondents were Gold spot (26%), followed by Limca (25%).

Joshi (1993) in his article entitled "Food Purchasing Habits and Consumer Awareness among Rural and Urban Housewives", identifies that majority of the urban respondents purchased the groceries such as cereals, pulses , oil, spices and sugar on monthly basis. On the other, perishables such as fruits, eggs and meat were purchased once a week and milk was purchased daily.

Rana (1995) in his article entitled "Impact of TV Advertisement on the Customer Buying Preference", points out the impact of TV advertisement on branded products at rural markets.

Nirmala (2002) in his article entitled "A Study on Brand Loyalty and Brand Preference towards Health Leverages in Coimbatore City", studied the brand loyalty towards a particular brand and usage period of that particular brand. It was found that the consumers emphasized more to quality though rate was high.

Deepak Halan (2003) in his article entitled "Rural Marketing: is a Different Ballgame", point out the many rural consumers were daily wage earners and it made sense to package products in smaller units or offer low-priced variants for rural markets. In rural, many brands had to compete

Sharma and Kasturi (2004) in their article entitled "An Evaluation of Consumer Awareness in Rural Markets" observe that rural consumers did experience anxiety due to dissonance and exhibit defensive behaviour and uses attribution. They were worse hit by non- availability of quality alternatives.

Venkateshwarlu (2004) in his article entitled "Preference Portfolio of Rural Consumers towards

Consumer Electronics" put forwards that the age and education could explain the variation in perception of preference of functions.

Ramana and Viswanath (2005) in their article entitled "Consumers Behaviour and Awareness with Special Reference to Edible Oil Users", declare that the price, quality, and taste were the most influencing factors among all categories of consumers than smell, colour and company package and brand in the purchase of Edible oil.

John Mano Raj (2007) In his article entitled "Social Changes and the Growth of Indian Rural Market: an Invitation to FMCGs", This paper covers the attractions for the FMCG marketers to go to rural and the urban markets and uses a suitable marketing strategy with the suitable example of companies and their experience in going rural.

Makkar Urvashi and Dhyani Vijendra (2010) in their article entitled, "Consumer perception towards different media options -An empirical study of rural and urban perspective", explains that the marketers to focus attention on the diverse media vehicles in general and media specifically.

Prashant Tripathi and Sengupta (2011) in their article entitled "Increasing Role of Children in Family Purchase Decisions", point out that influence of children varies by product, product sub-decision, stage of the decision making process, nature of socialization of children, families gender role orientation, demographic features such as age gender, and relative influence has been studied with respect to various factors.

Kalakumari and Sekar (2013) in their article entitled "A Study on Emotional Brand Loyalty towards Consumer Health Drinks", point out that the changing reference of the customers because in today"s time, there are much more options in choosing the health drinks according to the consumers taste.

Summary of Findings and Conclusion
Durable products like television, mobile phone and electric fan are essential items in our daily life. They cannot be taken away from us. Without these three durable products, we cannot pass a day. In view of its importance, this study is taken up to understand the behavior of people residing in Perambalur towards these three durable products. The views of sample consumers were collected by issuing questionnaire. Later, the views were analyzed by applying some statistical tools. The result of analysis is presented in the following pages as findings. Before we see the findings of the study, let us see back what we have done so far.

Findings of the Study
The findings that have emanated from the study have been summarized below:

- The majority of sample consumers consulted in the study (52 %) are aged between 26 years and 33 years i.e. middle aged category.
- The majority of sample consumers consulted in the study (60%) are unmarried,
- A sizable percentage of sample consumers consulted in the study (42%) are graduates.
- A sizable percentage of sample consumers consulted in the study (47%) are serving private firms.
- The majority of sample consumers consulted in the study (55%) stay in nuclear family.
- The majority of sample consumers consulted in the study (57%) are having 4 to 7 members in their family.
- The majority of sample consumers consulted in the study (58%) earn less than Rs.15, 000 every month.
- All the sample consumers consulted in study own mobile phone.
- The entire sample consumers consulted in study own Television.
- The entire sample consumers consulted in study own electric fan.
- The majority of sample consumers consulted in the study (56%) own Samsung mobile phones.
- 38% of sample consumers consulted in the study own LG television.
- A sizable percentage of sample consumers consulted in the study (42%) own Usha fan.

- The majority of sample consumers consulted in the study (50%) come to know about durable products available in the market to the advertisements in different Medias.
- The majority of sample consumers consulted in the study (64%) found television as an effective and informative media which guides the sample consumers in choosing a better durable product.
- The majority of sample consumers consulted in the study (72%) used to buy in the durable products from show room.
- The majority of sample consumers consulted in the study (66%) consider both quality and price while choosing durable products in the shop. It implies that they want to have a better product are reasonable price.
- An overwhelming majority of sample consumers consulted in the study (92%) used to plan well in advance what durable product they intend to buy in the market.
- 34% of sample consumers consulted in the study may likely to buy the same brand.
- The majority of sample consumers consulted in the study (66%) would like to go to other shop to buy the same desired brand if such brand is not available in their regular shop.
- 34% of sample consumers consulted in the study got their durable product repaired if any fault found in it.
- The majority of sample consumers consulted in the study (65%) found the purchased durable product good and useful for their intended purpose.
- Young people always dynamic and try different things in their life. They may like to go for anew and sophisticated durable products every time they go to market. On the country, old people may stick to only one brand till their demise.
- Irrespective of educational qualification they have, all the sample consumers may like to go brand of durable products that serves the purpose and work for years without any major repair.

- Irrespective of occupation they indulge in, both people in white collar job and people in blue colors job may stick to a particular brand of durable products if such products ensure quality and long life.
- People in joint family may have to listen to the words of elders in their family and stick to one particular brand for ever as long as the currently using brand gives complete satisfaction. On the contrary, people in nuclear family may have more disposable income and try different brands of durable products.
- Irrespective of income they earn, all the sample consumers seem to follow a particular brand and wait till such brand arrives if the desired brand is not available in the mar.

Conclusion

Durable products like television, mobile phone and electric fan are being used by each and every household in our society. These products have become part and parcel of our daily life. As these three products were taken up for this study, the result of the study brings out so many facts. All the sample consumers are using durable products. Samsung mobile phone, LG television and usha fan are found to be favorite among the sample consumers. Advertisements given in different media found to be more useful for gathering information about durable products. Both quality and price are main attributes that are taken into account while buying these three durable products. The products to be purchased are planned well in advance before stepping into the shop. The sample consumers were found to be loyal to the currently using brand. The sample consumer got their products repaired if anything goes wrong with these three products. To put in nutshell, the sample consumers consulted in this study appear to be happy about purchase of these three products made in their life time.

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A FEMINIST PERSPECTIVE OF WOMEN IN MANJU KAPUR'S A MARRIED WOMAN AND CUSTODY

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Abstract

Manju Kapur is one of the famous Post Independence Indo-English writers. She is a feminist writer as she has concerns for the pathetic and oppressive situation of Indian women in all her novels. Her novels denounce the Indian women's socio-cultural predicament caused by their entrapment in the male dominated patriarchal society. Her leading novels are Difficult Daughters, A Married Woman, Home, The Immigrant and Custody. Most of her female protagonists are educated wives and belong to the middle class families of India. They face struggle for freedom, identity and equality with men and space of their own. Their suffering and suffocation in the family and the marital bonds are clearly reflected in her novels. The present paper is a study of Manju Kapur's A Married Woman and Custody in feminist perspective.
Keywords: *feminist, women, patriarchal, indian woman, suffering.*

The purpose of this study is to analyze issues related to the middle class or upper middle class women. This study is based on three widely read novels of Manju Kapur entitled *A Married Woman* and *Custody.* The women's question today is, therefore, no longer an issue confined to the position of women within the family or their rights to equality with men in different aspects of social life. It is part of the total, far broader question regarding the direction of change that our society is taking with respect to women in economic, social, political, and the intellectual perception and analysis of that process. It is in this context that the role of women is discussed in the novels of Manju Kapur. The idea that all women were meant to get married and be submissive to their husbands was given a second look when we read the novels of Manju Kapur.

In the first phase, the women's question emerged essentially in the context of the identity crisis of the new educated middle class. Manju Kapur's female protagonists are mostly educated, aspiring individuals caged within the confines of a conservative society. Their education leads them to independent thinking for which their family and society become intolerant of them. They struggle between tradition and modernity. It is their individual struggle with family and society through which they plunged into a dedicated effort to carve an identity for themselves as qualified women with faultless backgrounds. The novelist has portrayed her protagonists as women caught in the conflict between the passions of the flesh and a yearning to be a part of the political and intellectual movements of the day.

In her novel *A Married Woman* Manju Kapur has taken writing as a protest, a way of mapping from the point of a women's experience. Kapur negotiates different issues emerging out of a socio-political upheaval in her country. The novel is a sincere confession of a woman about her personality cult in the personal allegory of a bad marriage. In a realistic way, she has described the Indian male perception of woman as holy cow even though women are not very interested in history and those in power trying to twist and turn historical facts to serve their own purposes. As a writer of new generation in an atmosphere of the nation's socio-political flux, Kapur has recorded the truth in her fictive narrative. With zeal to change the Indian male perception, she describes the traumas of her female protagonists from which they suffer, and perish in for their triumph.

As a married woman Astha, the protagonist, becomes an enduring wife and sacrificing mother.

Her temperamental incompatibility with her corporate thinking husband compels her to play the role of 'mother and father' for her children. This denies herself fulfillment and leads to the collapse of the institution of marriage. Discontentment leads her to defiance and restlessness. Her anxiety, discomfort, loneliness and isolation do not encourage her to give voice to her unhappiness over her troubled relationship, rather it prompts her to develop the feelings of guilt, negativity and lack of self-esteem in facing the challenges of her life. Restlessness drives her to enjoy absolute loneliness, a sort of entrapment by the family, its commitments, its subtle oppression and she yearns for freedom. In the midst of a family and its vast minefield of income, expenditure, rights, responsibilities, knowledge, discontent, restlessness and dependency, Astha enjoys the fate of the poorest. She is suffocated with the growing needs of her family and "always adjusting to everybody's needs" (MW 227). Astha understands a married woman's place in the family to be that of an unpaid servant or a slave and the thought of divorce brings social and economic death in her Indian status. She feels for herself that "A willing body at night, a willing pair of hands and feet in the day and an obedient mouth" (MW 231) are the necessary prerequisites of a married woman. She contemplates marriage a terrible decision as it puts her in a lot of bouts of rage, pain and indecision. Judging the male impression of woman she thinks that a married woman is an object of "mind fucking" (MW 218). She does not think "marriage is just sex" (MW 275) rather it provides interest, togetherness and respect. Being torn between her duty and responsibility, faith and fact, public ethos and personal ethics she thinks "a tired woman cannot make good wives" (MW 154) and struggles for an emotional freedom from the scourge of the nation.

In *A Married Woman* 2003 Manju Kapur frankly depicts the love affair between two women, but less attention has been paid to the historical and political context in which that relationship develops. The tale that thus unfolds powerfully explores how, in a still-traditionalist India entering the age of globalization, evolving personal relations on the micro social level are shaped by wider historical forces, yet can in their turn reshape that same history in an adumbration, potentially utopian even if partial and temporary, of new and more diverse forms of human relationship.

Manju Kapur presents in her novels the changing image of women moving away from traditional portrayals of enduring, self sacrificing women towards self assured assertive and ambitious women making society aware of their demands and in this way providing a medium for self expression.

Manju Kapur's novels are set in the context of some important historical or political events. Her novel Custody was set in the surge of foreign investment. Globalization and economic liberalization lured bankers, industrialists, bureaucrats and even the corporate in the economic and financial growth. Naturally the protagonists in Custody are in the rat-race of the materialistic pursuits. She writes: "I obviously write about the things I know well I wouldn't be able to write about them otherwise. But my novels are imaginative reconstructions. I feel uncomfortable writing about recognizable situations. The one exception was my first novel when I used some of the details from my mother's life, but that was with her permissions."

The plot of *Custody* is set in the backdrop of the urban middle class family in Delhi, affluent but impoverished in moral values. Both Shagun and Ishita, the female protagonists have been depicted with two aspects of feminine perspective infidelity and infertility respectively. Kapur also depicts the lives of the urban middle class Indians who long for wealth, freedom and prosperity. It is also a tale of child custody and sluggish Indian legal system.

Manju Kapur explores the hollowness of modern life through the four adult characters: Raman, Shagun, Ashok Khanna, and Ishita, a childless divorce and two children: Arjun and Roohi. The novelist depicts how the marriage set up is disintegrated ending in divorce and legal custody.

Raman is father and a husband but to him his professional career is more important than his wife and children. He is wedded to his profession and is in

the rat-race of making money. Shagun looks after children and shoulders domestic responsibility. Raman's parents also believe that a woman's selfhood, status and respectability lie in wifehood and motherhood. Shagun, the beautiful wife of Raman, falls in love with Ashok Khanna, the handsome boss of Raman. Shagun is deep in love with Ashok Khanna and in turn he also goes on conquering her mind, body and soul like a marketer, she, being a mother, a wife at the same time a lover, is in dilemma and in constant conflict but as the affair becomes passionate and fiery, Shagun has no regrets in lying to Raman and her mother. She leaves children to her mother and goes off weekends with her lover. Not only this, she goes on brain-washing her children against their own father. She finally decides to go for divorce. Raman reacts violently as his male ego is hurt. Kapur lays bare the force of extramarital affair which can break up the very foundation of a solid married life. Moral and ethics do not matter when it comes to love. Shagun's mother does her best to coax her to be faithful to her husband. Consequently she is agitated and warns her mother that she would never confide in her. Shagun wants to come out of the protective environment of the peaceful family set up. She rebels for freedom which was long denied to her. The novelist artistically weaves the plot throwing light on the fate of the children is such broken marriages. Kapur says:

And here I have been thinking that although none of the characters come out wholly shining, you do sympathetic wise them all! Misery, anxiety, tension does bring out the worst in us –that would apply to any conflictive situation. Where children are concerned, ones deepest feelings are at stake, and provokes all kinds of extreme behavior. (C 199)

Family structure crumbles and falls apart into pieces as an aftermath of divorce. Shagun has to bear a lot by the breakup of marriage just for the sake of gaining freedom of will and individualism. The story moves closest to the society's traditional norms and conventions but women like Shagun cross the threshold of marital status being shaped by foreign impact such as extra marital affairs, materialistic pursuits and so on. Here the children become the material shakes. It is through Arjun and Roohi the author shows as to how a perfect childhood can get messed up because of the parents' ego and their expectations work upon the innocent minds of the children. But fact remains that the unscrupulous domestic dispute ruins the lives of the two innocent children. They are torn between two mothers, two homes and two countries. But Shagun neither cares for social propriety nor does she conceptualize family shame. Manju Kapur has brought out in a realistic manner the lack of understanding of the views of children by the insusceptible parents. To Raman, reaping the benefits of economic boom of the financial market costs him his wife and the separation of children. Kapur states: "The family is where I see the impact of what is happening in Indian Society. In my earlier novels it was who negotiated this relationship. Here it is everybody-the children, the father, the wives. If you live here, you pay the economical price," How pathetic it is when the couple becomes strangers to each other in the novel!. It brings to surface the hollowness the modern families experience in the materialistic world.

In *Custody* parallel to Shagun's story runs Ishita's who has been deprived of her marital status. Kapur exposes the shallowness of conjugal life where a woman is stigmatized because of infertility. She is subjugated to serve mental torture especially by her mother-in-law who epitomizes the typical patriarchal society. The medical report reveals Ishita's incapability to conceive and please the in-laws as it is not their son who is incompetent to beget but she. The callous mother-in-law fails to respect the same gender. The root cause is the patriarchal society where a male dominates but here a woman antagonizes another. The issue of woman's oppression has been controversial all over the world. Karl Marx in his *Communist Manifesto* mentions that the origin of women's oppression is in the rise of

class society. A woman is a mere instrument of production and is to be exploited in common.

A woman has been reduced to a docile person to whom home is a crucial site of oppression. Men in the capitalist class address woman's work as non-productive and unpaid. Woman's subordination is a function of class oppression maintained because it serves the interests of capital and the ruling class. Some socialist feminist believe that it is based not only on economic system but on both patriarchy and capitalism. Ishita is only body and nothing else.

Kapur's in this novel *Custody* is a tale of female woes, sufferings as well as the fulfillment of their aspirations and desires. The novel is a series of events and incidents encompassing themes like separation, divorce, remarriages of the four adults and with it follows a series of legal procedure on the issue of custody. Manju Kapur has well portrayed the pangs and the loneliness of the two children in the novel. The novel can be termed as a legal drama of the Indian society. Kapur's women characters are bold enough to face the cruel and slow turns of Indian judiciary and the way it functions.

Manju Kapur's female characters have come out of the traditional values and dare to oppose the conventional perceptions and doctrines of the patriarchal bonds of inharmonious marriage. The daring female protagonists are presented as real women of flesh and blood having emotions and sentiments of their own. Apart from this they also yearn to be a part of the intellectual movement to establish their identity. Shagun revolted against the married life in order to win her love. In spite of being married and having children, she goes ahead to enjoy new love life. Ishita though stigmatized of infertility, of being divorced, she engaged herself in social service to fill up vacuum in her life.

She hopes to find a new life in Raman's broken family and revives it by marrying him. She unhesitatingly accepts Raman's daughter Roohi as her own child and showers love on her. Here Shagun and Ishita are portrayed in contrast. Ishita is happy even being the guardian of other's child whereas Shagun even being the mother hunts for independence and identity of her own.

The themes of Kapur's novels are based on female issues wherein she shows how they bring forth themselves from the marginal position to independence by creating a space through deviational behavior. Custody, therefore is a novel about disintegration of marriage with its cruel and heart rending consequences. But the novel goes a step further describing the lives of women as a struggle for their basic rights, quest for identity and survival. Kapur portrays how women are suffering from economic and socio-cultural disadvantages in the male dominated society. They have been deprived of their individuality, self-reliance and aspirations.

In this novel *Custody*, a riveting novel, represents an emerging group of young successful, educated female protagonists who can choose the direction of their destiny so easily, no matter what the underlying moral implications are. Kapur's novel *Custody* depicts the marriages that collapse, social hypocrisies and law suit for children's custody that is a worldwide reality denoting possessiveness and unequal power relations in normative patriarchal families where there is constant, oppression, violence possessiveness and disintegration.

Manju Kapur has achieved success in narrating lives tales describing the lives of middle –class Indian women. Through all her novels she explores the difficulties of reconciling herself to the devotion to family expected of middle –class Indian women with their aspirations and desires for a life outside. In India women are often caught between the traditional and the modern, caught between the family and their individual desires.

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ADVANTAGES OF WOMEN ENTREPRENEUR: SPECIAL REFERENCE TO TRICHY DISTRICT

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Abstract

In India, women's participation in higher education, particularly technical education, has increased dramatically in order to strengthen their careers as a result of the increasing necessity for a second source of income at home. Women are looking at new ways to participate in the economy and see entrepreneurship as one of the paths to both personal and financial success. The difficulties facing women entrepreneurs are of great concern to the government, non-governmental organisations, researchers, and national and international organisations. All areas of the economy have seen a significant increase in the number of female entrepreneurs. With increased awareness of women's roles and economic standing in society, the latent entrepreneurial potentials of women have slowly changed. Despite the fact that more women are starting their own businesses every year, these figures are not particularly encouraging. Women are less motivated to start their own business than males are for a variety of reasons, including fear, lack of motivation, opportunities, lack of direction, and lack of opportunities.

Research Methodology: The research is primarily descriptive. The study is based on primary data that was gathered from the sample respondents using a survey approach and a specially designed questionnaire. Secondary sources such journals, periodicals, published and unpublished research works, and websites have been used to gather additional data that is pertinent to the study. Women business owners in the Trichy area were the only ones included in the survey. 100 female business owners were chosen as a sample and taken into account for the study. Thus, the current research intends to comprehend the issues and difficulties faced by female business owners in the Trichy district as well as the driving forces behind their entrepreneurial endeavours.

Keywords: women, entrepreneurship, economic participation, issues and challenges

Introduction

Women who start and run their own business ventures are referred to as women entrepreneurs. A woman entrepreneur performs a variety of tasks, just like a guy. They should consider their options for beginning a new firm, take chances, introduce novel ideas, organise, manage, and control their operations, and exercise strong leadership in all facets of their operations. Women entrepreneurs are defined by the Indian government as businesses that are owned and controlled by women, have at least a financial interest of 51% of the capital, and provide at least 51% of the jobs created in the organization to women.

The number of female business owners is steadily rising in practically all economies. With increased awareness of women's roles and economic standing in society, their hidden entrepreneurial potential has been developing. Women are more likely to start their own businesses for three main reasons: knowledge, skill, and compliance. Push and pull forces encourage women to start their own businesses because they offer them the confidence to establish a self-sufficient career and stand on their own two feet. This asserts that "Women Entrepreneurs" is a person who accepts hard roles to achieve her personal wants and turn out to be economically independent. The driving force behind this is logic towards independent decision-making on their lives and work. Entrepreneurial women possess a great desire to make a hugely positive difference and are capable of adding values to both family and social life. Since the advent of the media, women have become more aware of their own traits, rights, and employment circumstances. Women are now active in every industry, from aachaar to telecoms, shattering the glass ceiling.

Objectives

- To understand the families, help to female entrepreneurs launch their businesses.
- To look at the barriers to starting businesses.
- To pinpoint the possibilities for female entrepreneurs

Research Design

Primary Data: The questionnaire was prepared and opinions of 30 respondents were collected.

Secondary Data: Information collected through various journals, research articles and through the internet.

Functions of Women Entrepreneurs

A woman entrepreneur must carry out all the tasks necessary to start a business in her capacity as an entrepreneur. These include idea generation and idea screening, setting goals, project preparation, product analysis, deciding on business organisation structures, finishing promotional formalities, raising money, hiring people, buying equipment, and running the firm.Basic Problems Faced by Women Entrepreneurs in India

Being an entrepreneur is difficult, and being a woman makes it even harder. Female business owners frequently struggle much more than their male colleagues to succeed and gain recognition in the business world, despite their efforts and skills. According to the Mastercard Index of Women Entrepreneurs, just 7 out of 100 business owners in India are women. Only 20% of firms in the nation are owned by women, according to the Google-Bain analysis, while the World Economic Forum's 2021 report also reveals a significant gender gap of 72% in India's labour market. Here are the 15 typical difficulties and issues that every woman beginning a business in India encounters, along with advice on how to deal with them:-

- Fewer sectors are Women friendly
- Lack of Social and Institutional Support
- Poor Funding Prospects
- Lack of Access to Professional Networks
- Pressure to Stick to Traditional Gender Roles

- Lack of an Entrepreneurial Environment
- Limited Mobility
- Lack of Education
- Low Risk-Bearing Ability
- Balancing Responsibilities between Family & Business
- Stiff Competition
- Limited Industry Knowledge
- Missing Role Models
- Social Construct
- Safety Concerns

Advantages of being a Female Entrepreneur

Women entrepreneurs have higher levels of well-being: Women entrepreneurs have higher levels of "purpose well-being" than other workers and male entrepreneurs. The definition of purposeful well-being is enjoying what you do, learning new things, and utilising your talents to their fullest potential.

The experience of becoming a parent offers advantages for business: People often focus on the difficulties involved in juggling job, life, and parenting. The majority of mothers have mastered multitasking in various areas of their lives, frequently out of necessity rather than any ambition to be masters at it. The entrepreneur, who frequently has to wear several hats at once, finds this ability to multitask to be crucial.

Women are better at working in teams: Working in teams can be crucial to being a successful entrepreneur. Even large Fortune 500 corporations interact with other businesses, and an entrepreneur's capacity to do so that is, to establish bonds and alliances with other entrepreneurs or businesses can have a tremendous impact. According to research, women value teamwork more than males do, who frequently harbour mistrust for their coworkers. Entrepreneurs frequently have the chance to work together.

Women business owners can develop a workplace culture that values women:
We've all heard it before: corporate cultures in many businesses may be hostile to women.

Women's superior emotional intelligence may give them a competitive edge: The ability to

recognise, comprehend, and use our own and other people's emotions to inform how we feel and act is known as emotional intelligence. In essence, emotional intelligence is the capacity to manage our emotions. Females have leverage

Data Analysis

Table 1
Age Limit of Respondents

Age	No of Respondents	Percentage
18-20	0	0
21-30	4	13
31-40	7	23
40 and above	19	64
Total	**30**	**100**

According to the aforementioned data, 13% of respondents are between the ages of 21 and 30; 23% are between the ages of 31 and 40; and the remaining 64% of respondents are beyond the age of 40.

Table 2
Education Qualification of the Respondents

Qualification	No. of Respondents	Percentage
Below SSLC	13	43
PUC	5	17
UG	10	33
PG	2	7
Total	**30**	**100**

According to the aforementioned table, out of 30 respondents, 43% have less than an SSLC, 17% have a PUC, and 33% have a bachelor's degree. Additionally, 7% of responders have advanced degrees.

Table 3
Marital Status of Respondents

Marital status	No. of Respondents	Percentage
Married	29	97
Unmarried	1	3
Total	**30**	**100**

According to the aforementioned table, 97% of respondents are married, while the remaining 3% are single.

Table 4
Duration of Respondents in to the Business

Duration of the Business	No. of Respondents	Percentage
0-15	20	67
16-30	8	27
31-45	0	0
45 and above	2	6
Total	**30**	**100**

According to the above table, 67% of respondents have been in business for 15 years, 27% have been in business for 16 to 30 years, and the remaining 6% have been in business for 45 years.

Table 5
Showing the Reason for Start Business

Reasons	No. of Respondents	Percentage
Experience in the field	8	27
Mean of survival	12	40
Structure something new	10	33
Total	**30**	**100**

According to the graph above, 27% of respondents started their firm in order to get experience in the industry, 40% started as a means of survival, and the remaining 33% started in order to try something new.

Table 6
Size of the Family

Family size	No. of Respondents	Percentage
Less than 5	17	57
More than 5	13	43
Total	**30**	**100**

According to the above data, out of 30 respondents, 57% are from families with fewer than five children and 43% are from families with more than five children.

Table 7
Table Showing the Place of Work

Location of Work	No. of Respondents	Percentage
Work at shop	13	44
Work at home	7	23
Others	10	33
Total	**30**	**100**

According to the aforementioned data, out of 30 respondents, 43% and 57%, respectively, are from families with five or fewer members.

Table 8
Table Showing the Place of Work

Location of Work	No. of Respondents	Percentage
Work at shop	13	44
Work at home	7	23
Others	10	33
Total	**30**	**100**

According to the graph, 44% of respondents work in retail, 23% work from home, and 33% work at events like fairs and festivals.

Table 9
Support from the Family

	No. of Respondents	Percentage
Yes	27	90
No	3	10
Total	**30**	**100**

According to the graph above, 23% of respondents receive help from their families, while the remaining 77% do not.

Table 10
The Subsidies or Financial Assistance from the Government

	No. of Respondents	Percentage
Yes	12	40
No	18	60
Total	**30**	**100**

30 responses are represented in the above table. Government subsidies are received by 40% of respondents, whereas 60% of respondents do not receive such subsidies.

Table 11
The Member of SHG

	No. of Respondents	Percentage
Yes	16	53
No	14	47
Total	**30**	**100**

The aforementioned table illustrates that 53% of respondents are SHG members, while the remaining 47% are not.

Table 12
The Promotion Strategy of Business

	No. of Respondents	Percentage
Yes	8	27
No	22	73
Total	**30**	**100**

It is evident from the following graph that 27% of respondents employ promotion strategies like advertising in their businesses, whereas 73% of respondents use no promotion strategies at all.

Table 13
The Comfort Ability with Business

	No. of Respondents	Percentage
Yes	29	97
No	1	3
Total	**30**	**100**

According to the table, 97% of respondents feel at ease with their business, while only 3% of respondents are not at ease.

Table 14
Number of Regular Customer

	No. of Respondents	Percentage
Yes	28	93
No	2	7
Total	**30**	**100**

The data in the table above suggests that 93% of respondents have a regular customer base, whereas the remaining 7% do not.

Table 15
Usage of Strategies to Attract the Customer

	No of Respondents	Percentage
Yes	25	83
No	5	17
Total	**30**	**100**

According to the aforementioned data, out of 30 respondents, 83% employ techniques to draw in customers, while 17% employ none at all.

Table 16
Success with the Business

	No. of Respondents	Percentage
Yes	29	97
No	1	3
Total	**30**	**100**

According to the above table, 97% of respondents have success with their businesses, while only 3% have failed.

Findings

- The majority of female entrepreneurs have a little level of education.
- The company has been around for around 15 years, and their expertise has been constant.
- All women who start their own businesses do so primarily to support their families, become financially independent, and pursue their passions.
- The majority of female business owners receive assistance from their families because raising the family's standard of living is the primary motivation for beginning the firm.
- Because they first found it difficult to invest, they have gotten lending facilities and pledged assets.
- While some women business owners have received government backing, others do it indirectly through their membership in SHGs.
- Because they are female business owners, their

main marketing technique is word-of-mouth advertising. Customers buy from them frequently because they trust them, providing them with a steady stream of money, guaranteeing that the company they founded succeeds.

Suggestions

- According to the research, women entrepreneurs should receive more government assistance.
- Because the vast majority of women lack technical skills, they must incorporate technical expertise into their businesses.
- They should promote the goods through appropriate marketing techniques, such as advertising, door-to-door delivery, and brand building.
- Information on government initiatives aimed at empowering women should be made available.
- Promote private involvement in programmes for women's empowerment

Conclusion

A woman entrepreneur is someone who takes on demanding roles in order to fulfil her personal needs and achieve financial independence. Women's entrepreneurship may significantly improve the economic security of families, communities, and the fight against poverty. Governments all around the world, along with a number of development organisations, are aggressively promoting female entrepreneurs through a variety of programmes, incentives, and marketing strategies. Over the past three decades, there has been a steady rise in the proportion of women who are self-employed, which amounts to about a 33% increase. Home-based companies are still prevalently run by women. As a result, they are essential to the economy's balanced growth. It is stated that educating a woman also educates her family. Women who are autonomous have a voice not just in the home but in society as a whole, which reduces harassment of women and advances gender equality, leading to the creation of a welfare state. The best method to solve the issues

that women business owners confront is to develop a supportive entrepreneurial ecosystem that gives them access to resources, a safe and secure working environment, and institutional and social support. Co-working spaces and other collaborative workspaces with a sense of community are very helpful in this effort.

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A STUDY ON APPLICATION OF AUTOMATION TECHNOLOGY IN
LOGISTICS AND ITS EFFECT ON E-COMMERCE

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Abstract

Since the world transformed into the digital era, e-commerce is the realthing to concern for everyone, not only limited to the business people but also for people who want to buy something without hassle. Furthermore, as an estimation global retail e-commerce sales almost grow doubled in range of three years from US $ 1.3 trillion in 2014 to US$ 2.3 trillion in 2017 and this growth trend will still last until the future. However, this trend demands innovative solutions, applying automation technology to e-commerce logistics is one of the solutions which significant to the future of e-commerce. Based on that, this study principally talks about the real-world implementation example of automation technology in logistics as well discuss the effects that will be faced by e-commerce towards using the automation technology in logistics so the e-commerce industry will be ready for facing future disruption.

Introduction

E-Commerce (Electronic-Commerce), a modern business technology, firstly implemented in the1960s by the company named Compu Serve, developed constantly until it began popular in the past three decades marked by the establishment of Amazon.com, eBay, and Alibaba. In the2010s, manye-commerce services emerged operated in the two different major types of business models. They are business to consumer (B2C) and business to business (B2B) consist of online transportation, online food ordering, online marketplace, online accommodation booking, and e- commerce payment systems. Nowadays, e-commerce has been a part of our life.Using the internet, All transactions have been brought to the electronically way from the phase of choosing what we want to buy until the payment methods itself. Due toe-commerce conveniences and modest model, people widely used e-commerce to fulfil daily needs, making both the number of users and delivery demand increases dramatically every year.

Based on the scope for the role of logistics requirement growth much larger e- commerce needs to adopt technologies that allowing them to handle Logistics and Supply Chain Management (LSCM)

moreover ensure the interchange of packets from the packing process to the hand of consumers in order to raise consumer satisfaction. The recent development of e-commerce also contributed to the expansion of the logistics market, promote the development of technologies related to logistics, Sofar, these advancements are already implemented in most

Company that Relied on the Delivery Process

- Automated data collection systems
- Inventory management systems
- EDI (Electronic Data Interchange)

As a brief, automated data collection systems are a system based on a computer application that facilities the process of data collection allowed specific structured information to be gathered using installed QR Code and Barcode scanner. Every recorded sensor readings stored in the private local server forming inventory management systems that can monitor the flow package inbound and outbound every single data of package are recorded to the system named EDI (Electronic Data Interchange) then EDI will upload all gathered data to the opened-access server so every consumer can track current status and location of their parcel.

Nevertheless, with the logistics and supply chain sector advancement, consumers still put complaints responding topoor delivery services. Some great companies such as DHL still facing this problem. Eager to improve their services, companies open up customer service line for the consumer to deliver consumer feedbacks:

- Lateness caused by shipping delay
- Mismatch addresses
- Incorrect tracking information
- Broken package due to bad handling

According to the list, most of those complaints are caused by low-skilled and culture of the worker, Besides that, there are many factors including the worker's awareness, either because of emotions, fatigue, healthiness, or skills. Thus, e- commerce needs a robust system that can manage those problems which are called automation. Automation is a system that provides automatic control for operating logistics equipment which performed with minimal human assistance. Further more in thisstudy, we provided novel in sights about the application of automation in logistics and its implementation effect on e-commerce.

Methods

We had conducted this study by two steps, the literature review and aqualitative content analysis research method. In the beginning, on the literature review, the scientific literature from the internet was searched and gathered, the scientific literature would be used as material arguments in this paper, and we search edit from trusted sources. We were used trusted and authentic journals search engines sites such as Google Scholar, Science Direct and IEEE Explore to get the relevant scientific literature for the research subject that as well from the other trusted publishers. For instance, we were searched through literature to get the concrete definition of automation and e-commerce. The last step, after we got the conceptual foundation from the literature review about the research topic, we started the next step which was a qualitative content analysis research method, from the definition of qualitative content

analysis is a technique for studying the meaning that was included in the body of a statement.

It was accomplished by categorizing and organizing the content of a communication systematically into categories which interpret the topics, themes, and context of that message. Although it was most frequently applied to text, the qualitative content analysis could be used to any textual media, verbal or visual, on this occasion, people opinions or textual data about the research topic was gathered and obtained by we from reliable websites like Forbes, industrial insights such as logistics industry insights from DHL, and the other sources. After getting the data needed, then we searched the correlation and connection between the data and found the findings according to the study conducted that was the application of automation technology to logistics and its effect on e-commerce

Results and Discussion

After analyzing and finding a correlation between the data from the content sources, we got the results found. First, automation technology had much application in logistics. Some forms of automation technology applications in the logistics were Warehouse Control Systems, Industrial Robotics, and Automated Storage, In details, Warehouse Control Systems (WCS) is systems in software interface format which are used in the logistics warehouse to manages and controls the warehouse equipment,WCS gave focus on controlling machines, from the controlled machines the data of machine and work process would be gathered, comparison of the functional features from various WCS systems can be seen in Figure1. In the future development, WCS was upgraded to newer sophisticated technology called Smart WCS which offer a better solution to conventional WCS drawback, with Smart WCS we could get a variety of expandability, function and strong data collection capability. Next, the industrial robotics, the definitionof industrial robotics is an automatic position-controlled reprogrammable multifunctional manipulator having several axes capable of handling materials, parts,

tools or specialized devices through variable programmed operations for the performance of a variety of tasks so in case of application in logistics.
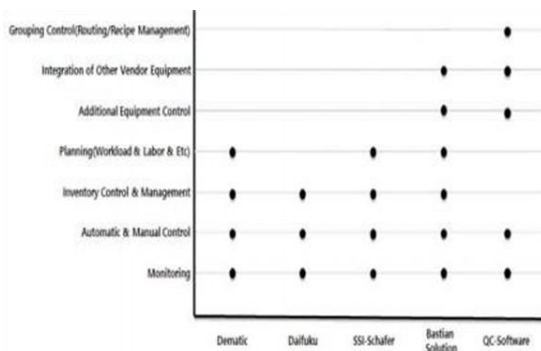
WCS Functional Feature

The real-world examples to industrial robotics in logistics were trailer and container loading robots, stationary piece picking robots, mobile piece picking robots, co-packing and customization, and home delivery robots , moreover, all this sort of industrial robots instance were based on Autonomous Mobile Robots (AMR), Automated Guided Vehicles (AGV) and Unmanned Aerial Vehicles (UAV) type, AMR and AGV had similarities, both were operated on-ground, but AMR more sophisticated in terms of technology, compared to AGV it was worked in the less constrained world, so its utility and mobility enhanced, whereas UAV type was operated on-air, UAV would automatically pick up allocated shipments from the convey or belt and take off, in case of return to the hub UAV could carryout point to point deliveries which lay on the routes, Figure2 shows UAV (DHL Paketcopter) is delivering goods.

DHL Paketcopter Delivering Packet

Then, automated storage or widely called as AS/RS systems (Automated Storage and Retrieval Systems) considered being an essential part of logistics, AS/RS was an integrated automated system comprised of software, hardware, and net working system communicating with each other overfield bus network, components of AS/RS were including racks for storage places, cranes for material handling, the empty spaces between racks called aisles, I/O and pick positions, AS/RS as well communicates to other warehouse modules, such as conveyor, so its performance influenced the whole warehouse performance.

Second, the effect for the e-commerce of the automation technology application into the logistics was the e-commerce could get many advantages which it never had before, e-commerce shipping and returns would be faster and flexible with the implementation of automation, mainly because of the industrial robotics UAV and UMR, these robots could help e-commerce to deliver or return the package for customer in the same day or even minutes, not only faster and flexible delivery or returns but with robotics, the cost of delivery which charged to the e-commerce customer was also significantly reduced, for an illustration with robots the e-commerce customer was charged only $0.05 per miles conversely with premium ground services like UPS or Fed Exit would be charged around $6 or $6.5,the application of automation as well made lower e-commerce customer complaints about misdelivery due to mislabeling the package, in contrast with human more likely encounter error issues so the chance of mis delivery would be increased and customer complaints soared e-commerce productivity and efficiency also improved with the presence of automation in logistics, the automated machine could work doing the same task 24 hours a day without mistakes from emotional aspects, but humans could not in some cases, the customer ordered goods in midnight but due to the human workforce were resting the order could not be processed on the same time after a customer ordered, but with automation, it could be

processed immediately, not merely because of the emotional aspect, the labor price also would be decreased with the application of automation due to eliminated number of costs associated to insurance, vacation time, and labor accidents .

Even though the application of automation had many advantages, it also had some barriers and downsides in the implementation. The automated delivering robots had some issues according to the regulation, safety, and

security, the regulatory approval in a developed country such as the United Kingdom was more straight forward as the government had future thinking about drone deliveries, a contrast to developing country like Indonesia the delivering robots could not be applied because of Indonesia did not have regulations for commercial use of drone robots notonly regulation but safety and security also the barrier, anyone did not want drone robots to fall from the sky due to mechanical faults or cunning hacker, so the safety reasons for people, property, animals, and their packages also being concerned for the security matters the delivery robots could easily be hacked to steal their goods, from the expensive device itself, or even encourage illegal market activities. The high cost toward applying automation at the initial year was also the issue that brings many businesses to turn down their desire to invest in this technology although the following year the cost would highly be reduced, as an example at the first year of investment the application would cost around $432,000 for the automation systems and $70,000 for operator costs, the next year it would only take $70,000 for operator costs without costs on automation systems again.

The study results confirm automation technology had many applications on the logistics industry, for instance, the Warehouse Control Systems (WCS), Automated Storage, then Industrial Robotics including Automated Guided Vehicle, Autonomous Mobile Robots, and Unmanned Aerial Vehicle. This study also provides novel insight into the relationship between automation technology application on logistics and the   e-

commerce, the use of automation could bring advantages to e-commerce itself, but it also had some obstacle on the implementation. The advantages of automation implementation were making packages delivery also return faster and more flexible, reducing deliverycosts, decreasing the misdelivery and mislabelling of the package, increasing e-commerce productivity and efficiency. Nevertheless, the application of automation technology also had some obstacle such the safety, security, and regulationfor pertaining this technology wasnot ready in some country, as well the costs for applying the technology at the firsttime is very substantial, so many businesses did not want to upgrade their tech.

Conclusion

We have presented the results of the conducted study on the application of automation technology into logistics and its effect on e-commerce, we have concluded automation has many apps on the logistics industry which could affect the e-commerce with pros and cons effects also barrier on the implementation. To sumup, we have provided novel insights for logistics and e-commerce industry according to the study topics, so from the insights we provided, we wish it will be useful for the e-commerce industry consideration of upgrading their technology in future.

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CLOUD COMPUTING AND SECURITY: A STUDY

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Abstract

An emerging paradigm in technology is cloud computing, which transforms existing computer and technological ideas into solutions that resemble utilities like water and electricity services. Numerous advantages are associated with cloud computing, such as scalable computing resources, cost savings, and flexible service options. But study indicates that privacy and security issues are the main barriers preventing cloud computing from becoming widely used. The security community faces new difficulties as a result of the novel ideas that clouds provide, such as resource sharing, multi-tenancy, and outsourcing. To tackle these obstacles, one must not only nurture and refine the security mechanisms created for conventional computing systems, but also provide novel security rules, models, and protocols that cater to the particular security issues associated with cloud computing. We present a thorough analysis of cloud computing security and privacy issues in this article. We discover security flaws in the cloud, categories known security risks and attacks, and offer cutting-edge techniques for managing the flaws, thwarting the threats, and adjusting the attacks. Furthermore, we examine and pinpoint the shortcomings of the existing solutions and offer suggestions on future security. In conclusion, we offer a framework for cloud security where we outline the different defenses and indicate the degrees of interdependence between them. We have identified twenty-eight cloud security threats, which we have divided into five groups. We also offer an effectiveness analysis of the suggested countermeasures and demonstrate nine general cloud attacks along with a variety of attack instances.

Keywords: *cloud computing, Cloud deployment models, cloud security, security vulnerabilities; threats*

Introduction

Similar to utility-based systems like electricity, water, and sewage, cloud computing offers a centralised pool of reconfigurable computing resources and computing outsourcing methods that permit diverse computing services to different users. For instance, instead of depending solely on their own capacity to produce electricity, people began to link to central grids that were maintained by power companies in the area of electricity. This migration offers improved performance and dependability while cutting production costs and times. In a similar vein, clouds provide their users more affordable, high-performance, and dependable computer services including web services, instant messaging, and email. As of now, cloud computing lacks a widely recognised definition. Five key elements of cloud computing has been identified by the National Institute of Standards and Technology (NIST): resource pooling, on-demand self-service, measurable service, wide network access, and quick flexibility or extension. Additionally, cloud computing is defined as a dynamic and often extensible platform that gives users access to transparent virtualised resources via the Internet. The architecture of cloud computing is comprised on three distinct components:

- Software as a service (SaaS);
- Platform as a service (PaaS) and
- Infrastructure as a service (IaaS).

The five component architectures that collectively make up the clouds are also thought of as clients, applications, platforms, infrastructure, and servers. There are four different deployment models for the clouds that are currently in use: (a) public clouds, where the service provider owns and manages the physical infrastructure; (b) community clouds, where a group of organisations own and manage the physical infrastructure; (c) private clouds, where a single organisation owns and manages the infrastructure; and (d) hybrid clouds, which combine elements of the first three models.

Cloud deployment models and their corresponding internal architecture (IaaS, PaaS, and SaaS) are depicted in Figure 1. While the basic infrastructure of cloud deployment methods is identical, there are differences in terms of policies and user access levels.
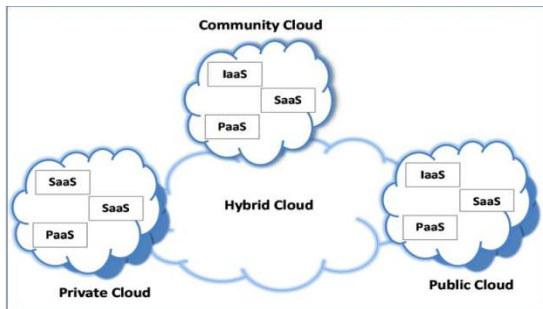

Figure 1
Cloud Deployment Models and Infrastructure

Cloud computing has enormous advantages for both consumers and businesses. Cloud computing facilitates cost-saving measures, resource sharing, outsourcing, anytime, anywhere accessible, on-demand scalability, and flexible services. By hiding technical information from users, such as software updates, licenses, and maintenance, clouds reduce the need for user interaction. Additionally, compared to standalone server deployments, clouds may provide greater security benefits. Because a cloud gathers resources, cloud providers hire professionals in security, but traditional businesses might only have an IT administrator who isn't knowledgeable about cyber security issues. Similarly, because of resource availability and architecture elasticity, clouds are more resistant to Distributed Denial of Service (DDoS) attacks. Virtual Machines (VMs) that move from one physical computing. to another are supported by mobile computations in the clouds. Mobile computations further mitigate the possibility of specialised DDoS assaults by preventing situations where a single administrator has complete control over the calculation. Cloud computing has brought up new ideas like resource sharing, computation outsourcing, and external data warehousing, which raise security and privacy issues and present new

security challenges. Furthermore, cloud vulnerabilities and threats are exacerbated by the size of clouds, the widespread use of mobile devices (such as smart phones and tablets), and direct access to cloud infrastructure. Because of the concentration of digital data in clouds, security issues increase as clouds gain popularity and become more appealing targets for attacks.

Cloud Security Categories, Issues and Dependencies

As part of this work, we have conducted a survey on the current cloud security issues and the state-of-the-art security solutions. We identify 28 security issues (Table2) that we categorize into five classes (Table 1). We have also provided a comparative analysis of the current security solutions and the state-of-the-art countermeasures.

Table 1
Categories and Issues

No.	Category	Description
C1	**Security Standards**	Describes the standards required to take precaution measures in cloud computing in order to prevent attacks. It governs the policies of cloud computing for security without compromising reliability and performance
C2	**Network**	Involves network attacks such as Connection Availability, Denial of Service (DoS), DDoS, flooding attack, internet protocol vulnerabilities, etc.
C3	**Access Control**	Covers authentication and access control. It captures issues that affect privacy of user information and data storage.
C4	**Cloud Infrastructure**	Covers attacks that are specific to the cloud infrastructure (IaaS, PaaS and SaaS) such tampered binaries and privileged insiders
C5	**Data**	Covers data related security issues including data migration, integrity, confidentiality, and data warehousing.

(C1) The Security Standards category covers regulating and regulatory entities that establish cloud security guidelines to guarantee a safe working environment on cloud platforms. It consists of agreements between users, service providers, and other stakeholders, as well as service level.

(C2) The network category describes how users connect to cloud infrastructure in order to carry out the necessary computations. Browsers, network connections, and information sharing via registration are all included.

(C3) Issues with identification, authentication, and authorisation fall within the user-focused Access Control area.

(C4) Security concerns pertaining to SaaS, PaaS, and IaaS are included in the Cloud Infrastructure category. These concerns are specifically associated with virtualisation environments. (C5) Issues with data security and integrity are covered under the Data category.

Table 2
Cloud Security Issues and Classifications

Categories	Label	Issues
Security Standards	1	Lack of security standards
	2	Compliance risks
	3	Lack of auditing
	4	Lack of legal aspects (Service level agreement)
	5	Trust
Network	6	Proper installation of network firewalls
	7	Network security configurations
	8	Internet protocol vulnerabilities
	9	Internet Dependence
Access	10	Account and service hijacking
	11	Malicious insiders
	12	Authentication mechanism
	13	Privileged user access
	14	Browser Security
Cloud Infrastructure	15	Insecure interface of API
	16	Quality of service
	17	Sharing technical flaws
	18	Reliability of Suppliers
	19	Security Misconfiguration
	20	Multi-tenancy
	21	Server Location and Backup
Data	22	Data redundancy
	23	Data loss and leakage
	24	Data location
	25	Data recovery
	26	Data privacy
	27	Data protection
	28	Data availability

We map the cloud security issues that have been detected into the appropriate categories that have previously been determined (Table 1). These issues are denoted by the numbers 1, 2,..., In, where Ix stands for cloud security issue number x. Mutual security standards including Transport Layer Security (TLS) and Secure Sockets Layer (SSL), XML signatures, XML encryption syntax and processing, and Key Management Interoperability Protocols need special attention. There are currently no adequate security requirements for cloud computing. Due to a lack of regulations for audits and the evaluation of corporate standards, many security issues are nevertheless linked to compliance risks (2), even when security standards are appropriately stated. Cloud customers do not have enough knowledge of procedures, processes and practices of the provider, especially in identity management and segregation of duties. Organizations that seek to obtain certifications may be put on risk by denying an audit by cloud customers. One of the most important aspects of cloud computing security is audit ability (3); however, we do not have an audit net for cloud service providers. If a service provider outsources a service to a third party where functionality is not transparent, users must be able to inspect the whole process (12). Security standards (C1) and governing bodies are part of service level agreements (SLA) (4) and legal aspects, respectively which have not been taken into practices for cloud computing. SLA defines the relationship among parties (provider—recipient) and is extremely important for both parties (9). It includes identifying/defining the customer's needs, simplifying complex issues, encouraging

dialog in the event of disputes, providing a frame work for understanding, reducing/removing areas of conflict, eliminating unrealistic expectations. The user may suffer, incase of data loss, if the above factors are not taken into consideration as he may not be able to put claims on service providers. These interactions shape the Trust (5) relationship between the users and the different cloud stakeholders which is required when users transfer data on cloud infrastructure. Strong justifications are required to gain customers' trust in that regard.

Network category (C2) related issues are deemed to be the biggest security challenges in clouds since cloud computing is more prone to network related attacks compared to the traditional computing paradigms (2). In addition, cloud operations are tightly coupled and highly depend on networking. Therefore, cloud network security issues receive more attention in this work compared to the other security categories. The ratio of network attacks and fraud dramatically increases as people and organizations migrates their data into clouds. Security experts anticipate that clouds will be the focus of hackers in future due to the concentration of valuable "assets" (data and computation) within the clouds. The possible lack of proper installations of network firewalls (6) and the overlooked security configurations (7) within clouds and on networks, make it easier for hackers to access the cloud on behalf of legitimate user. Hackers can occupy resources (hardware/application) by generating bogus data or they can run malicious code on the hijacked resources. Denial of service can be launched by first identifying vulnerabilities in Internet protocols (8) such as SIP (Session Initiation Protocol) which could deem the Internet to be un-trusted. Migrating to cloud will increase the Internet Dependency (9) as a main communication medium for cloud access. Therefore, if, due to some attacks, the Internet is disabled and the cloud services become unavailable, this may cause production to be come severely crippled. (9), therefore, implies all the network reliability issues. Account and service hijacking (10) involves phishing, fraud and software

vulnerabilities where attackers steal credentials and gain unauthorized access to servers (1). This unauthorized access is a threat to integrity, confidentiality and availability of data and services. Unauthorized access can be launched from within or outside the organization. Malicious insiders (11) such as dishonest administrators severely impact organizations' security. Given their level of access, they infiltrate corporate and cause brand damage, financial and productivity losses. Therefore, it is critical for cloud customers to clearly determine the guarantees that the cloud providers use to detect and defend against insider threats. The current authentication mechanisms (12) may not be applicable in cloud environments as customers no longer belong to or are able to access a single tightly controlled system (4). A single customer may access data and compose services from multiple cloud providers using a mobile application or a browser. This kind of access brings in an inherent level of risk and this risk has been called privileged user access (13). Unauthorized access becomes possible through browser vulnerabilities. Therefore, Internet browser (14) is the first stage where security measures should be considered because vulnerabilities in the browser open the door for many follow-on attacks.

The Application Programming Interface (API) insecure interface problem refers to weaknesses in the collection of APIs in the cloud portal (users connect to the cloud via these APIs). These vulnerabilities can expose a company to a number of risks, including content transmission, unauthorized access, reusable tokens, and logging capabilities. Many cloud service providers simply priorities speedy performance and inexpensive cost, making quality of service (QoS) an unaddressed issue.

In this work, QoS is taken into account for any function or activity that has an impact on security, whether directly or indirectly. Because several services may share cloud setups, a small mistake in setting up one or more cloud components could have serious repercussions. Technical faults, commonly referred to as reputation fate sharing, worsen as corruption spreads via infected mobile virtual

machines (VMs) to other servers. In this scenario, mistakes propagate from a compromised server to every virtual machine built on that server. As a result, it's critical to recognise, address, and apply best practices for preventing future fate sharing occurrences. In order to control data and hardware access, a background check on staff members is necessary due to the significant factor of supplier reliability (18) [4]. It is strongly advised that businesses assess their employees to safeguard their assets and data and make this information public to win over customers. Servers in the cloud are the back bone to its infrastructure that provides numerous services such as directory service, data storage and mail. Intruders can access the system if the security attributes of the servers are not configured properly (security misconfiguration). This misconfiguration could happen in the application stack, the framework, the web server, the custom code as well as the platform. Note that this is different from inadequate network security configuration, which includes network level security misconfigurations. Cloud serves serve multiple simultaneous users through virtualization, which allows the sharing of the same software and hardware resources by different users. This multi-tenancy (20) capability could lead to information leakage from one tenant to other server mates. Attacks such as VM-to-VM and compromised VM are becoming hub for future attacks. In terms of server location (21) precautions, it is important to keep in mind that the floor should be anti-static, should have no window for security reasons, should have a rack with seismic bracings and should be properly grounded. Cloud infrastructure cannot be completely trusted at this stage and it is critical to maintain backup offline.

Data redundancy (22), data loss and leakage, data location, data recovery, data privacy, data protection and data availability have been marked as major and important issues in different case studies which require data to be properly encrypted, transmitted, protected, controlled and available in the time of need.

Figure 2 shows the cloud components where security issues may be raised. Each component, such as policies, clients, cloud infrastructure, and network, is prone to certain security attacks and requires attack prevention/detection/response strategies.
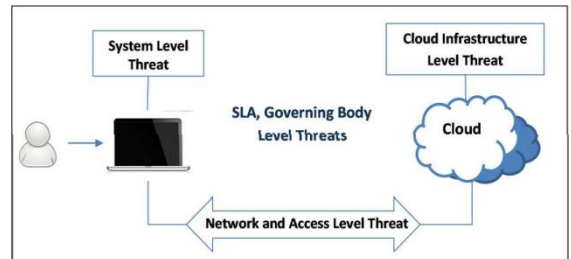

Figure 2
Cloud Components that are Prone to Security Threats

Dependencies among Cloud Security Categories and Issues

In addition to identifying cloud security issues and classifying them into several categories, we have identified dependencies among these categories and the security issues they encompass. If one of the categories is prone to certain attacks, other categories may also become prone to these attacks. For example, issues (1–4) (Table 2) fall under category C1 (Table 1). Security related issues under this category might been try doors through which other threats in filtrate in to the cloud. Suitable management and security precautions taken in one category (e.g., C1) may greatly minimize or even eliminate security issues in the other categories (C2, C3, etc.). If proper policies are implemented at one category, then fewer issues will arise in other categories (only those issues that are genuine to a particular category rather than issues that take advantage of vulnerabilities in other categories). We have covered many threats/vulnerabilities in this survey and will now investigate the dependency relationships among them. We follow the mastic analysis (31, 43) to extract the dependency relationships among the cloud security issues we surveyed. Initially, we extracted the appropriate text from the literature we surveyed (column 1 in Table

3). We then identified the security issues in the selected text and performed manual coding to identify the particular features of that selected text. This coding process is essential for organizing the data into meaningful groups. Table 3 presents an example, which contains text usual description (text extraction), identified code, identified rule and the rule description. The symbol used in describing the rules is represented as "→". It simply means that the security issue on the left of the symbol leads to or increases in the probability of occurrence of the issue(s) on the right of symbol.

Conclusions

The adoption of cloud computing paradigm is continuously growing. In 2020, the IT spending in America to migrate to cloud computing solutions was estimated at $20billion. Analysts believe that the cost reduction factor in cloud computing will further accelerate the adoption of cloud computing in the public sectors. With the massive growth in cloud computing adoption, the security attracted the attention of researchers and practitioners but still has not received enough attention.

We survey the state-of-the-art security solutions and current cloud security issues in this work. We list twenty-eight cloud security vulnerabilities, including misconfigured firewalls, mobile devices, modified binaries, hostile insiders, multi-tenancy, side channels, and insufficient browser protection. Next, we group these problems into five security categories: data, network, access, security standards, and cloud infrastructure. Additionally, we list nine attack classes that concentrate on cloud computing and include varying examples of each assault, including software injection, phishing, boot nets, and fatal haring. We discuss the most recent countermeasures for each attack class and offer a comparative analysis of the advantages and disadvantages of the suggested fixes. Finally, we outline and assess the efficacy of the most recent generic defences against cloud security breaches, such as federated identity management systems, autonomous systems, and intrusion detection systems. We also point out the drawbacks of these systems, such as their significant overhead in terms of computing and communication, as well as their limited detection coverage and efficiency.

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A STUDY ON CONSUMER SATISFACTION TOWADRS HIMALAYA PRODUCTS WITH SPECIAL REFERENCE TO THITTAGUDI TALUK

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Abstract

This study examines consumer preferences and satisfaction with Himalaya Herbal products. Its purpose is to identify factors influencing consumer choice of Himalayan Herbal products over other brands determine the level of satisfaction of consumers using the products. The study uses mixed methods research involving surveys and focus group discussions to gather data from consumers who use Himalayan Herbal products. The results show that consumers like Himalayan Herbal products for exactly that reason their natural ingredients, quality and effectiveness. In addition, consumers are generally satisfied the effectiveness of the Himalayan herbal products they use and the most popular products are skin care products, for hair growth and digestive health. The findings provide valuable information about Himalayan and other herbal products companies about consumer preferences and satisfaction that can be used to improve their product provide and increase customer loyalty.

Keywords: *satisfaction level. various products, natural ingredients.*

Introduction

This study is based on the topic to "Study on consumer satisfaction towards Himalaya product with special reference to Thittagudi Taluk" (Cuddalore District).Here questionnaires method has been adopted to carry out the website preference for Himalaya products. This study aims to find the factors that create awareness about Himalaya product to find the factors that are effecting consumer satisfaction and preference of Himalaya products. This particular study is taken up also an aid to realize how to carry with a project in the future to come. It has been carried to understand the real ground of business and customer relationship. Primary data were collected and simple percentage, statistical tool were used to find out the results. To analyze the product efficiency with reference to usage. The project is carried on an open basis by meeting the respondents face to face and getting their views and using those as basis for further analysis and interpretation.

Customer Satisfaction

Customer satisfaction (often abbreviated as CSAT) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in Marketing Metrics as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

Review of Literature

Simon Pitman (2011) Himalaya herbals is a range of natural, effective and safe products that use the special herbs carefully selected from nature. Combining the best herbal formulations with years of scientific research, these products effectively restore your skin natural health and vitality.

Makker (2012) Himalaya foot scrub contains Aloe Vera, coconut which are great for nourishment

and walnut pineapple act as wonderful scrub. It leaves feet smooth and soft. Many people follow it with Himalaya foot cream. God sell & Melanie (2014) Nourishing body lotion that provides your skin essential nourishment as it moisturizes and softens. It is a nice, light and inexpensive moisturizer which smells nice and keeps the skin soft hydrated.

Voss and parasuraman (2014) Himalaya fairness creams claims to contain alone Vera and other herbs to lighten and whiten the skin tone. It brightens up the face instantly after application. Though it doesn't bleach lighten your skin tone, it removes tan and makes sin even toned with regular usage.

Thompson Elaine (2015) Himalaya herbals is one of the best herbal brand available in India. It is a well- known brand that sell quality products at affordable prices. It is favorite part of morning ritual. Skin feels so lovable and the smell is perfect for liven up mood.

Sundari and Murugan (2011) revealed that the factors influencing purchase decision of personal care products are "primary benefit" and "secondary benefit". The primary benefit includes price, quality, and quantity. However, the "secondary benefit" includes ingredients of the product, the purpose of the product, innovative features, manufacturer's reputation, and certification of the product.

Objectives of the Study

- To study the market for Himalaya products in Thittagudi Taluk.
- To study the consumer preference and satisfaction for Himalaya products at Thittagudi Taluk.
- To find out the problem faced by consumer with Himalaya products.
- To know which is the main competitor of Himalaya products.
- To analyze the effects of advertisement on Himalaya products at Thittagudi Taluk.

Methodology of the Study

A methodology is a systematic way of solving a research problem. It attempts to define and redefine the problem that assumes the results which her the way for systematic approach. Moreover it items to solve the research problem generated thereby can obtained through formulate research method is obtained and carried in the research.

Research Design

This search design is exploratory type. "A study on consumer satisfaction towards Himalaya products with special reference to Thittagudi Taluk". This study achieves new ideas and gives much scope.

Sample Design

In this project convenience sampling research has been undertaken.

Source of Data

- Primary data

Primary Data

Primary data is collected with the help of questionnaires. Questionnaires method is adopted in this study to solve the problem.

Data Processing

Data processing is done using editing, coding tabulation method.

Statistical Tools

The tabulated data was formulated using the statistical tools by

- Simple percentage method
- Chi – Square

Data Analysis and Interpretation

Table 1
Showing the Age Group of the Respondents

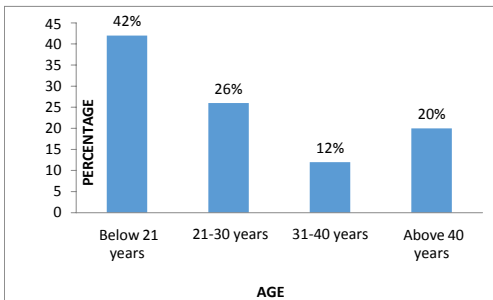| Age	No of Respondents	Percentage (%)
Below 21 years	21	42
21-30 years	13	26
31-40 years	6	12
Above 50	10	20
Total	**50**	**100**

Sources: primary data

Interpretation

The above table reveals that (21) 42% of the respondents falls under the age group of below 21 years, (13) 26% of the respondents falls under the age group of 21-30 years, (6) 12% of the respondents falls under the age group of 31-40 years, (10) 20% of the respondents falls under the age group of above 50 years.

Result

Chart 1

Showing Age Group of the Respondents

The majority of 42% of the respondents are below 21 years

Table 2

Showing the Monthly Income of the Respondents

Monthly Income	No of Respondents	Percentage (%)
Up to Rs. 5,000	20	40
Rs. 5,000- Rs. 10,000	15	30
Rs. 10,000- Rs.15,000	10	20
Above Rs.15,000	5	10
Total	**50**	**100**

Sources: Primary Data

Interpretation

The above table reveals that (20) 40% of the respondents falls under the monthly income of Up to Rs.5, 000, (15) 30% of the respondents falls under the monthly income of the Rs.5, 000 - Rs.10, 000 (10) 20% of the respondents falls under the monthly income of Rs.10, 000-Rs.15, 000, and only (5) 10% of the respondents falls under the monthly income of above Rs.15, 000.

Result

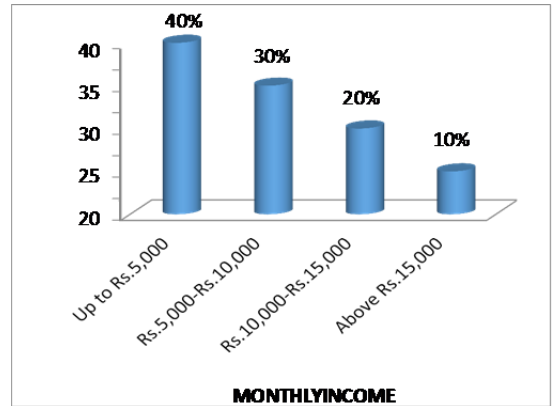The majority 40% of the respondent's monthly income up to Rs.5, 000.

Chart 2

Showing the Monthly Income of the Respondents

Table 3

Showing the Source of Himalaya Products of the Respondents

Sources of Himalaya Products	No of Respondents	Percentage (%)
Advertisement	21	42
Relatives and friends	15	30
Neighbours	4	8
Others	10	20
Total	**50**	**100**

Sources: Primary Data

Interpretation

The above table implies that (21) 42% of the respondents falls under the know about Himalaya product of advertisement, (15) 30% of the respondents falls under the relatives and friends, (10) 20% of the respondents for others, and only (4) 8% of the respondents for under neighbors.

Result

The majority of 42% of the respondents are sources Himalaya products in advertisement.

Chart 3

Showing the Sources of Himalaya Products of the Respondents
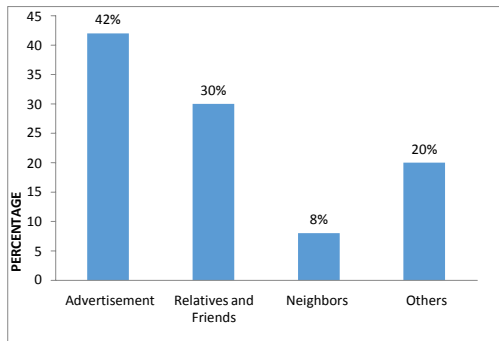

Table 4

Showing Satisfaction towards Price of the Respondents

Factors	No of Respondents	Percentage (%)
Yes	45	90
No	5	10
Total	**50**	**100**

Sources: Primary Data

Interpretation

The above table reveals that (45) 90% of the respondents falls under the factors of Yes. And only (5) 10% of the respondents falls under the factors of No.

Result

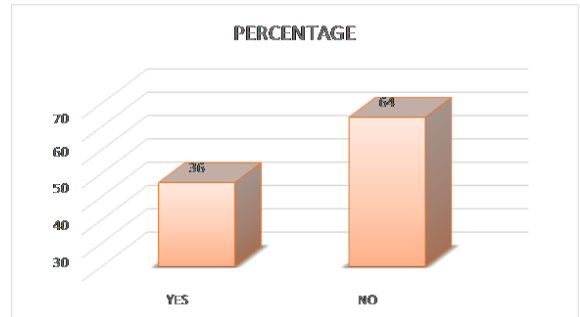The majority of 90% of the respondents sources of satisfaction with the price in Yes.

Chart 4

Showing Satisfaction towards Price of the Respondents

Table 5

Showing the Relationship between Monthly Income and the Consumers Often Buy This Product

S. No	Relationship Between Monthly Income and Consumers Often Buy This Product	Daily	Weekly	Monthly	Occasionally	Total
1	Below 10,000	5	6	2	4	17
2	10,000-20,000	18	6	5	3	32
3	21,000-30,000	9	9	4	4	26
4	31,000-40,000	6	7	2	3	18
5	Above 50,000	7	4	4	2	17
	GRAND TOTAL	45	32	17	16	110

Source: Primary data

AIM

To find out the relationship between monthly income and the consumer often buy this product.

Testing Hypothesis
Null Hypothesis

There is no significant relationship between monthly income and the consumers often buy this product.

Alternative Hypothesis (HA)

There is no significant relationship between the monthly income and consumers often buy this product.

Chi Square test $=\sum (Oij-Eij)^2/Eij$ Oij – observed frequency

Eij – expected frequency

=55.9365/110

Calculated value = 0.5085

Degree of Freedom

= (C-1) (R-1)

= (5-1) (5-1)

= (4) (4)

= 16

Table value = 23.542

The table value of 6 degree of freedom at 0.05 level of significance is 23.542 Therefore 23.542 > 0.5085

Factors	Degree of Freedom	Table Values	Calculated Value	Realtionship
Monthly income and consumers often buy this product	16	23.542	0.5085	No relationship

Result

Null hypothesis accepted because the calculated value (0.5085) is less than the table value (23.542) so, it is concluded that there is no significant relationship between the monthly income and consumers often buy this product.

Findings & Suggestions

- The majority of 42% of the respondents are below 21 years.
- The majority of 40% of the respondent's monthly income Up to Rs.5, 000.
- The majority of 42% of the respondents are Sources of Himalaya products in advertisement.
- The majority of 90% of the respondents are satisfied with the price in Yes.

Chi-Square Test

In the above analysis, the calculated value 0.3858 is less than the table value (9.488) at the level of 5% significance. Hence null hypothesis is accepted, thus there is no significant relationship between gender and the products consumer buying the most of the respondents. In the above analysis, the calculated value 55.9365 is less than the table value (23.542) at the level of 5% significance. Hence null hypothesis is accepted, thus there is no significant relationship between monthly income and the consumers often buying the product in most.

Suggestions

On the basis of the study conducted among the consumer the following suggestion has been given.

- Most of the respondents not using Himalaya products. So give more importance to marketing and advertisement to get more consumers.
- Most of the respondents like to buy the sachet size. So increase the sachet size in the market.
- Most of the respondents came to know about Himalaya products through referred by friends and relatives. So increase the advertisement of Himalaya products.
- Himalaya should concentrate with more flavors.

Conclusion

Understanding the consumer preference has been the challenging job of any marketers. The industry overall has one purpose, i.e. to provide a desirable and appealing product to satisfied consumer needs, demands or aspire to have. When successful, this chain results in sale, because this chain is the integral part of this entire process. Every forecast begins with the consumer, by observing the consumer needs to the market place and in the unexpected ways the consumer adjusts the market place to their lifestyle and preferences. Today competitive has grown higher for each and every product quality and pricing plays a vital role in stimulating the demand for a product. The consumers are aware of all happenings and hence they use the product only when they are satisfied in all means. So the manufacturing has to watch the changing needs and habits of the consumers. The manufacturing has to modify the product according to consumer needs in order to survive in the market.

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CONSUMERS PREFERENCE AND ATTITUDE TOWARDS FMCG PRODUCTS IN PERAMBALUR DISTRICT

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Abstract

Nowadays, these products are consumed by all cultures, despite the fact that rural customers utilize popular branded products across all product categories and spend a significant portion of their money on them. Reduce the likelihood of buyers choosing these companies over others because they are well-known, familiar, or advertised. This study also demonstrates that, despite their minimal involvement in particular items, customers continue to develop their behaviours and attitudes towards FMCG companies. Despite receiving numerous criticisms, it was successful in fostering a lack of brand loyalty in consumers' attitudes regarding its products.

Keywords: fmcg, consumer preference, consumer attitude, satisfaction, consumer awareness.

Introduction

Consumers have grown increasingly competitive, and businesses face fierce battle to retain client loyalty in a market with numerous near-alternatives. Businesses struggle to keep clients loyal to their brands for an extended period of time. Research on client behaviour towards their products has become critical for businesses. Consumer purchasing behaviour is influenced by a variety of elements, including cultural, political, medical, psychological, and psychological aspects. The client outlines a set of brand principles on each brand's viewpoint. It then allows users to make choices between the selected brands.

Usually, the purchaser plans to purchase the most famous mark. In addition, the decision-making process depends on the form of purchase decision. The product is expensive, has often been purchased under hazardous conditions in a highly involved product, such as a car, and a complex buying behavior follows. It generates an efficiency mentality, makes a rational choice. The marketer must therefore develop strategies to help the consumer know the characteristics and relative importance of the product and to draw attention to the high standing of the product on the most important features. It must therefore define the characteristics / benefits of the brand etc., in order to

influence the final choice of the brand. Guided interactions with buyers and customers, followed by surveys, schedules or questionnaires.

To transform data into a comprehensible format and perform factor analysis, brief analyses of the acquired data were conducted to find factors influencing consumer preference. According to the study's findings, six elements influence a brand's expectations: product value, currency, trendy appeal, non-price promotion, trust, and customer or company affiliation. Marketers must address these issues when producing FMCG products. By conducting market research, the current study hopes to answer some of the questions about the features of FMCG products in India. These applications can assist in understanding how a customer or user thinks about an FMCG 5759 Journal of Positive School Psychology product and what aspects future purchases may impact. The concept of assessing customer satisfaction is also used to assess customer experience. Fast moving consumers are individuals who regularly or often purchase consumable things, i.e., those that may be utilised on a daily basis. Products that sell quickly and inexpensively are in high demand.

The fast-moving consumer goods industry in India is one of the fastest expanding sectors of the economy. It comprises packaged food products,

toiletries, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foods, and domestic accessories, as well as some electronic items. These products yield a significant return and are intended for daily or frequent use.

Review of Literature

Maheswari (2015) said he was trying to analyze consumer behavior towards HUL toilet soap in Sirkali Town, Tamil Nadu. The relationship between the availability of toilet soap and the degree of brand loyalty was also significant. The soap can be divided into four price segments: premium, common, and cost effective and carbon soap. At the same time, the penetration of toilet soap in urban areas is very high, but per capita consumption remains low. In this case, marketers need to know the behavior of users of toilet soap that will help them to adopt acceptable strategies. Negate

Ahuja (2015) explains that the brand impacts the purchasing behavior of the consumer and their level of satisfaction. The brand in the cloth industry is considered a status symbol that indicates the quality, size, society image, income group, etc. The author concludes that if the image was created in the minds of the customers and happy with that brand then these customers will not go for any other brand unless there is a suitable alternative on the market available. Brand is considered as one of the important marketing campaign tools that the marketer requires to define appropriately for market growth.

Ananda Kumar and S. Babu (2014) claimed that there were numerous attributes that had a significant effect on consumer purchasing behaviour. For which the researcher applied some statistical methods, such as percentage method followed by weighted average method and then descriptive method. The products here denoted dairy products. Consumers purchased dairy products based on freshness and how quickly they were available on the market and then taste followed by how well they were packaged and the distribution channel for selling the products. The retailer played a major role in motivating the customers towards the other brand in the shop.

Hemanth and Shruthi (2013) focused on rural India in their study of consumer buying behaviour determinants, which gives a different impact to urban India from the theory. Rural India has become much higher in its pattern of consumption due to higher income levels, unseasonal agricultural opportunities, literacy rates, awareness due to government technological growth and various schemes etc. The customers are faithful to the company only when the product's quality and reliability are up to the customer's expectations. Their decision making power against a specific product is affected by the opinion of politicians, economic, sociological, psychological, family, cultural factors, gender, life cycle, etc.

Statement of the Problem

Every aspect of human life is influenced by the fast-moving goods industry. This is the world's largest potential market, and it will expand rapidly as income levels rise. There are several FMCG brands available in the sector. As a result, the buyer cannot determine which is best. They're having problems choosing on a certain brand. However, they are also resistant to change their habits or their favoured FMCG brand. The precise motivation for selecting a particular FMCG company is a highly unpredictable aspect. FMCG product consumers are aware of its characteristics and other details.

Objectives of the Study

- To Study the consumer preference and attitude towards FMCG brand in the study area.
- To ascertain the factors, which influence the consumers to purchase a FMCG product?
- To offer suitable suggestions based on the findings of the study.

Data Analysis and Interpretation
Research Methodology

As Consumer attitude and buying behavior have been improving day by day everywhere especially in

this company, this topic is chosen, among consumer aspects, the Consumer attitude among FMCG products in Perambalur District.

For this study Convince Sampling method was used. 250 samples were collect in the various respondents from the Permbalur district. Both primary and secondary data were used for this study. Structured questionnaire with closed ended questions were used collect the primary data. The statistical tools are used to analyze the primary data collected from the above primary data collected. This involves a lot of calculation and computations.

Table 1
Demographic Profile of the Respondents

Particulars		Frequency	Percent
Gender	Male	135	54
	Female	115	46
Age	Below25	57	22.8
	25–35	51	20.4
	36–45	66	26.4
	46-55	46	18.4
	Above55	30	12
Education Qualification	UG	97	38.8
	PG	46	18.4
	Diploma	37	14.8
	Other Qualification	70	28
Occupation	Agriculture	15	6
	Govt. Employee	56	22.4
	Pvt. Employee	63	25.2
	Professional	73	29.2
	Others	43	17.2
	Total	250	100.00

Primary data

The table shows that Majority of the sample respondents i.e., 54% are male. Nearly one-third of the sample respondents i.e., 26.4% are aged between 36-45 years. 38.8 % of the sample respondents are qualified Under Graduates in their qualification.

Nearly 30% of the sample respondents are professionals in their Occupation.

Table 2
Source of Awareness

Particulars		Frequency	Percent
Source of Information	Newspaper	46	18.4
	T.V	79	31.6
	Radio	27	10.8
	Friends & Relatives	51	20.4
	Others	47	18.8
	Total	250	100.00

Primary Data

The table reveals that the 32% of the sample respondents are getting awareness of consuming FMCG products through Television.

Table 3
Satisfaction Level of the Respondents

Overall Satisfaction	Frequency	Percent
Highly Satisfied	58	23.2
Satisfied	51	20.4
Neutral	67	26.8
Dissatisfied	44	17.6
Highly Dissatisfied	30	12
Total	250	100

Primary Data

The above table shows that the 27% of the sample respondents are NEUTRALLY getting satisfied about the satisfaction level. Respondents Preference on FMCG Products

Table 4
Respondent's Preference of FMCG Products

Sl. No	FMCG Items	Mean Score	Rank
1	Face Powder	5.88	9
2	Shampoo	2.53	3
3	Hair oil	5.22	8
4	Tooth Paste	6.03	10
5	Soap	4.63	7
6	Chocolates	1.54	1

7	Cool Drinks	1.91	2
8	Noodles	2.89	4
9	Biscuits	4.16	6
10	Cleaners	3.21	5
			*$p<0.01$

Primary Data

The top preferred FMCG items are founded through Friedman Rank Test. It can also be found that the high ranking FMCG item is "Chocolates". Hence, the respondents have preferences through 'Chocolates', 'Cool Drinks', and 'Shampoo' as the first three choices on purchasing FMCG items.

Conclusion

The research concluded that the success of many businesses is dependent on their ability to acquire customers and retain them. Companies have focused on selling their products at a standard price with good quality, ensuring brand availability in all stores, and keeping costs low in order to maintain valuable customers and attract new ones. The FMCG sector in India is quite active, with a key goal of meeting consumer requirements and wants while also targeting markets more effectively and efficiently. As a result, the researcher expects that the information presented in this study will help businesses shape their marketing strategy and give better service to customer.

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EMPLOYEES JOB SATISFACTION AND PERFORMANCE APPRAISAL SYSTEM IN STATE BANK OF INDIA, PERAMBALUR

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Abstract

Performance appraisal system is the most important tool for an organization. There are various methods which were used by the organization to appraise the performance of their employees. It helps to identify the Performance appraisal system adopted and the satisfaction level of the employees of the bank of India. It helps the concern to make changes in the current Performance appraisal system and innovate new methods to fulfill the needs of the employees. It leads to better performance of the employees in the concern and makes the employees devoted to work. The paper denotes that the Performance appraisal system followed in state bank of India is almost good. The employees overall enjoying the facilities provided by the state bank of India, Perambalur.

Keywords: performance appraisal, job satisfaction, training and development

Introduction

The concept of HRM emerged in the mid 1980's against the background of the works of famous writers on management, Pascale and Athos (1981) and peters and water man (1982). Who produced list of the attribute that they claimed characterized successful companies. HRM is not something that can be left to the professionals leads to the human resource management to the effective, it must permeate the whole organization, be owned by all managers are influence the attitudes, performance and motivation of all employees. It must operate in numbers of ways in the organization and must be felt in all places. HRM is the process of efficiently getting activities completed with and through other people. The management process includes planning, organizing, leading and controlling activities. HRM is concerned with the people dimension in management. Since every organization is made of people, acquiring their services, developing their skills, motivating them to high levels of performance and ensuring that they continue to maintain their commitment in the organization are essential for achieving organizational objectives. Human beings are not considered now simply wage earning labour but an asset, a purposeful resource of the organization. HRM is the technology and economy are undergoing. The recent scenario of economic liberalization and process of globalization increased the importance of HRM by main- fold.

Statement of the Problem

The Performance appraisal plays an important role in assessing the merit of the employees. It helps in giving promotions to the employees easily. The employees in any organization work devotedly for their future upliftments and will be satisfied only if proper recognition is given on merit basis. Hence, in order to understand the satisfaction level of employees in regard to performance appraisal system adopted in Canara Bank, the researcher has taken the present study.

Objectives of the Study

- To study the demographic profile of the employees working in *state bank of India.*
- To analyze the major reason for executing the Performance Appraisal System in Canara bank.
- To find out the satisfaction and awareness level of the employees in line with the Performance appraisal system followed in *state bank of India*.
- To offer findings, suggestions, and conclusion.

Hypothesis of the Study

- There is no significant relationship between the Age and the Satisfaction level of employees towards the Performance appraisal system adopted in state bank of India.
- There is no significant relationship between the Income factor and the satisfaction level of the employees towards PAS in state bank of India.
- There is no association between the Monthly Income and Performance appraisal system followed in state bank of India.

Methodology of the Study

Research methodology is a systematic way to solve the research problem. It may be understood as a science of studying how research is done scientifically. A total of 150 employees working in state bank of India, Perambalur district were randomly selected by using the Convenience random sampling method. The study has made use of Primary and Secondary data. The primary data was collected through the well structured questionnaire. The secondary data was collected from various books, journals and magazines. The statistical tools used for the studies were Percentage method, Chi square test and Correlation method.

Result and Discussion

Table 1
Age Wise Distribution of the Respondents

Age Wise	No. of Respondents	Percentage
20-30	60	40
30-40	42	28
40-50	30	20
50 and Above	18	12
Total	**150**	**100**

Source: Primary Data

Majority, 40% of the respondents were under the age wise of 20-30 and 12% of the respondents were under the age wise of 50 and above.

Table 2
Gender Wise Distribution of the Respondents

Gender Wise	No. of Respondents	Percentage
Male	120	80
Female	30	20
Total	**150**	**100**

Source: Primary Data

Majority, 80% of the respondents were male and the rest 20% of the respondents were female.

Table 3
Experience of the Respondents

Experience	No. of Respondents	Percentage
Less than 5 years	45	30
5-10 years	60	40
10-15 years	30	20
15 above	15	10
Total	**150**	**100**

Source: Primary Data

Majority, 40% of the respondents had 5-10 years of work experience and 40% of the respondents had 15 years of experience and above.

Table 4
Monthly Income of the Respondents

Amount of Salary	No. of Respondents	Percentage
10,000-15000	9	6
15,000 – 20,000	24	16
20,000 – 25,000	30	20
25,000 – 30,000	72	48
30000-40000	15	10
Total	**150**	**100**

Source: Primary Data

Majority, 48% of the respondents were earned Rs.25000-30,000 as monthly income and 6% of the respondents were earned Rs.10000-15,000 as monthly income.

Table 5
Educational Qualification of the Respondents

Educational Qualification	No. of Respondents	Percentage
School Level and Below	15	10
Diploma	24	16
Under Graduate	36	24
Post Graduate	45	30
Others	30	20
Total	**150**	**100**

Source: Primary Data

More than one fourth i.e., 30% employees were qualified with post graduate degree and 10% of the employees were qualified with school level below.

Table 6
Purpose of Performance Appraisal System

Purpose	No. of Respondents	Percentage
Promotion	66	44
Increment	39	26
Career Development	24	16
Workers participation	21	14
Total	**150**	**100**

Source: Primary Data

More than one third i.e., 44% of the respondents had an opinion that the Performance appraisal system is executed for promotions aspects and 14% of the respondents felt that it was carried out for making the active participation of all the employees in SBI.

Table 7
Satisfactory Position Regarding Performance Appraisal System

Satisfactory Position	No. of Respondents	Percentage
Highly satisfied	57	38
Satisfied	39	26
Not Satisfied	21	14
Highly Not Satisfied	18	12
No opinion	15	10
Total	**150**	**100**

Source: Primary Data

Majority, 38% of the respondents had highly satisfied with performance appraisal system and 10% of the respondents had no opinion in this regard

Table 7
The Awareness Level of Employees towards Performance Appraisal System

Awareness Level	No. of Respondents	Percentage
Aware	111	74
Not Aware	39	26
Total	**150**	**100**

Source: Primary Data

Majority 74% of the respondents were aware about the Performance appraisal system followed by 26% of the respondents were not aware of the existing pattern of the Performance appraisal system.

Table 8
Opinion about the Working Conditions In SBI

Working Condition	No. of Respondents	Percentage
Excellent	72	48
Good	30	20
Satisfied	15	10
Dissatisfied	21	14
No opinion	12	8
Total	**150**	**100**

Source: Primary Data

Majority, 48% of the respondents had an opinion that the working conditions were excellent and 8% of the respondents had no opinion in this regard.

Table 9
Opinion about the Training Programme Arrangements

Training Programme	No. of Respondents	Percentage
Excellent	42	28
Good	24	16
Satisfied	51	34
Dissatisfied	18	12
No opinion	15	10
Total	**150**	**100**

Source: Primary Data

Majority,34% of the respondents were satisfied with the training programme arrangements provided and 10% of the respondents had no opinion in their regard.

Table 10
Karl Pearsons Co-Efficient of Correlation

		Performance Appraisal System	Work Conditions	Training Programme
Performance Appraisal System	**Correlation**	1	-0.196	0.048
	Sig. 2 Tailed		0.56	0.46
	Total	100	100	100
Working Conditions	**Correlation**	-0.196	1	0.125
	Sig. 2 Tailed	0.56		0.23
	Total	100	100	100
Training Programme	**Correlation**	0.048	0.125	1
	Sig. 2 Tailed	0.46	0.23	

The table 10 reveals that there was no correlation existing between the Performance appraisal system and the working conditions of the employees in state bank of India. The Performance appraisal system was found to have a mild or little correlation with the Training programme arrangements made in state bank of India. The working conditions of employees have a medium or moderate measure of significance with the training programme provided.

Conclusion

Performance appraisal system is the most important tool for an organization. There are various methods which were used by the organization to appraise the performance of their employees. The helps to identify the Performance appraisal system adopted and the satisfaction level of the employees of the State bank of India. It helps the concern to make changes in the current Performance appraisal system and innovate new methods to fulfill the needs of the employees. It leads to better performance of the employees in the concern and makes the employees devoted to work. The project denotes that the Performance appraisal system is good in State bank of India, Perambalur. The employee overall enjoying the facilities provided by the State bank of India.

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IMPACT OF GOODS AND SERVICE TAX (GST) ON INDIAN ECONOMY

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Abstract

The implementation of the Goods and Service Tax (GST) in India on July 1, 2017, marked a significant reform in the country's indirect taxation system. GST replaced multiple taxes levied by the central and state governments, creating a unified market and simplifying the tax structure. This paper explores the impact of GST on the Indian economy across various dimensions. GST has enhanced the ease of doing business by reducing the complexities associated with tax compliance and fostering transparency. It has also contributed to better tax collection and increased revenue for the government by bringing more businesses into the formal economy. The eliminated of cascading taxes and uniform tax rates has led to reduced costs for manufacturers and consumers, promoting economic growth. However, the transition faced challenges, such as technical glitches, compliance burdens for small businesses and the initial inflationary impact on certain goods. GST achieves its full potential in fostering inclusive and sustained economic growth. This study aims to provide a comprehensive analysis of the long-term economic implications of GST, highlighting its successes and areas for further improvement.

Keywords: gst, indirect taxation, revenue, government, cascading taxes, small businesses

Introduction

Tax income is that the basic intensity to survey or request commitments to people, properties or reasonable for the point of producing income for open purposes. Taxes are applied proportionate contributions from individuals to property imposed by the state law-making body by the well-being of its sovereignty to support the government and all public needs.

Tax Assessment System

All legislatures go individuals to make good on cash charge. The administration imposed income to the fighters because streets, to emergency clinics, give nourishment to poor people and clinical consideration offices, and so forth. And to bargain for some different purposes without assessments to fund their exercises, the govt can't exist. Thusly, tax collection is that the huge wellspring of income for the stylish government by and large steady with 90% or a greater amount of their salary

Fundamentals Characteristics of Tax

1. This is regularly a significant commitment.
2. it's typically payable with cash.
3. it is lifted on individual and property with the purview of the SG.
4. it is raised for open reason.
5. it is typically important to pay normal interims.

Why are Taxes Composed?

The cause for collecting charges is that it becomes the introductory wellspring of income to govt. Such developed income is actualized to fulfill government costs like barrier, arrangement of instruction, medicinal services, streets, dams, and so forth.
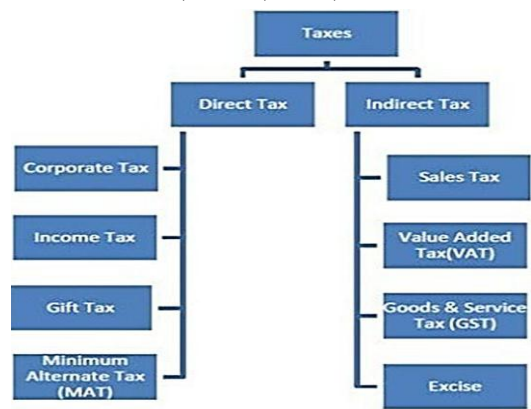
Meaning of Tax

"The important installments made to governments engaged with specific exercises are called Tax"

―Compulsory contributions to public coffers by the public are called tax to meet government spending.‖

"A certain amount sought by the government from its public imposed on its income, sales, money, etc.

"The cost of duties we are paying for a refined society".

Final consumer and as a destination based tax, it is collected from point of consumption and not point of origin like previous taxes.

Background of GST outside India

Merchandise and enterprises are otherwise called esteem included assessment (VAT) or symphonies deals charge. Coming up next are some viably relevant GST models in different nations:

France

- GST rate 19.1%
- It was the primary nation to bring GST in year 1953. Around earth, so far around 151 nations presented GST in 1 texture or the other. All nations have a consolidated GST framework. Brazil and Canada follow the double framework contrasted with India. GST in China applies to the arrangements of merchandise and fix, substitution and preparing administrations.

Australia

- GST Rates 10.0%
- GST is directed by the Tax station for the Australian government, and appropriated for SGs and domains.
- Each organization whose overturn surpasses $75,000 is responsible for enlistment under GST and failure of pay 1/2.5 000. Eleventh and some sum is the type of punishment.

Canada

- Part IX of extract charge act has collected 5% GST. GST is required on products and enterprises made in Canada with the exception of those things which are either excluded or zero appraised.
- At the point when a provider makes a nil evaluated flexibly, he is qualified to recoup any GST paid on buy however the provider supplies absolved merchandise assumes input charge praise on buys with the point of making excluded products and enterprises.

New Zealand

- GST rate 12.5%
- Special cases are lease gathered on investment property, gifts and remain of monetary administrations.

Background of GST in India

- Amaresh Bagchi Report, 1994 uncovers that presentation of significant worth included province will go about as an underlying driver for usage of merchandise and enterprises charge in the nation.
- Ashim Dasgupta, 2000 Empowered Committee, presents tank framework in 2005, which has changed the mature age tax collection framework.
- Vijay Kelkar Task Force 2004 unequivocally suggests mix of backhanded expenses as GST.
- GST declaration to be actualized by April 1, 2010 after powerful implementation of VAT framework and proposing different boards of trustees and team on GST, the Union Government uncovered in the Union Budget 2006-07 just because that GST will happen from April 1, 2010.
- The GST Account, the Constitution Amendment (122nd) Account, 2014 went inside the RS on August 3, 2016, was passed by the RS with stressing corrections. The progressions made by the RS were moved consistently by the LS.
- The account was embraced by most SG gatherings, where at least half of SG congregations were required to be cleared after the Amendment Account was passed inside the

RS and in this manner passed collectively by the LS.

- In 2017, the GST Council is completing GST rules.
- GST comes into power - The Modi government requires the GST Account to return into power from first July 2017, by virtue of some genuine issues the GST Account doesn't obtain power before 1july 2017.
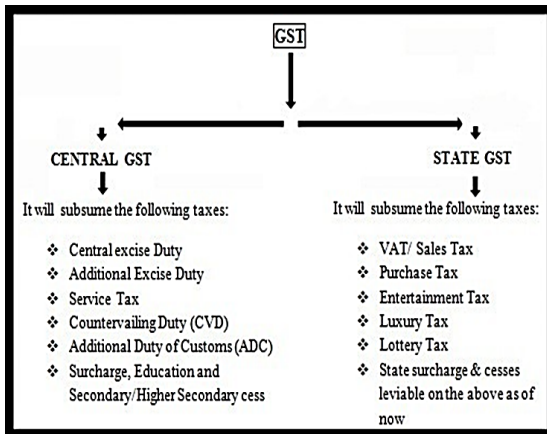
Definitions Under GST
GSTIN

GSTIN i.e. ―GST identification number‖ the GST regime has a lawful and matchless identity of business with the Government of India. GSTIN is a 15 alphanumeric symbol; PAN based specific number, allocated SG-wise.

CGST, SGST and IGST

GST comprise three main taxes-CGGST i.e. C.GST, State GST i.e. SGST and integrated GST i.e. I.GST. Various taxes will empower taxpayers to borrow despite each other, enhance relief and foil in the revenue enhancement cycle.

CGST

The CGGST is GST, which is to be imposed by the Centre on intra-SG businesses. CGST rate or CGGST rate is obligatory on the intra SG deliver of goods and services.

SGST

The SGGST is [SGST] GST, which is to be imposed by the SG, on intra-SG businesses. SGST rate or SGGST rate is obligatory on the intraSG supply of goods and services.

IGST

Integrated GST [I.GST] is GST, which is to be implemented by the CG, on inter-SG transaction and imports. I.GST rate or Integrate SG rate is compulsory on the interSG supply of goods and services, whenever such supplies are happening across SG boundaries, and in terms of imports, as per the IGST Act.

Input Tax Credit

Input tax credit [ITC] credit manufacturers receive to pay the direction of input taxes of input used in the manufacture of products. Similarly, a dealer is entitled to input tax credit if he has purchased goods for resale.

Research Problem

The current exploration nature is to research efficiently. Since GST might be another procedure in India, there's scarcely any investigation during this territory. There's a gigantic contrast among exploratory and conduct concentrates on GST, particularly in India. The examination attempts to search out the significance of well-known sight about GST.

Research Design

A best exploration configuration has highlights, issue particular, gauge of the period required for the logical examination and consumption to spend crafted by research configuration to ensure that the requested information is mindful and gotten accurately and got effectively. It ought to be anything but difficult to go and financial. An inquiry configuration is just and effectively the structure for an investigation that guides assortment and examination information. Two fundamental kinds of exploration plans are used in this venture:

Exploratory Research

All request ventures ought to be begun with exploratory request. This is frequently a beginning phase and Grand Totally important to understand a right meaning of the current issue. Significant accentuation is on disclosure on having musings and perceptiveness. Exploratory examinations are especially agree in consummation more extensive and dark issues in littler, increasingly precise sub-issue Segments.

Descriptive Research

This is the arranging that portrays something like individuals' environment highlights. Clear investigation is typically connected with characterizing the oftenness with which something occurs or how two factors change all the while. A graphic report requires a straightforward determination of who, what, when and why at the most noteworthy of the exploration. This needs the making of an increasingly explicit speculation and testing them through stable estimation strategies. It is the examination structure of the investigation at that point includes building up an inquiry plan, which recommends what to attempt to before going for a genuine clarification and it's talked about underneath.

Developing an Inquiry Plan

Since GST might be another procedure in India, there's scarcely any investigation during this region. There's a colossal contrast between experimental investigations on GST, particularly in India. The information on this logical examination has been gathered through self - organization. Direct close to home meeting study technique is utilized gratitude to cutoff times and different limitations. A finished survey was included in light of the fact that it expends brief timeframe periods and is critical from the motivation behind perspective on information, which is direct to dark-striped cat and decipher

The accompanying strides inside the improvement of exploration plan are:

1. Test Design; 2. Test Unit; 3. Test Size; 4. Test method;

Universe of Study

Current study is about the notion of a replacement applicable system of products and services tax for purpose.

Sample Design

The Grand Total investigation of all articles inside the populace is comprehended as enumeration test. The example might be a gathering of specific articles, which speaks to the populace or the universe from which it's taken. The way toward choosing an example is multi- layered in nature. Inside the principal stage, 2 squares of the earth are chosen with the help of advantageous example. Stage 2 has been chosen from these squares with the help of fifty repliers.

Sampling Size

The test range of the examination was 50. Therefore, the reactions were caught on the 5-point Like scale from repliers.

Sampling Method

The sample mode was the choice sample (means, only repliers who had some knowledge about GST)

Review of Existing Literature

Benedict, (2011) Author contemplates law arrangements identifying with money related administrations under Australian GST law with the goal of confirming whether the arrangements have been accurately forced considering the essential reason for the law and how to correct the distinguished concerns.

Cnossen, (2012) VAT is employable in numerous nations and chiefly in nations where the government doesn't exist. The creator has considered the different VAT frameworks that exist in the earth and has attempted to arrive at legitimate VAT for the nations of CG and Eastern Europe. The creator has set down different prerequisites to guarantee that the said VAT is completely ground-breaking, as though it ought to be goal based, the information credit instrument must be consistent, the law must be

straightforward, the expense of similarity ought to be low, and so forth.

Emmanuel, (2013) Author has inspected the connection between VAT, tank rates climbs and monetary development in Nigeria and expense income. For this examination, the creator has recommended 2 tap theories which happen after the exploration is acknowledged. The creator reasons that given the solid connection between the abovementioned, the legislature and specialists ought to effectively instruct the general population about the advantages of VAT with the goal that they acknowledge changes in VAT rates all the more without any problem.

Eugen, (2013) the creators have analyzed the different a technique embraced by the Assesses to stay away from VAT, especially in between nation exchanges in Romania. The creators have likewise suggested reports and returns that can be depended upon by the two authorities and Assesses to guarantee there is no tax avoidance.

Ramona, (2016) the creator has investigated the association between the income and administrative effect produced on the money related administrations area as far as VAT and Romania particularly. The creator additionally contemplates the troubles in burdening the money related segment which is conceptual.

Williams, (2017) the creator has examined contemporary expense frameworks inside the earth and contrasted them with the assessment or VAT framework inside the Republic of Fisculia. The writer includes embraced best practice inside the Republic of Fisculi a spread of VAT/2000 VAT/2017. Different preferences and downsides of GST frameworks are talked about.

Zyl, (2017) manages the creator whether individuals doing illawful organizations got the chance to enroll under VAT and whether the quality VAT rate will apply to their business. They presume that illawful exchanges ought to try and be at risk for VAT all together that they're not profited because of low expenses because of no VAT. The creator has

examined the relevance of IT on illawful exchanges from different viewpoints.

Research Gap
Various review of literature show that most of the work done in the areas of financial performance and operational performance of various sectors and their impact on stakeholders. But we could not come to point out the impact of GST on the profitability of different types of sectors in general. Researchers have failed to point out shortcomings in existing legislation concerning GST held so far. It has also made no suggestions on improving legislation and has not focused on the need for its proper implementation. Various researches have been conducted on the issue of GST, but no research could give us the status of implementation of GST rules in the Indian economy. GST is a new subject and the research carried out so far only relates to its advantages and procedural aspects. None of the research carried out so far could explain its consent status and level. Further research is requires because in various fields as much research covers the primary, secondary and tertiary sector with almost zero importance only in GST which is dangerous and where social responsibility is tremendous for a company. Research done is not enough to reveal GST.

Scope of Research
The scope of research studies being carried out in this thesis is limited. The GST of those sectors which are of Indian origin has been assessed and analyzed and operated in India. These areas should belong to the primary, secondary and tertiary sector in India. Secondly, we assess scores of GST practices. We have restricted our scope to only two people, i.e., employees and professionals like CA and CS.

The scope is limited to the input and output variables used. The scope can be expanded by using more input and output subject to data availability. We have not gone deep into using expanded models because the purpose of this research is not speculative expansion but to add literature in the

field of GST. It is important to point out that this research study focuses more on the sample of 3 different sectors to facilitate the methodology and empirical study of GST in the Indian context. However, we have discussed the results as much as possible.

The study is based on the impact of GST on the India. In addition, GST is studied on various sectors listed in the stock market. Further, the entire evaluation will be done in the light of applicable rules, regulations, standards etc. It is proposed to select 3 different areas. Which is the primary, secondary and tertiary sectors. The current study is done before GST and for post GST.

Formulation of Hypothesis

Hypothesis I
H0: There is no significant impact of GST on primary sector;

Hypothesis II
H0: There is no significant impact of GST on secondary sector;

Hypothesis III
H0: There is no significant impact of GST on tertiary sector;

Source of Information and Tools of Research

Right data is the way to progress. There are two kinds of information data; Primary information and secondary information. The primary information will be data gathered by the analyst or individual where secondary information is gathered by others yet utilized or utilized by the scientist. Information can be arranged under two classes dependent on the basis utilize. These classes are:
1. Primary Data;
2. Secondary Data;

1. Primary Data

The investigation is generally founded on primary information that has been gathered in the course of finished survey technique (Questionnaire).

Questionnaire

Information has been gathered by directing a finished program of inquiries. Questions are commonly surrounded by the 5 point Like Scale and Answer by repliers as emphatically concurred, dis concur, impartial, unequivocally concur and emphatically dis concur. The poll is intended to examine client observation towards GST in Jaipur dist. (Rajasthan) The survey technique is utilized to gather essential information for the current investigation reason. This survey is a self-regulated poll and is separated in two areas - Section A and Section B.

Section A incorporates inquiries concerning individual data. For example: Name, Age, Gender, Qualifications, Marital Status, Occupation.

Section B incorporates questions that meet exploration destinations and contain 20 inquiries

2. Secondary Data

This kind of information has just been gathered by another person and has just experienced a factual procedure. This sort of information is gathered from the accompanying assets:

Wellsprings of Collection of Secondary Data

1. Web 2. Books 3. News Papers 4. Government Reports. 5. Magazines and so forth.

For this examination Primary Data and Secondary information the two has been utilized for research subject.

Research Tools
Survey

A survey could likewise be an inquiry instrument that has kind of inquiries and different signs pointed toward get-together data from repliers. Anyway they are frequently intended for factual examination of replies.

Questionnaire

A questionnaire could also be a search instrument that has sort of questions and other indications aimed toward gathering information from repliers.

Analysis of Primary Data under Study

The information gathered from different repliers must be broke down for the making of inference of the examination.

Table A below shows the AGE, STATUS, PROFESSION, MARITAL STATUS, GENDER of individual under observation. It is necessary to observe above mentioned criteria so as to correctly evaluate the impact of GST on life-style of individuals.

- It is a very good tax reform
- It has enhanced the tax burden on common man
- It is really ready for implementation
- It has improved the taxation rate on businessman

A short explanation about the repliers and various criteria used in collection of primary data is given below: -

Table A
Description of Repliers

According to	Number of Repliers		%
Age	25-40	16	32
	Above 40	29	58
	Grand Total	**50**	**100**
Qualification	Graduation	19	38
	Post-Graduation	11	22
	Any others	20	40
	Grand Total	**50**	**100**
Status	Married	43	86
	Unmarried	07	14
	Grand Total	**50**	**100**
Gender	Male	45	90
	Female	05	10
	Grand Total	**50**	**100**
Occupation	Business men	30	60
	Service men	08	16
	Professionals	05	10
	Any Other	07	14
	Grand Total	**50**	**100**

Interpretation

1. From the above table A and figure it is clear that majority of repliers that is 58% are above 40 years.

2. Where as 32 % belongs to 25 – 40 years are and rest of 10 % are below 25 years.

3. Thus, it can be concluded that there are majority of the repliers are above 40 years.

4. From the above table A and figure it is depicted that majority of repliers ie 40% are related to high and low background that means other areas, where as 38% are Graduation and 22 % are Post Graduate.

5. Thus, it can be concluded that majority of the repliers are Concerned Graduation and other Qualifications.

6. From the above table A and figure it is clear that majority of repliers are Married i.e. 86 % and rest of the 14% are Unmarried.

7. Therefore, according to this observation maximum repliers are married.

8. From the above table A and figures it is show that majority of repliers are Males 90% and Females are10%.

9. Thus, it can be concluded Males are show in high Interest in business activities.

10. From the above table A and figure it is portrayed that greatest repliers are agent and just as clients are sixty and fourteen percent separately.

11. While Service man and Professionals are sixteen and ten percent Respectively.

At that point, it very well may be presumed that dominant part of the repliers are doing own Business.

Findings of the Study

These following findings emerged after analysis and interpretation of data:

1. As per my study GST is very much powerful but implementation of the same has not been carried out powerfully due to which tax evasion is easier for the tax payer and GST revenues are not as per the expectations of the government.

2. GST is more transparent than the previous law provision so it generates more revenue to the government and is more powerful in reducing corruption at the same time. Overall GST improves tax consent..

3. Since GST absorbs all other taxes, the exemption available to manufacturers in respect of compliance formalities has reduced which substantially increased government revenues and also increased GDP.

4. This is the reason for keeping the GST rate and food inflation under control at the 5% limit for most of the food articles. Despite the pressure of short term inflation, the long-term impact of GST diminishes inflation

6. GST has diminished customs province on export of goods. The cost of production in local markets has also decreased due to GST. All these factors have enhanced the rate of exports in the country.

7. The tax has gone down due to the impact of GST. Therefore, the end customer has to pay lower taxes. The low burden of taxes has enhanced the production and development of retail and other industries.

Suggestions

1. Government should organized social awareness programmers for GST so as to implement GST powerfully all over the economy so that tax evasion can be diminished and tax revenue can be enhanced.

2. Procedures must be diminished so that business can work efficiently in the best interests of the people and for economic development.

3. Rates should be rationalized and diminished to make India competitive and in the interest of consent and economic development. The highest rate should be kept at 18% and there should be only a few articles that fall into the 28% slab. Daily use articles like soaps, cremes, movie tickets, electrical goods should not be taxed at 28%.

4. Technical glitches of GST network should be solved on the basis of war level

5. Evaluation rules lack clarity and this is debatable. This will enable the issues of litigation and transfer pricing. These rules need

to be rationalized, simplified and justified for one and all.

6. Anti-profiteering provisions need to be reconsidered as this may unnecessarily cause difficulty to businesses.

Conclusion

The Government should put forth more attempts to guarantee that purchasers have a clear understanding and build up a positive impression of GST, along these lines tolerating it. The absence of open mindfulness and acknowledgment can be obviously smelled. GST will be the mother of all Indian assessment changes of this century and will absorb most (if not all) of existing central and state level duties on the supply of goods and services.

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பெரும்பாணாற்றுப்படையில் விருந்தோம்பலின் சிறப்பு

முனைவர் ஜெ. ஆரோக்கிய எப்லின் லதா

உதவிப் பேராசிரியர், தமிழ்த்துறை
சீனிவாசன் கலை மற்றும் அறிவியல் கல்லூரி, பெரம்பலூர்

தமிழர்களின் வாழ்வியல் விழுமியங்களில் தலையாய விழுமியம் விருந்தோம்பல். சங்க காலம் தொட்டு இன்றைய நாள் வரை பண்பாட்டோடு இயைந்து வாழும் அனைத்துத் தமிழர்களும் இவ்விழுமியத்தைத் தொடர்ந்து பின்பற்றி வாழ்கிறார்கள். உலக நாடுகளில் எந்த நாட்டில் வாழ்ந்தாலும் நாம் மறத்தமிழன் விருந்தோம்பல் மாண்பினை மட்டும் மாற்றிக் கொள்வதில்லை. தமிழனின் மரபு நெறியுடன் பின்னிப் பிணைந்து காணப்படும் விருந்தோம்பல் பண்பு தமிழ் இலக்கியங்கள் முழுவதும் விரவி காணப்படுகிறது. தெய்வப்புலவர் திருவள்ளுவர் விருந்தோம்பல் என்ற ஒரு அதிகாரத்தையே வைத்துள்ளார். இத்தகைய விருந்தோம்பல் பண்பு பெரும்பாணாற்றுப்படை நூலின் முழுவதும் காணப்படுகிறது.

எயிற்றியரின் விருந்தோம்பல்

எயினர்கள் ஈந்தியின் இலையின் வேயப்பட்ட குடிசைகளில் வாழ்ந்தனர். குழந்தைப் பெற்ற எயினப்பெண்ணைத் தவிர ஏனைய எயினப்பெண்கள் கரிய கரம்பு நிலத்தை குத்திக் கிளறி நுண்ணிய புல்லரிசியினைத் தோண்டி எடுத்து, நிலத்தில் தோண்டப்பட்ட உரலில் இட்டு, குட்டை உலக்கையால் குற்றி தூய்மைப்படுத்தினார்கள்.

பாணையில் உலைநீரை வைத்து அதில் புல்லரிசியை இட்டு சமைப்பர். அதனுடன் கருவாட்டையும் வைத்திருப்பர். தொண்டைமான் இளந்திரையனின் நாட்டைச் சார்ந்த பாணர்கள் என்று அவர்கள் சொல்லியதும் விருந்து படைப்பார்கள்.

> "தெய்வ மடையின் தேக்கிலைக் குவைஇ, நும்
> பைதீர் கடும்பொடு பதமிகப் பெறுகுவிர்"
> (பொஆ.104-105)

தெய்வத்திற்குத் தேக்கு இலையில் உணவுப் படைப்பதைப் போல உங்களுக்கும் விருந்து படைப்பார்கள். சுற்றத்தாரோடு மிகுதியாக உண்ணுங்கள் என்று பரிசில் பெற்ற பாணன் ஆற்றுப்படுத்தினான்.

எயிற்றியர் கரம்பு நிலத்தை தோண்டி சிறிது சிறிதாக இடர்பட்டு சேகரித்த புல்லரிசியை பாணர்களுக்கு மிகுதியாக உணவினை அளிக்கும் விருந்தோம்பும் பண்பினை என்னவென்று சொல்வது? மேலும் எயினர்களின் அரண்களில் சிவந்த நெல்லால் சமைத்த சோற்றுடன் உடும்பின் கறியோடு சமைத்த சமையலை உணவை ஒவ்வொரு அரணிலும் பெறலாம்.

> "சுவல்விளை நெல்லின் செவ் அவிழ்ச் சொன்றி,
> ஞமலி தந்த மனவுச்சூல் உடும்பின் வறைகால் யாத்தது, வயின்தொறும் பெறுகுவீர்" (பெ.ஆ.131-133)

கோவலர் விருந்தோம்பல்

கோவலர்கள் சிறுசிறு குடில்களில் உள்ள ஊரில் வசிக்கின்றனர். குடில்களில் ஆடு, செம்மறி ஆடு, கிடாய்கள், வெள்ளாடுகள்,

மாடுகள் போன்றவற்றை வளர்த்துள்ளனர். இடையர் குலப்பெண்கள் இருள் புலரும் காலையில் எழுந்து கடைவர்கள். பின் மோர்ப் பானையைத் தலையில் சும்மாட்டின் மீது வைத்து விற்கச் செல்வார்கள். மோரை விற்று தனக்கு வேண்டிய உணவுப் பொருள்களை வாங்கி வருவார்கள். அவற்றை தம் கிளைகளுடன் சேர்ந்து உண்பார்கள். இவ்வாறு இருக்கும் இடையர்களின் குடிசையில் தங்கிச் சென்றால், பாலுடன் கூடிய சோற்றைத் தருவார்கள்.

"மடிவாய்க் கோவலர் குடிவயிற் சேப்பின்
இருங்கிளை ஞெண்டின் சிறுபார்ப்பு அன்ன
பசுந்திணை மூரல் பாலொடும் பெறுகுவிர்"
(பெ.ஆ.166-168)

ஆய்மகள் நண்டுகளில் சிறு பார்பினைப் போன்ற சோற்றைப் பாலுடன் தருவாள். தமிழர்கள் விருந்தினர்களை ஓம்பும் பண்பினை மிகுதியாக கொண்டிருந்தனர். தமது உறவினர்கள் தமக்குத் தெரிந்தவர்கள் என்று எண்ணாமல் வழி செல்வோருக்கும் விருந்தோம்பும் ஈடற்றப் பண்பினைப் பெற்றுள்ளான்.

முல்லை நில மக்கள் வரகு வைக்கோலால் கூரை வேய்ந்திருந்தனர். அவர்கள் பூளைப் பூ போன்ற வரகுச் சோற்றை வேங்கைப் பூவை ஒத்தான அவரை பருப்பை அவித்து வரகுச் சோற்றோடு சேர்த்து உணவாகத் தருவார்கள்.

"நெடுங்குரல் பூளைப் பூவின் அன்ன,
குறுந்தாள் வரகின் குறள்அவிழ்ச்
சொன்றிப்
புகர்இணர் வேங்கை வீகண்டன்ன,
அவரைவான் புழுக்கு அட்டி,
பயில்உற்று,
இன்சுவை மூரல் பெறுகுவிர்"
(பெ.ஆ.255-256)

உழவர் விருந்தோம்பல்

உழவர்கள் தமது இல்லங்களில் ஏணி வைத்து ஏறினாலும் எட்ட முடியாத அளவு உயர்ந்த நெற்குதிர்களில் பல வகையான நெல்லையும் போட்டு வைத்திருந்தனர். உழவர்களுக்குப் பசி என்பதே தெரியாது. அவர்கள் ஊரில் தங்கினால் வெண்மையான சோறுடன் அவர்கள் வீட்டில் வளர்ந்த கோழி பொரியலுடன் விருந்து படைப்பார்கள் என்றான் பாணன்.

"வினைஞர் தந்த வெண்ணெல் வல்சி
மனைவாழ் அளகின் வாட்டொடும்
பெறுகுவிர்"   (பெ.ஆ. 255-256)

சோலை உழவர்கள் விருந்தோம்பல்

சோலையின் நடுவில் வீடுகளை அமைத்திருப்பார்கள். சோலை உழவர்கள் பலாப்பழம், இளநீர், வாழைப்பழம், பனையின் நுங்கு போன்றவற்றை வைத்து விருந்தோம்பல் செய்வார்கள். இது வேண்டாமென்றால் சேப்பங்கிழங்கை கொடுப்பார்கள். (பெரும்.359-362)

வலைஞர் விருந்தோம்பல்

கடற்கரையை அடுத்து வலைஞர் குடியிருப்புகள் உள்ளன.அதன் முகப்பில் புன்னை மரக்குச்சிகளால் பந்தல் போன்று அமைத்திருந்தனர். அதில் சுரை, புடலை, பாகல் போன்ற கொடிகள் படர்ந்திருந்தன. அப்பந்தலின் கீழ் சுற்றத்தாரோடு இணைந்து மகிழ்ந்திருப்பார்கள். இவ்வாறாக உள்ள வலைஞர் குடியில் சென்று தங்கினால் விருந்தோம்பல் செய்வார்கள்.

"வல்வாய்ச் சாடியின் வழைச்ச அற
விளைந்த
வெந்நீர், அரியல் விரல் அலை,
நறும்பிழி,
தண்மீன் சூட்டோடு தளர்தலும்
பெறுகுவிர்."   (பெ.ஆ.280-282)

கொழியில் அரிசியைத் தயாரித்த மதுவுடன் பச்சை மீனை சுட்ட சூட்டோடு சேர்த்து தருவார்கள். இந்த உணவைச் சேர்வு காலத்தில் உண்ணலாம்.

அந்தணர் விருந்தோம்பல்

அந்தணர் வீடானது சாணத்தால் மொழுகிய வீடாக இருந்தது. வீட்டு வாயிலில் இருந்த பந்தலில் கன்றுகளை கட்டியுள்ளனர். அருந்ததி மீன் போன்ற கற்புடைய அந்தணர் பெண்கள் அழகாக இருந்தார்கள். அவர்கள் கருடச் சம்பா என்ற நெல்லினால் ஆக்கிய சோற்றைப் பசுவின் பாலிலிருந்து எடுத்த வெண்ணெயில் கொட்டி மாதுளையினுடைய காயை கருவேம்பு இலையை சேர்த்து மாங்காய்களுடன் வடுக்களுடன் கலந்து அதை ஊறு கறியாகக் கொண்டு உண்பதற்குத் தருவார்கள்.

"சேதா நறுமோர் வெண்ணெயின் மாதுளத்து
உருப்புறு பசுங்காய்ப் போழொடு கறிகலந்து,
கஞ்சக நறுமுறி அளைஇ, பைந்துணர்"
(பெ.ஆ. 306-308)

பட்டினத்து மக்களின் விருந்தோம்பல்

துறைமுக பட்டினத்தின் கடற்கரை அருகே ஓங்கி உயர்ந்த மாடங்கள் பல இருந்தன. மணல் அதிகமாக காணப்படும் தெருக்கள் பல இருந்தன. அங்கே வணிகர்கள் வாழ்ந்தனர். நெல்லை இடித்து மாவை ஆண் பன்றிகளுக்குக் கொடுப்பார்கள். அதனால் அது கொழுத்திருக்கும். அந்த பன்றியின் கொழுத்த தசையோடு சுவையான கல்லையும் அங்கே தருவார்கள்.

"நெல்மா வல்சி தீற்றிப் பல்நாள்
குழி நிறுத்து, ஓம்பிய குறுந்தாள் ஏற்றைக்
கொழு நிணத் தடியோடு கூர்நறாப்
பெறுகுவிர்"
(பெ.ஆ. 343-345)

இளந்திரையனின் விருந்தோம்பல்

தொண்டைமான் இளந்திரையன் பாணர்களைக் கண்ட உடன் அவர்களின் அழுக்கு ஆடைகளை அகற்றி வெண்மையான நூலால் நெய்யப்பட்ட ஆடைகளை உடுப்பதற்குக் கொடுத்தார். பாணரின் சுற்றத்தாருக்கும் அவ்வாறே செய்தார். பின்பு ஊனின் துண்டங்களை நல்ல நெல் சோற்றுடன் சமைத்தலில் வல்லுனனாகிய சமையல்காரனைக் கொண்டு சமைத்து தானும் உடனிருந்து அவர்கள் அனைவரையும் உண்ணச் செய்வான். அமுதம் போன்ற ஏனைய உணவு வகைகளையும் முகமலர்ந்து விருப்புடன் ஊட்டினான். சோறு வைத்திருந்த தட்டம் நிலா போன்று பெரிதாக வெள்ளியால் ஆனது. உணவு பொருள்களை வைத்திருந்த தட்டங்கள் நட்சத்திரங்கள் போன்று வெள்ளியால் ஆனது.

"அரிசெத்து உணங்கிய பெருஞ்செந்
நெல்லின்
தெரிகொள் அரிசித் திரள் நெடும்,
புழுக்கல்
அருங்கடித் தீம்சுவை அமுதொடு,
பிறவும்" (பெ.ஆ.473-475)

பெரும்பாணாற்றுப்படை காட்டும் சமூகத்தில் அரசன் முதல் அனைவரும் விருந்தோம்பும் பண்பினைத் தனது உயிர் மூச்சாக நினைத்து பின்பற்றியுள்ளனர். தமிழக மக்கள் சுவையான உணவுகளை பசியோடு வந்தவர்களுக்கு வயிராற கொடுத்து விருந்தோம்பி உள்ளார்கள். ஒருவனுடைய ஆடையைப் பார்த்தே அவன் நிலையை அறிய முடியும். ஆதலால் அரசன் ஏழை பாணனின் அழுக்கு ஆடையை அகற்றி புத்தாடை கொடுத்து உடுத்தச் சொல்கிறான். பின்பு பிறரைப் போலவே சுவையான உணவு கொடுத்து விருந்தோம்புகிறான். விருந்தோம்பும் பண்பு

தமிழர்களின் வாழ்வியல் விழுமியங்களில் தலையாய விழுமியம் என்பதை பெரும்பாணாற்றுப்படை உணர்த்துகிறது.

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4. மேலது, பா.அ.255-256.
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6. மேலது, பா.அ.280-282.
7. மேலது, பா.அ.306-308.
8. மேலது, பா.அ.343-345.
9. மேலது, பா.அ.473-475.

வள்ளுவரின் குறளும் பாரதியின் ஆத்திச்சூடியும்

முனைவர் க. காயத்ரி

உதவிப் பேராசிரியர்

சீனிவாசன் கலை மற்றும் அறிவியல் கல்லூரி, பெரம்பலூர்

முனைவர் த. மரகதம்

இணைப் பேராசிரியர்

அரசு கலை அறிவியல் கல்லூரி, அரியலூர்

முன்னுரை

திருக்குறள் உலகப்பொதுமறை நூல், கற்றோர் ஏற்கும் நூல். உலக அறம் கூறும் நூல். இந்நூலில் ஒவ்வொருவனும் தனக்குத்தானே செய்ய வேண்டிய கடமை என்ன என்பவனவற்றை எல்லாம் சிறந்த பண்பாட்டோடும் மதி நுட்பத்தோடும் வள்ளுவர் கூறுகின்றார். இவரைப் போன்று பாரதியும் ஆத்திச்சூடியில் பல கருத்துக்களைப் புதிய கோணங்களில் மனிதன் பின்பற்றும் வகையில் கூறியுள்ளார். இவ்விரு நூல்களில் கூறப்படும் செய்திகளையும் கருத்துகளையும் இக்கட்டுரை ஒப்பு நோக்குடன் ஆராய முற்படுகிறது.

குறளும் ஆத்திச்சூடியும்

இவ்விரு இலக்கியங்களும் வெவ்வேறு காலக் கட்டங்களில் தோன்றியிருப்பினும் நல்ல மனிதனுக்குத் தேவையான கருத்துக்களை எடுத்தியம்புகிறது. திருக்குறளும், ஆத்திச்சூடியும் படிக்கப் படிக்கப் புதியனவாய்த் தோன்றுகிறது. பலபரிமாணங்களில் இவர்களின் கருத்து ஒத்திருக்கின்றன. அவற்றில் அறக்கருத்துக்களை இக்கட்டுரை ஒப்பிடுகிறது.

வள்ளுவர் ஆண்மையின் செருக்கினையும் அவர்களின் வீரத்தினையும் படைச்செருக்கு அதிகாரத்தில் கூறுகின்றார்.

பேராண்மை என்ப தறுகண்ஒண்
ணுற்றக்கால்

ஊராண்மை மற்றதன் எஃகு (குறள்: 773)

என்ற குறள் வழி,

பகைவரை எதிர்க்கும் வீரத்தை மிக்க ஆண்மை என்றும், ஒரு துன்பம் வந்த போது பகைவர்க்கு உதவி செய்தலை ஆண்மையின் கூர்மை என்கின்றார். ஆண்மை எனில் வீரம். இதனையே பாரதி தம் புதிய ஆத்திச்சூடியில்.

"ஆண்மை தவறேல்" (ஆத்திச்சூடி : 2)

என்கின்றார். எவ்விதச் சூழ்நிலையிலும் வீரத்தினைத் தவறவிடக்கூடாது என்பதாம்.

சங்க இலக்கியம் முதல் தற்கால இலக்கியம் வரை ஆண்களின் வீரம் பற்றிப் பெருமையாகப் பேசப்படுகின்றது. இக்கூற்று ஆண் ஆதிக்கம் மேலோங்கிக் காட்டுகின்றது. இவ்வகையில் இருவரும் ஆண்மையின் சிறப்பினைக் கூறியுள்ளனர்.

வள்ளுவர் எண்ணுவதை உயர்வாக எண்ண வேண்டும் அவ்வுயர்வு கை கூடாவிட்டாலும் அவ்வாறு எண்ணுவதை விடக்கூடாது என்கின்றார். ஊக்கம் உடைமை எனும் அதிகாரத்தில்,

உள்ளுவ தெல்லாம் உயர்வுள்ளல் மற்றது
தள்ளினும் தள்ளாமை நீர்த்து (குறள்: 596)

என்கின்றார் வள்ளுவர். இக்கருத்தினேயே 'வினைதிட்பம்' அதிகாரத்தில் 666 குறட்பா வலியுறுத்துகின்றது. பாரதி எண்ணுவதை உயர்வாக எண்ண வேண்டும் என்கின்றார். இக்கருத்தேயே,

"எண்ணுவது உயர்வு" (ஆத்திச்சூடி : 7)

எத்தனை எண்ணுவதாக இருந்தாலும் அதனை உயர்வாக எண்ண வேண்டும். அவ்வாறு எண்ணினால் வெற்றி தானாகவே கிட்டும் என்கின்றார்.

இவ்விரண்டுமே ஒரே கருத்தைக் கூறுகின்றன. ஒரு மனிதன் தனது வாழ்நாளில் தூய்மையான, உண்மையான உயர்வான எண்ணங்களுடன் வாழ வேண்டும் என்பதைக் குறிக்கின்றது.

உலகத்தில் வாழும் ஒவ்வொரு மனிதனுக்கும் மிகத் தேவையான ஒன்று கல்வியறிவு. அக்கல்வியறிவு எவ்வாறு செயல்படுத்த வேண்டும் என்பதைக் 'கல்வி' அதிகாரத்தில் வள்ளுவர் கூறியுள்ளார்.

கற்க கசடறக் கற்பவை கற்றபின்
நிற்க அதற்குத் தக (குறள்: 391)

கற்கத் தகுந்த நூல்களைக் குற்றமறக் கற்க வேண்டும். அவ்வாறு கற்ற கல்விக்குத் தக்கவாறு நிற்க வேண்டும் என்கிறார்.

இரு அடிகளில் கூறிய கருத்தினைப் பாரதி இரு சொற்களில் கூறுகின்றார்.

"கற்றது ஒழுகு" (ஆத்திச்சூடி : 13)

ஆத்திச்சூடியில் நாம் என்ன கற்கின்றோமோ அதன் வழியில் நடந்து பிறருக்குஎடுத்துக்காட்டாய் விளங்க வேண்டும் என்கிறார் பாரதி. மற்றொரு இடத்தில்

"நூலினை பகுத்துணர்" (ஆத்திச்சூடி : 59) என்கிறார்.

'காலம் பொன் போன்றது' காலத்தின் சிறப்பினை இவ்விருவரும் உணர்ந்ததால், காலத்திற்கு முக்கியத்துவம் கொடுக்கின்றார்கள். ஒருவன் எதனை வேண்டுமானாலும் வீண் செய்யலாம், காலத்தினை வீண் செய்தால் திரும்பவும் பெற முடியாது என்ற உண்மையினைக் கூறுகின்றார்கள்.

வள்ளுவர் காலம் கழிதல் எனும் அதிகாரத்தில் காலத்தின் சிறப்பினையும் அதனின் நன்மைகளையும் அழகாக எடுத்துக் கூறுகின்றார்.

எய்தற் கரியது இயைந்தக்கால்
அந்நிலையே
செய்தற் கரிய சொல் (குறள்: 489)

ஒருவனுக்குக் கிடைத்தற்கரிய காலம் வந்து வாய்க்கும். ஆனால் அந்த வாய்ப்பைப் பயன்படுத்திக் கொண்டு அப்போதே செய்தற்கரிய செயல்களைச் செய்ய வேண்டும் என்பதை இக்குறள்வலியுறுத்துகிறது. இக்கூற்றையே பாரதி,

"காலம் அழியேல்" (ஆத்திச்சூடி : 14) என்கின்றார். ஒருவன் எதனை அழித்தாலும் அதனைத் திரும்பப் பெற முடியும். ஆனால் காலத்தை அழித்தால் எப்பவுமே திரும்ப பெற முடியாது என்பதை இருவரும் தெளிவாகக் கூறுகின்றார்.

எவன் ஐம்பொறிகளையும் அடக்கி ஆள்கின்றானோ, அவனே சிறந்த மனிதன். அடக்கமுடைமைப் பற்றிக் கூறும் வள்ளுவர், மனிதன் எதை அடக்க வேண்டும், அவ்வாறு அடக்குவதால் ஏற்படும் பயன் என்ன என்பதையும் எடுத்துக் கூறுகின்றார்.

ஒருமையுள் ஆமைபோல் ஐந்தடக்கல்
ஆற்றில்
எழுமையும் ஏமாப் புடைத்து (குறள்: 126)

மனிதன் ஒரு பிறப்பில் ஆமைபோல் ஐம்பொறிகளையும் அடக்கியாள வேண்டும். அவ்வாறு அடக்கில் ஆளும் அவனுக்குப் பல பிறப்பிலும் பாதுகாப்பாய் ஐம்பொறிகள் அமையும் என்கிறார். இவ்வாறே பாரதியும்

"ஐம்பொறி ஆட்சிகொள்" (ஆத்திச்சூடி : 9) என்கிறார். ஐம்பொறிகளையும் அடக்கி அதனை நாம் வழிநடத்த வேண்டும். அப்படிச் செய்வோம் எனில் வாழ்வில் மகிழ்ச்சியும், அமைதியும் நிலவும் என்பதாம்.

தவம் செய்கின்றவரே தமக்குரிய கடமையைச் செய்கின்றவராவார். பிறர் எல்லாம் ஆசை வலையில் சிக்கி அழிந்து விடுவார்கள் என்கிறார். இதனைத் 'தவம்' எனும் அதிகாரத்தில்,

தவஞ்செய்வோர் தங்கருமஞ் செய்வர்மற்றல்லார்

அவஞ்செய்வோர் ஆசையுட் பட்டு(குறள்: 226)

என்கிறார். இக்கருத்தையே பாரதியார்,

'தவத்தினை நிதம்புரி'(ஆத்திச்சூடி :53)

என்கிறார்.

நாம் அடையும் குறிக்கோளை தவம் செய்து அடையலாம் என்கிறார். தவம் – மனதை ஒருநிலைப்படுத்தல் என்பதாம்.

ஒருவன் பொருள் இழந்து துன்பத்தைத் துறந்து வாழலாம். ஆனால் மானத்தைஇழந்து வாழமாட்டான். அப்படி வாழ்பவன் இறந்ததற்குச் சமம். வள்ளுவர் மானத்திற்கென ஒரு அதிகாரமே படைத்துள்ளார்.

மயிர்நீப்பின் வாழாக் கவரிமா அன்னார்

உயிர்நீப்பர் மானம் வரின்(குறள்: 969)

மானம் எனும் அதிகாரத்தில் தம் உடம்பிலிருந்து மயிர் நீங்கினால் உயிர் வாழாத கவரிமானைப் போன்று மானம் அழிய நேர்ந்தால் உயிரை விட்டுவிடுவர் என்பதாம். மானத்தினைப் பற்றி பாரதியார் கூறுகையில்

"மானம் போற்று"(ஆத்திச்சூடி : 76)

ஒரு மனிதன் எதை இழந்தாலும் கவலையுறமாட்டான்.அனால் மானத்தினை இழந்தால் உயிரை விட்டுவிடுவான். அப்படிப்பட்ட மானத்தினைப் போற்றிப் பாதுகாக்க வேண்டும் என்பதாம்.

இவ்வாறு இருவரின் கருத்துக்கள் ஒன்றாக இருக்கின்றன. பல இடங்களில் சொல்ல வரும் செய்தியினைத் தெளிவுறக் கூறி விளங்க வைப்பதுடன் அவற்றின் பயன் என்ன என்பதையும் இருவரும் கூறியுள்ளனர்.

வள்ளுவர் சோம்பலைப் பற்றி 'ஆள்வினை உடைமை' அதிகராத்தினை வைத்து ஒரு மனிதனுக்கு சோம்பலினால் வரும் துன்பத்தினையும் அவற்றினால் வரும் தீமைகளையும் பற்றி அதனால் அவன் இழக்கும் இன்பத்தைப் பற்றியும் குறிப்பிடுவதுடன், எவர்களுக்கெல்லாம் சோம்பல் வரும் என்பதையும் அதனை எவ்வாறு தவிர்க்க வேண்டும் என்பதைப் பற்றியும் விரிவாகக் கூறுகின்றார்.

இதனை,

மடியுளாள் மாமுகடி என்ப மடியிலான்

தாளுளாள் தாமரையி னாள் (குறள்: 617)

என்ற குறள் வழி உணரலாம்.

இதனைப் போன்றே பாரதியும் சோம்பலால் வரும் துன்பத்தினைப் பற்றி கூறுகின்றார்.

" கெடுப்பது சோர்வு"(ஆத்திச்சூடி : 19)

மனிதனைக் கெடுப்பது எதுவெனில் சோர்வு தான் என்கிறார்.

இந்நிலையில் குறளும் ஆத்திச்சூடியும் கூறும் கருத்துக்கள் பல இடங்களில் ஒத்திருபதைக் காணமுடிகிறது.

முடிவுரை

இவ்விரு நூல்களையும் ஒப்பிடுகையில் பல செய்திகள் ஒன்றுபட்டு காணப்படுகின்றன. கூறப்படும் செய்திகள் ஒன்றே என்றாலும், இரண்டுக்கும் தனிச்சிறப்புண்டு. திருக்குறள் சொல்லுதலைத் தெளிந்து சொல்கின்றது. ஆத்திச்சூடி சுருங்கச் சொல்லி விளங்க வைக்கின்றது. பெயரிலும் தோற்றத்திலும் வேறுபட்டாலும் இவர்களின் கருத்துக்கள் ஒன்றுபடுகின்றன.

துணை நூற்பட்டியல்

வரதராசனார் மு-திருக்குறள் தெளிவுரை, திருநெல்வேலித் தென்னிந்திய சைவசித்தாந்த நூற்பதிப்புக் கழகம், சென்னை – 600 018. 166 – பதிப்பு 2001.

பாரதியின் புதிய ஆத்திச்சூடி- அ.சீனிவாசன் ஒரு விளக்கவுரைநூலாசிரியர், பதிப்பாளர், இரண்டாம் பதிப்பு 2002

சிறுபாணாற்றுப்படை காட்டும் விருந்தோம்பல்

முனைவர் இரா. கார்த்திகேயன்
உதவிப்பேராசிரியர்
சீனிவாசன் கலை மற்றும் அறிவியல் கல்லூரி, பெரம்பலூர்

அறிமுகவுரை

தமிழர்கள் பண்பாட்டைப் போற்றி வாழ்ந்தவர்கள் பண்டைத் தமிழர்கள். இன்றும் அப்பண்பாட்டின் மரபுநிலை தொடர்கிறது .அவர்கள் போற்றிய பண்புகளில் தலையாயபண்பு விருந்தோம்பலாகும். விருந்து என்னும் சொல் மூன்று பொருள்களைக் குறித்தாகிறது. முதற்பொருள் 'புதியது' என்பது. அதன்வழி, இரண்டாவது பொருள் தம் இல்லத்திற்குவரும் 'புதியவர்' என்பது. அதன் பொருள் வழிப்பிறந்த மூன்றாவது பொருள், புதியவராக வந்தவர்க்குப் படைக்கும் புதியபுணவு வகைகள் கொண்ட 'சிறப்புணவு' என்பதைக் குறிக்கும்.

இல்லறத்தின் மாண்பு

விருந்தோம்பல் என்பது, தம் இல்லம் நாடி அல்லது தம்மையோ, தம் இல்லதுள் உள்ளவர்களையோ தேடிவரும் புதியவர்களை **ஓம்புதல் - பேணுதல்** என்று பொருள்பெறும். இல்லாளின் மாண்புகளுள் ஒன்றாக விருந்தோம்பல் இருந்துள்ளதை பல்வேறு இலக்கியங்கள் சுட்டிக்காட்டுகின்றன.

தம் உற்றார் உறவினரை அன்றிபுலவர், பாணர், பொருநர், கூத்தர், விறலியர் போன்ற கலைவாணரையும் வரவேற்று உண்டியும் உரையுளும் தந்த உபசரித்தலைச் சங்காலத் தமிழ் மக்கள் தங்கள் சிறந்த கடமையாகக் கருதினர் என்பதை ஆற்றுப்படை நூல்கள் மெய்ப்பிக்கின்றன. குறிஞ்சி, முல்லை, மருதல், நெய்தல், பாலை ஆகிய ஐவகை நிலங்களில் வாழ்ந்த எளியரும், செல்வரும் பேரூர் மக்களும், சிற்றரசரும், பேரரசரும் பாணர் உள்ளிட்டோரை இன்முகத்துடன் வரவேற்று உண்டியும் உறையுளும் வழங்கினர்.

ஆற்றுப்படுத்துதல்

பரிசில் பெற்றுவரும் பாணன் ஒருவன் மற்றொரு பாணனை சந்தித்து தன்னைப் போன்று வள்ளல்களையும், மன்னர்களையும் பாராட்டிபாடல் பாடினால் வறுமை நிலை தீரும் என்றுரைக்கும் போது, அதற்கான வழிகளையும், அவ்வாறு செல்லும் போது நிகழும் விருந்தோம்பலையும் எடுத்துக் கூறி வழியனுப்புகிறான்.

பத்துப்பாட்டுள் ஒன்றான, சிறுபாணாற்றுப் படையில் மற்ற அறக்கருத்துக்களைக் காட்டிலும் விருந்தோம்பலுக்கு முக்கியத்துவம் அளிக்கப்பட்டிருப்பைத் காண முடிகிறது. ஏழைமக்கள் மட்டுமின்றி மன்னர்களும், அரசர்களும் விருந்தோம்பலை தலையாய பண்பாகக் கடைப்பிடித்தனர் என்பது தெரியவருகிறது.

விருந்தோம்பல் வகைபாடு

விருந்தோம்புவதில் ஒவ்வொரு இன மக்களும் எவ்வாறு வேறுபடுகின்றனர் என்பதை சிறுபாணாற்றுப்படை ஆசிரியர் நத்தத்தனார் பட்டிலிடுகிறார்.

பரதவர்	- கள், சுடுமீன்
எயினர்	- புளிங்கிச் சோறுறு, ஆமானின் சூட்டிறைச்சி
உழவர்	- அரிசிச் சோறு, நண்டுக் குழம்பு
மன்னன்	- கள், பல்சுவை உண்டி.

பொருள் பெற்றுவருகின்ற பாணன், மற்றொரு பாணனை மன்னனிடம் ஆற்றுப்படுத்துகிறான். அப்போது, நீங்கள் செல்லும் வழியில் நல்லியக்கோடனின் நெங்தல் நிலப்பகுதியான எயிற்பட்டினத்தில் வாழ்கின்ற அழகு மிகுந்தநுளை மகள் காய்ச்சிய தேரலைப் பரதவர்கள் உங்கள் வாயில் ஊட்டிவிடுவர். தூன அறுதியையுடைய குழலோசையின் தாளத்திற்கேற்ப ஆடும் நும் விறலியரோடு வீடுதோறும் விருந்துண்பீர் அவ்விருந்தில் உலர்ந்த மீன் சூட்டையும் உண்டு மகிழுங்கள் என்று தெரிவிக்கிறான். இக்கருத்தை,

"பழம்படுதேரல் பரதவர் மடுப்பக்
கிளைமலர்ப் படப்பைக் கிடங்கிற்
கோமான்
வறலிசூழல் சூட்டின் வயின்வயின்
பெருகுவீர்"

எனும் சிறுபாணாற்றுப்படைபாடல் வரிகள் உணர்த்துகின்றன.

எயினர் குலவிருந்தோம்பல்

எயில்பட்டினத்தைத் தொடர்ந்துவேளூர் சென்றடைந்தால் அங்குவாழ்வோர் வருத்தம் கொள்வதற்குக் காரணமான வெப்பம் மிகுந்த குடிசையில் வாழும் ஓய்மானாட்டு பாலைநிலமக்களான எயினர் குலத்தில் பிறந்த பெண்கள் சமைத்த இனிமை பொருந்திய புளிக்கறி இட்ட சோற்றினை இறைச்சியுடன் பசிநீங்கும் அளவிற்கு நிறைய பெறுவீர்கள் என்று பரிசல் பெற்றபாணன் மற்றொரு பாணனை ஆற்றுப்படுத்துகிறான். இக்கருத்தினை,

"உறுவெயிற் குலைஇயஉருப்பவிர்
குரம்பை
எயிற்றியர் அட்ட இன்புளிவெஞ்சோறு
தேமாமேனிச் சில்வளையாயமொடு

ஆமான் சூட்டின் அமைவரைப்
பெறுகுவீர்"

எனும் சிறுபாணாற்று ப்படைபாடல் வரிகள் எடுத்தியம்புகிறது.

நல்லியகோடனின் விருந்தோம்பல்

சிறுபாணாற்றுப்படையில் பல்வகை நிலமக்களின் விருந்தோமபல் பண்புகள் கூறப்பட்டிருந்தாலும், பாட்டுடைத் தலைவன் நல்லியக்கோடனின் விருந்தோம்பல் பண்பு முக்கியத்துவம் பெற்றுள்ளதை அறியமுடிகிறது. பரிசில் பெற்றபாணன், கவலை தோய்ந்த முகத்துடன், பசியால் வாடிக்கொண்டிருக்கும் மற்றொருபாணனை ஆற்றுப்படுத்துகையில் வேளூரைத் தொடர்ந்து பல்வேறு இயற்கை வளங்களையும், சிறப்புகளையும் கொண்ட நல்லியக்கோடனின் மருதநிலமான ஆமூரைச் சென்றடைந்தால் அங்குள்ள பெண்கள் தம் மக்களால் உங்களை முறையாகத் தடுத்து சிறப்பமைந்த வெண்ணிறமான அரிசியால் சமைக்கப்பட்ட சோற்றினை நண்டின் கலவையுடன் கொடுக்க நீங்கள் பெற்று உண்பீர்கள் என்று ஆற்றுப்படுத்துகிறான். இச்செய்தியை,

"இருங்காழ் உலக்கை இரும்புமுகந்
தேய்த்த
அவைப்புமாண் அரிசிஅமலைவெண்
சோறு
கவைத்தாள் அலவன்
கலவையொடுபெறுகுவீர்"

எனும் சிறுபாணாற்றுப்படைபாடல் வரிகள் எடுத்துரைக்கின்றன.

மரத்தினால் செய்யப்பட்ட பொருட்கள் நீண்ட தொருபயன்பாட்டில் இருக்கும் போது அதன் தன்மையானது மெருகு கூடுவதுண்டு. அத்தகு தன்மைவைரம் பாய்ந்த நிலை என் கூறப்படுவதுண்டு. அவ்வாறு, வைரம் பாய்ந்த உலக்கையின் இறுதிப்பகுதியில்

இரும்பினால் பொருத்தப்பட்டபூண் (வளையம் போன்றபகுதி) தேயும் அளவிற்கு குற்றப்பெற்று வெண்ணிறம் அடைந்த அரிசியால் உணவுசமைப்பர்.

ஆமூர் நிலவிருந்தோம்பல்

ஆமூர் நிலமக்கள் ஏழ்மைநிலையில் இருந்தபோதும் அவ்வழியே செல்லும் பாணர்களை. தம் பிள்ளைகளால் தடுத்து நிறுத்தி விருந்துண்ணச் செய்துள்ளனர். இதன் மூலம் விருந்தோம்பலுக்கு எத்தகைய முக்கியத்துவம் அளித்துள்ளனர் என்பதையும், எந்தநிலையில் இருந்த போதும் விருந்தோம்பலை தலையாய பண்பாகக் கடைபிடித்துள்ளனர் என்பதையும் அறியமுடிகிறது.

நல்லியக் கோடன் அரண்மனையில் அளிக்கப்படும் விருந்தோம்பல் குறித்து ஆற்றுப்படுத்தும் பாணன், விருந்தோம்பலில் பாம்பின் நஞ்சால் ஏறிய மயக்கத்தினைப் போல் மயக்கம் தரும் கள்ளினைக் குடிக்கக் கொடுத்து, அருச்சுனனின் மகனாகிய வீமன் எழுதிய சமையல் நூல் முறைகளில் இருந்து சிறிதும் தவறு நிகழாதவாறு சமைக்கப்பட்ட உணவினை, கோள்கள் சுற்றி இருக்க இளமையான ஒளியுடைய சூரியனின் ஒளியைத் தோற்றும் அளவிலான பொன்னால் செய்யப்பட்ட உணவு உண்ணும் பாத்திரத்தில் விரும்பி உண்ணும் சுவை அறிந்து விருப்பமுடன் தானே அருகில் நின்று உண்ணச் செய்து பரிசு வழங்குவான் என ஆற்றுப்படுத்துகிறான்.

இதனை,

"வாணிறவி சும்பிற் கோண்மீன் சூழ்ந்த
இளங்கதிர் ஞாயிறெள்ளுந் தோற்றத்து
விளங்குபொற் கலத்தில் விரும்புவன
பேணி
ஆனாவிரும்பின் தானின் றூட்டித்"

எனும் சிறுபாணாற்றுப்படைபாடல் வரிகள் எடுத்துரைக்கின்றன.

மன்னர்கள், புரவலர்களை புகழ்ந்துபாடும் இத்தகையோருக்கு அவர்கள் பரிசில் வழங்குவது இயல்பான ஒன்றுதான் என்றாலும், தம்மைப் புகழ்ந்துபாடும் பாணர்களை இன்முகத்தோடு விருந்தளித்து உபசரிப்பதில் நல்லியக்கோடன் சிறந்து விளங்கியுள்ளான் என்பது இப்பாடல் வரிகளின் மூலம் தெரியவருகிறது. மன்னன் என்ற உயர்ந்த நிலையில் இருந்தபோதும் ஏழ்மை நிலையில் இருக்கும் பாணர்களுக்கு செவ்வனே விருந்தளித்தான். என்பதை அறியமுடிகிறது. மேலும், பாமரமக்கள் மத்தியில் மட்டுமின்றி மன்னர்களிடையேயும் விருந்தோம்பல் என்பது தலையாய பண்பாக விளங்கியதையும் அறிந்திட முடிகிறது.

இவற்றை உற்றுநோக்கும் போது, பண்டைக் காலமக்கள் தங்களின் வாழ்வியல் கூறுகளில் விருந்தோம்பலை தலையாய பண்பாகக் கருதியுள்ளனர் என்பதை அறியமுடிகிறது. ஏழ்மைநிலையில் இருந்தாலும் அரசர்களாக இருந்தாலும், விருந்தோம்பலில் படைக்கப்படும் உணவு வகைகள் வேறுப்பட்டனவே தவிர, விருந்தோம்பல் பண்பாட்டில் அனைவரும் ஒன்றாகவே இருந்துள்ளது. தேரிய வருகிறது. ஒவ்வொரு பகுதியின் இயற்கை வளங்களுக்கு ஏற்பமீன், நண்டு, விலங்குகளின் இறைச்சி என அசைவ உணவுகள் வேறுபட்டிரந்ததையம் நாம் அறியமுடிகிறது.

பண்டைக்காலமக்கள் எத்தகைய ஏழ்மை நிலையில் இருந்தபோதும் ஒழுக்கம் தவறாது தங்களின் திறமைகளை வெளிப்படுத்தி பரிசில் பெற்று வாழ்ந்தவந்தனர். வுறிய நிலையில் இருந்தாலும் மற்றவர்களுக்கு உதவும் பொருட்டு தலையாய பண்பான விருந்தோம்பலை தவறாது கடைபிடித்து

வாழ்ந்து வந்துள்ளனர். அன்றைய வாழ்க்கை முறை இன்றைய தலைமுறையினரை ஆச்சர்யப்பட வைக்கும் வகையில் இருந்தாலும் அவர்களின் பண்பாடு, நாகரீகம், வாழ்க்கைமுறை போன்ற எண்ணற்ற செய்திகளை சிறுபாணாற்றுப்படையின் மூலம் அறிந்திட முடிகிறது.

அடிக்குறிப்புகள்

சிறுபாணாற்றுப்படை மூலமும் உரையும் ப - 43-47

சிறுபாணாற்றுப்படை மூலமும் உரையும் ப - 67-70

சிறுபாணாற்றுப்படை மூலமும் உரையும் ப - 93 -95

சிறுபாணாற்றுப்படை மூலமும் உரையும் ப - 164 -167

துணைநூற்பட்டியல்

பேரா.பொன்.புஸ்பராஜ் - சிறுபாணாற்றுப்படை மூலமும் உரையும், எண்- 4 சாரதா பதிப்பகம், ராயபேட்டை சென்னை -14

நாட்டார் மக்களின் ஒப்பாரிப்பாடலும் வாழ்வியலும்

முனைவர் ம. விஜயகுமார்
உதவிப்பேராசிரியர், தமிழ்த்துறை
சீனிவாசன் கலை மற்றும் அறிவியல் கல்லூரி, பெரம்பலூர்

ஆய்வுச் சுருக்கம்

நாட்டார் பாடல்களில் ஒப்பாரி பெண்களின் மன உணர்வினை வெளிக்கொணர்கின்றன. நாட்டுப்புற மக்களின் வாழ்வியலில் ஒப்பாரி இசையுடன் பின்னிப் பிணைந்து காணப்படுகின்றன. மனிதன் தான் வாழ்கின்ற காலங்களில் இயற்கையோடு இரண்டறக் கலந்த வாழ்க்கையினை வாழ்கிறான். அத்தகைய மனித இறப்பு நிகழ்வின் போது அவனுடைய நெருங்கிய உறவுடைய பெண்கள் அம்மனித வாழ்க்கையில் இடம் பெற்ற பல்வேறு நிகழ்வுகளையும் சொல்லி மார்பில் அடித்துக்கொண்டு அழுகின்றனர். பெற்றோர் உடன் பிறந்தவர்கள், நெருங்கிய உறவுடையோர்களுக்காக இறந்தப் பின் பெண்கள் ஒப்பாரி பாடுகின்றனர். அத்தகைய மனித சமுதாயத்தில் நீங்கா இடம் பெறும் ஒப்பாரி, மனிதனின் வாழ்வியல் முறைகளை பல படி நிலைகளில் எடுத்தியம்புகின்றன.

முன்னுரை

இறந்தவர்களை நினைத்து அவர்கள் மீது வைத்துள்ள அன்பின் வெளிப்பாடாக ஒப்பாரி பாடுகின்றனர். மனித வாழ்வின் முதலாக தாலாட்டும், முடிவாக ஒப்பாரியும் இடம் பெறுகின்றது. இறப்பு நிகழ்வின் முதல் நாளும், எட்டாம் நாளும் ஒப்பாரிப் பாடல்களை பெண்கள் பாடுகின்றர். நாட்டுப்புற மக்களின் நாகரீகம், கலாச்சாரம், நம்பிக்கைகள், பண்பாடு இவற்றோடு இரண்டறக் கலந்த ஒப்பாரிப் பாடலின் வாயிலாக மனித குலத்தின் வாழ்வியல் முக்கியத்துவம் குறித்து விரிவாகக் காணலாம்.

நாட்டார் பாடல்களில் ஒப்பாரி

நாட்டுப்புற பாடல்கள் தாலாட்டில் தொடங்கி ஒப்பாரி வரைப் பாடப்படுகின்றன. நாட்டுப்புறப் பாடல்களை 'பாட்டிடைக் கலந்த பொருள் வாகிப் பாட்டின் இயல பண்ணத்தி இயல்பே' 1 எனத் தொல்காப்பியம் குறிப்பிடுகிறது. ஒப்பாரி என்பதனை ஒப்பூஆரி எனப் பிரித்துக் கொள்ளலாம். தமிழில் ஒப்பாரியைப் புலம்பல், இரங்கற்பா, சாவுப்பாட்டு இழவுப்பாட்டு, அழுகைப்பாட்டு எனப் பல வகையாகக் கூறுவர். இறப்பு நிகழ்விற்கு வரும் பெண்கள் பலரும் ஒப்பாரி வைத்து தங்களது மனத்துயரைப் பகிர்ந்து கொள்வர். பெண்கள் மார்பில் கைகளால் அடித்துக் கொண்டு இறந்தவர்களை நினைத்து அவர்கள் மீது பாடப்படும் பாடல்களை ஒப்பாரி எனப்படும். "உறவினர் பெண்கள் தத்தம் வீட்டில் நடந்த துயர நிகழ்சிகளை எண்ணி கண்ணீர் விடுகின்றனர். எனவே ஒப்பாரி தத்தம் மனக்குறையை தீர்க்க உதவும் கருவியாகவும் பயன்படுகிறது"2 என்கிறார் சரஸ்வதி.

கணவனை இழந்த மனைவி

குடும்பத்தை பாதுகாக்க வேண்டிய கணவன் இறந்த நிலையில் மனைவி சமுதாயத்தில் பல இன்னல்களை சந்திக்கின்றாள். கணவனை இழந்த பெண்ணை விதவை, கம்னாட்டி, கைம்பெண், முண்டச்சி, தாலி அறுத்தவள் எனப் பல பெயர்களில் அழைக்கின்றனர். விதவை சுப

நிகழ்சிசிகளில் கலந்து கொள்ளாத நிலையினை இன்றளவும் நாட்டுப்புறங்களில் காண முடிகின்றது. கணவனை இழந்த பெண்ணிற்கு யாரும் பரிவு காட்டுவது இல்லை என்பதை "கணவனை இழந்தோர்க்குக் காட்டுவது இல்"3 என இளங்கோவடிகள் குறிப்பிடுகின்றார்.

கணவனை இழந்த பெண்ணொருத்தி தான் பொட்டு, பூ, தாலி இழந்ததையும், இப்பெண் சிறுவயதில் தன்னுடைய கணவனை இழப்பாள் என்பதை தெரிந்தவர்கள் உறவினர்கள் யாரும் சொல்ல வில்லை என ஒப்பாரி மூலம் வெளிப்படுத்துகிறாள்.

"பொட்டு இழந்தேன் பூ இழந்தேன்
அம்மா புன்னியரே தான் இழந்தேன்
மண்ணை இழந்தேன் மனை இழந்தேன்
பாவி நான் மன்னவனே தான் இழந்தேன்
நான் சிறுசுல அறுப்பேனு
இந்த கொலைக்கார சீமையில
தெரிஞ்சவைங்க சொல்லலையே
நான் வயசல அறுப்பேனும்
சாமி வந்தவைங்க சொல்லலையே
நான் சிவப்பு நெருப்பு பெட்டி
சேலை வைக்கும் வேங்குபெட்டி
நான் சிறுசுல அறுப்பேனு
இந்த பாவியோட வாசலிலே
தெரிந்தவைங்க சொல்லலையே
நான் பச்ச நெருப்பு பெட்டி
பவுனு வைக்கும் வேங்கு பெட்டி
நான் பாதியில அறுப்பேனும்
இந்த தேசம் பாத்தவைங்க
சொல்லலையே"4

கணவனின் பெருமைகள்

கணவனை இழந்த பெண்கள் சுபநிகழ்ச்சிகளில் பங்கு கொள்வது அரிதாகவே காணப்படுகின்றது. நாட்டார் வாழ்வியலில் பூ பொட்டும் இழந்த பெண்கள்

அமங்கலியாகக் கருதப்படுகிறாள். மாசி மாதம் மதுரையில் இருக்கும் கடையில் பட்டுச் சேலை எடுத்து கொடுத்த கணவனையும், பட்டுச் சேலையை உடுத்திச் செல்லும் போது பார்ப்பவர்கள் விலை என்ன என்று கேட்பார்கள் என்பதை நினைத்து கணவன் இறந்த நிலையில் துக்க நிகழ்வுகளில் கலந்து கொள்ளும் போது கணவனின் பெருமைகளை கூறுகிறாள்.

"மாசி பணியும்
மதுரை கடை திறந்து
மதிச்ச தொரு பட்டெடுத்து
மயிலாலுக்குத் தந்திங்கனா
மயிலா மடிச்சி உடுத்திக்கிட்டு
மைந்தனையும் தந்தளிக்கும்
மன்ன வரை முன்னவச்சி
நீங்க இருக்கும்
மதுரைக்கு வந்தேனேனா
மதுரையில உள்ளவைங்க
பட்டு விலை என்னன்னா
பட்டு விலை எனக்கு தெரியாது
எனக்கு வந்த பாண்டியென
கேளுன்னேன்?"5

மகனை இழந்த தாய்

சமுதாய வாழ்க்கையில் பெரும்பாலும் பெண், ஆண் இனத்தை சார்ந்திருக்கிறாள். மகன் இல்லாத நிலையில் அப்பெண் நாதியற்றவள் என அழைக்கப்படுகின்றாள். பெரும்பாலும் பெண்கள் துக்க நிகழ்வுகளில் பங்கேற்கும் போது தன்னுடைய குடும்ப சூழ்நிலைகளை வெளிக்காட்டுகிறாள். தன்னுடைய மகனை நினைத்து கல்லால் கப்பல், வெள்ளியில் கப்பல் செய்து தன் மகனை கடைசி வரை காண முடிய வில்லை என்பதை

"கல்லாலே கப்பல் செய்து நாபெத்த மகனே
உன்ன நா கடலிலே விட்டேனடா

நா கடலிலோ விட்டதப்போ நா பெத்த
மகனே
உன்னை கடைசி வரை காணலடா
நா வெள்ளியாலே கப்பல் செய்து நா
பெத்த மகனே
உன்னை வீதியிலே விட்டேனடா
இந்த வீதியிலே விட்டதப்போ நா பெத்த
செல்ல மகனே
உன்ன இறுதி வரகாணலடா''6
இப்பாடல் மூலம் வெளிக் கொணர்கிறாள்.

மகனின் பெருமைகள்

நாட்டார் வாழ்வியல் முறைகளில் தந்தை
தாயின் இறப்பு நிகழ்வுகளில் மகன்
கொள்ளி வைக்கும் நிகழ்வு சிறப்பிடம்
பெறுகின்றது. தாய் ஒருத்தி தனக்கு மகன்
இல்லை என்பதையும் மகன் பிறந்திருந்து
கொள்ளி வைத்தால் பரமலோகம் போய்
விடுவேன் என தன்னுடைய மகனின்
பெருமைகளை எடுத்துரைக்கின்றாள். ”கருமம்
செய்யவும் கொள்ளி வைக்கவும் வயிற்றில்
பிறந்த மகனே உரிமையுள்ளவன், கருமம்
செய்யப்பிள்ளை உடையவர்கள் ஒரு
குறையும் இல்லாதவர்கள”7 என்று மக்களின்
நம்பிக்கையை நா. வானமாமலை
விளக்குகிறார்.

"பத்து நாள் கட்டை வெட்டி
பாதையில தீ மூட்டி
பகையாளி கொள்ளி வைத்தால்
பாதி குறைக் கிடைப்பேன்
பரமலோகம் போக மாட்டேன்
நான் பெத்த பாலகன்
கொள்ளி வைத்தல்
பரமலோகம் போயிடுவேன்
பாங்கி குறை ஆத்திடுவேன்''8

பெற்றோரை இழந்த மகள்

குடும்ப உறவுகளில் தந்தையின் கடமை
மிகையாகாது. கணவனை இழந்த

மனைவியால் தன் பிள்ளைகளுக்கு
வேண்டிய வளர்ச்சியினை சரிவர கொடுக்க
முடியாது. குடும்பத்தை காக்கும் பணி
தந்தையை சாரும். உப்பு இல்லாத சோறும்
தந்தை இல்லாத குடும்பமும் குப்பை என்று
அழைப்பதை இன்றவும் காணப்படுகின்றது.
தந்தையை இழந்த பெண் தனக்கு கமலம்
என்று பெயர் சூட்டியதையும், நெற்றியில்
பொட்டு இட்ட பெருமைகளையும் சொல்லி
அழுவதை

"எனக்கு கன்னத்தில் பொட்டு வச்சு
ஏ என்ன பெத்த அப்பா
எனக்கு கமல முன்னு பேருவச்சு
என்ன காடு கண்ட பக்கம் எல்லாம்
என்ன கணிஞ் சலுவ பொன்ன வச்சு
நெத்தியில பொட்டு வச்சு
ஏ என்ன பெத்த அப்பா
எனக்கு நீலமுனு பெருவச்சு
நிழலு கண்ட பக்க மெல்லாம்
எனக்கு நின்னபே பொன்ன வச்சு''9
இப்பாடல் மூலம் அறிய முடிகின்றது

தந்தையின் பெருமையினை சொல்லி
அழுவது போல் தாய் இறந்த போது
அவளின் பெருமைகளையும் சொல்லி
அழுகின்றாள் மகள்

"எனக்கு கொல்லி மலமேல
ஏ என்ன பெத்த என் அம்மா
எனக்கு கொட்டும் பால் கொட்டுனு
கோலாட்டம் ஆடுனு குருபூச
ஆவுதுன்னு
நாகோயிலா மவுந்திருந்தேன்
கொலையின் பரதேசி
கொல்லிமல தன்னாசி உங்களோட
மாலில கொட்டுதப்பா
கொட்டுலமா கோலாட்டம் ஆகலமா
குருபூச ஆவலமா
நீ பொறந்த கோட்டையில சேதம் அம்மா
இந்த கோராட்டார் வீதியில

நீ கோத்தையா உழைத்திட்டு குரல்
விட்டு நானலுவ
கோராட்டார் உள்ள சனம் கோந்தே
கலையு தன்னா குரலுமங்கி போனு
தம்மா
இனிமேல் எனக்கு கோந்தகலஞ்சா
என்ன?
குரலுமங்கி போனா என்ன?
குணமுள்ள தாயாரே நா கூட்டத்துல
காணுவரை"10

சகோதரர்களை இழந்த அக்கா

நாட்டுப்புற வாழ்வியல் முறைகளில் நிகழும் சுப நிகழ்ச்சிகளில் தாய்மாமன் சீர்வரிசை மதிப்புடைய பொருளாக கருதப்படுகின்றது. தன்னுடைய தம்பிகள் கப்பலில் பயணம் செய்யும் போது வெள்ள நீரில் அடித்து செல்லப்படுகின்றனர். இதனை அறிந்த அக்கா தன்னுடைய தம்பிகளின் பெருமைகளை

"நான் அண்ணாமலை கோயிலுக்கும்
அரியலூர் ஸ்டேசனுக்கும்
ஆறுபது டிக்கெட்டு
அவசரமாக வாங்கி வந்தேன்
தங்க மழை பெய்ததும்
திரண்ட வெள்ளம் வந்ததும்
தண்ட வள விகம்பி தானா கழன்றதும்
நான் மாலையிடும் தம்பிகளாம்
மண்ணில் மாண்டதும்
நான் காசு வைக்கும் வேங்குப் பெட்டி
பாதாளம் போனதும்
சீலை வைக்கும் வேங்குப் பெட்டி
சேத்துள்ள போனதும்
எனக்கு ஐயாவும் கொய்யாவும்
ஆத்தோட போனதும்
தங்க சவுக்கு மரம்
என்னைப் பெத்த தருமரோ வைத்த மரம்
ஜனங்கள் எல்லாம் தேக்கு மரம்
பொண்ணு சவுக்கு மரம்

என்னைப் பெத்த புண்ணியரோ வைத்த
மரம்
பிணங்கள் எல்லாம் தேக்கு மரம்
அழுது புலம்பரது உங்க ஐவருக்கும்
சம்மதம்மா
என்னோட வார்த்தைகளைக்
கேட்பாரில்லை"11

இப்பாடல் மூலம் வெளிப்படுத்துகிறாள்

சகோதரர் இல்லாத நிலை

பெண்கள் சமுதாயத்தில் தனித்து வாழ இயலாத நிலையினை காணமுடிகின்றது. பெண் திருமணம் செய்து புகுந்த வீட்டிற்கும் செல்லும் போது தன்னுடைய சகோதரர்களின் சீர்வரிசை பொருட்களை இவ்வுலகில் உள்ள பொருள்களை விட விலை மதிப்பற்றதாகக் கருதுகின்றாள். சகோதரர்கள் என்னுடன் பிறந்திருந்தால் நான் இறக்கும் போது எனக்கு பொறந்த வீட்டு கோடி வரும் என்பதை நினைத்து சகோதரர்கள் இல்லாத நிலையினை

"சப்பாத்திபூக்கும்
சரம் சரமாக பிச்சி யெறங்கும்
சதிகார அண்ணனுடன்
சரியா பிறந்திருந்தா
சரடு பதிக்க வரும்
சந்தன கிண்ணி வரும்
தங்களுக்கு கோடி வரும்
கோட்டை சொந்தமாகும்
சதிகார அண்ணனுடன்
சரியா பொறக்கம்மா
சந்தன கிண்ணியுமில்ல
கோட்டை சொந்தமில்ல
கோயிலாலுக்கு கோடியும் இல்ல"12

தாயின் மனக்குமுறல்

தாய் தன்னுடைய மகளை திருமணம் செய்து கொடுக்கின்றாள். திருமணம் முடிந்த நிலையில் கணவன் வீட்டில் நல்ல மண

வாழ்க்கையும், மகிழ்ச்சி பொங்க வாழ்வாள் என நினைக்கின்றாள். ஆனால் மகள் வாழ்க்கையில் மகிழ்ச்சி இல்லை என்பதை அறிந்து கொண்ட தாய் தன் மகளின் இன்னல்களை எண்ணி

"சீமை மணி பிரசு
செவத்திலோடும் கண்ணாடி
செழுக்கம்மா வாழ்வினு
செழுக்கம்மா வாழ்வினு
உன்னைப் பெத்த தாயராய்
சிந்தையில் எண்ணியிருந்தேன்
செழுக்கமா வாழுலம்மா
செவுத்தாலா இரண்டுக்கிளி
நான் வளர்த்த செல்லமே
சிந்தை கிட்டு நிற்கிறிங்க
மதுரை மணிபிரசு
மதுரை மணிபிரசு
மரத்திலோடும் கண்ணாடி
மவுச்சியா வாழ்வினு
மவுச்சியா வாழ்வினு
மன சில எண்ணியிருந்தேன்
மரத்தால ரெண்டுக்கிளி
நான் வளர்த்த செல்லமே
மதிப்புக் கெட்டு நிற்கிறிங்க"13 எனப் பாடுகின்றாள்.

மகப்பேறு இல்லாத நிலை

ஆண் பெண் இருவரும் திருமணம் செய்து கொண்டு இல் வாழ்க்கை வாழும்போது பெண்ணிற்கு குழந்தைபேறு இல்லையென்றால் கணவர் வீட்டிலும், சமுதாயத்திலும் ஒதுக்கப்படுவதை காணலாம். அப் பெண் வரடி, மலடி, குருடி எனப்பல பெயர்களில் அழைப்பதை காண முடிகின்றது. தனக்கு குழந்தை இல்லாத நிலையினை நினைத்து வட்டில் போட்ட சோற்றை வாரித் திண்ணபிள்ளை இல்லை என அழுது புலம்புகின்ற நிலையினை

"நான் வட்டியில போட்ட சோத்த
வாரித் திண்ண பிள்ளையில்ல!
கிண்ணியில போட்ட சோத்த
கீறித் திண்ணப் பிள்ளையில்ல!
ஊருக்குப் போகயில
உடன் வரப் பிள்ளையில்ல"14
எனும் பாடல் மூலம் அறியலாம்.

முடிவுரை

நாட்டுப்புற மக்களால் ஒப்பாரி இறந்தவர்களின் மீது பல நிலைகளில் பாடப்படுகிறது. தாய், தந்தை, கணவர், பிள்ளைகள், உற்றார், உறவினர், இவர்களில் எவரேனும் ஒருவர் இறந்து விட்டால் அழுகின்ற பெண் தன்னுடைய மன நிலையினை ஒப்பாரிப் பாடல்கள் மூலம் வெளிப்படுத்துகிறாள். பெண் இறப்பு நிகழ்வில் கலந்து கொள்ளும் பொழுது பிறந்தவீடு, புகுந்த வீட்டின் இன்பத், துன்பங்கள், பெருமைகளை சொல்லி அழுகிறாள். ஒப்பாரி பாடல்கள் மனித சமூகத்தின் வாழ்வியல் நெறிகளையும், பண்பாடு, கலாச்சாரம் இவற்றை எவ்வாறு வெளிக்காட்டுகின்றன என்பதை இவ்வாய்வின் மூலம் அறியமுடிகிறது.

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பதினென்கீழ்க்கணக்கு நீதி நூல்களின் நற்கருத்து

முனைவர் கி.கோப்பெருந்தேவி
உதவிப் பேராசிரியர், தமிழ்த்துறை
சீனிவாசன் கலை மற்றும் அறிவியல் கல்லூரி, பெரம்பலூர்

முன்னுரை

நீதி நூல்கள் பல தமிழில் தோன்றி வளர்ந்து வருகின்றன. பல இலக்கியங்களுக்கிடையே நீதியை மட்டும் உணர்த்தும் நோக்கத்துடன் எழுந்த நூல்களை தமிழ் இலக்கியங்களில் காண்கிறோம். தமிழில் தோன்றி நீதி நூல்கள் தனக்கென ஒரு தனி இடத்தைப் பிடித்து வளர்ந்து வருகின்றன. பல்வேறு நீதி நூல்கள் தமிழில் தோன்றி வளரும் இச்சமயம் குறிப்பிடத்தக்க சில நீதி நூல்கள் கூறும் நற்கருத்தை ஆராய்வதே இக்கட்டுரையின் நோக்கமாகும்.

திருக்குறள்

தமிழில் தோன்றிய நீதி நூல்களில் மிகவும் குறிப்பிடத்தக்கதாகும். உலக மொழிகள் பலவற்றிலும் மொழி பெயர்க்கப்பட்டுள்ளது. இந்நூலை பலபேர் உரை கையாண்டிருப்பினும் பரிமேலழகர் உரையே சிறந்தது என்பர். இந்நூல் 133 அதிகாரங்களையும் 1330 குறட்பாக்களையும் கொண்டது. அறம், பொருள், இன்பம் என்ற முப்பொருட்களையும் உணர்த்தி உலகப் பொது மறையாக வலம் வருகின்றது.

அறம்

அறம் என்பது நற்செயல், அறச்செயல் மனித வாழ்வை மேன்மை படுத்துவது அறச்செயலினால் மனிதன் மகிழ்ச்சியும் இன்பமும் புகழும் பெறுகிறான். இத்தகைய அறத்தை பற்றி கூறுகையில்

> "அறத்தான் வருவதே இன்பம் மற்றெல்லாம்
> புறத்த புகழும் இல"[1]

என்று கூறுகிறார். ஒருவருக்கு அறத்தினால் வருவதே இன்பமாகும் மற்றவை எல்லாம் இன்பமும் புகழும் ஆகாது.

பொருள்

பொருள் என்பது மனித வாழ்வில் செயல்பட வேண்டிய செயல்கள் பற்றியதாகும் கல்வி என்பது மனிதனை முழுமைப்படுத்துவது அறியாமையை விரட்டக்கூடியது கல்வி பற்றி வள்ளுவர்

> "கண்ணுடையார் என்பவர் கற்றோர் முகத்திரண்டு
> புண்ணுடையார் கல்லா தவர்"[2]

கல்வி கற்றவரே கண்ணுடையவர் என்று சொல்வதற்கு உரியவர் கல்வி கற்காதவர் முகத்தில் புண்களை உடையவர் என்கிறார்.

இன்பம்

ஒத்த அன்புடைய தலைவனுக்கும் தலைவிக்கும் இடையே உறவுமுறை மகிழ்ச்சி தருவதாகும் தலைவன் பொருள் காரணமாக தலைவியைப் பிரிந்து சென்றாலும் தலைவி தலைவன் மீது நீங்காத அன்புடையவளாக இருக்கின்றாள், இதனை

> "விடாஅது சென்றாரைக் கண்ணினால் காணப்
> படாஅதி வாழி மதி"[3]

அதாவது சந்திரனேகேள்! என் மனதை விட்டு நீங்காது பொருள் காரணமாக சென்ற என் தலைவரை என் கண்ணால் பார்க்கும் வரை மறையாது இருப்பாயாக என்கிறாள்.

நாலடியார்

திருக்குறளோடு இணைத்துப் பேசப்படும் நீதி இலக்கியங்களில் குறிப்பிடத்தக்கது நாலடியார் ஆகும்.

> "உடுக்கை யுலறி யுடம் பழிந்தக் கண்ணும்
> குடிப் பிறப்பாளர் தம் கொள்கையில் குன்றார்
> இடுக்கண் தலைவந்தக் கண்ணும் அரிமா கொடிப்புல் கறிக்குமோ மற்று"[4]

விலங்குகளின் அரசனான சிங்கம் தனக்குப் பசி எடுத்தால் ஆடு மாடுகளை போல் புல்லை தின்னாது. அதைப் போல நல்ல குடியில் பிறந்த மக்கள் பசியால் உடல் வாடினாலும் மாற்று ஆடையில்லாமல் கிழிந்த ஆடை அணிந்தாலும் தங்களின் குல கௌரவத்தை விட்டு கொடுக்க மாட்டார்கள் என்கிறது.

நான்மணிக்கடிகை

இந்நூல் நான்கு வகையான நீதி மணிகளால் கோர்க்கப்பட்ட அணிகலன் என்பதால் நான்மணிக்கடிகை எனப்பட்டது.

பாடல்

> "கள்ளி வயிற்றில் அகில் பிறக்கும் மான் வயிற்றில்
> ஒள் அரிதாரம் பிறக்கும் பெருங்கடலுள் பல்விலைய முத்தம் பிறக்கும் அறிவார் யார்
> நல்லான் பிறக்கும் குடி"[5]

அதாவது சேற்றில் செந்தாமரை மலர்வதை போல கள்ளி மரத்தின் நடுவில் அகில் கட்டை உருவாகும் மானின் வயிற்றில்

அரிதாரம் என்ற மருந்து உருவாகிறது. ஆழமான கடலில் முத்துக்கள் கிடைக்கின்றன. இதை போல நன் மக்கள் எந்த வீட்டில் பிறப்பார்கள் என்று யாராலும் கூற முடியாது. எந்த வீட்டிலும் பிறப்பார்கள் என்று நான்மணிக்கடிகை கூறுகின்றது.

இனியவை நாற்பது

வாழ்வில் இனியவை எதுவென இந்நூலின் ஆசிரியர் பூதஞ்சேந்தனார் கூறுகிறார்.

> "குழவி தளர்நடை காண்டல் இனிதே
> அவர் மழலை கேட்டல் அமிழ்தின் இனிதே
> விளையுடையான் வந்தடைந்து வெய்துறும் போழ்து
> மனம் அஞ்சான் ஆகல இனிது"[6]

குழந்தையின் தளிர் நடையை காண்பது பெற்றோர்க்கு இனிது. குழந்தைகளின் மழலைச் சொற்களை கேட்பது இனிது. தவறு செய்தவன் தண்டனைப் பெறும் போது கலங்காமல் இருப்பது இனிதாகும்.

திரிகடுகம்

சுக்கு, மிளகு, திப்பிலி இம்மூன்றும் உடல் நோயைப் போக்கும் அதுபோல இந்நூலில் சொல்லிய கருத்துக்கள் உள்ளத்தின் நோயை போக்கக்கூடியது இந்நூலின் ஆசிரியர் நல்லாதனார்.

> "ஈதற்குச் செய்க பொருளை அறிநெறி சேர்தற்குச் செய்க பெருநூலை யாதும்
> அருள்புரிந்து சால்லுக சொல்லை இம்மூன்றும்
> இருளுலகம் சேராத ஆறு"[7]

அதாவது பிறர்க்கு உதவ செல்வம் பெற வேண்டும். நற்செயலை செய்ய நல்ல நூலை கற்க வேண்டும் அதனை அருளை விரும்பி சொல்ல வேண்டும். இம்மூன்றும்

ஒருவனை சொர்க்கத்தில் கொண்டு சேர்க்கும் என்கிறது.

ஆசாரக்கோவை

இந்நூலை எழுதியவர் பெருவாயின் முள்ளியார். ஆசாரம் என்பது ஒழுக்கம் ஒழுக்கத்தைப் பற்றி எட்டு கருத்துக்களை கூறுகின்றார்.

"நன்றி அறிதல் பொறாயுடைமை இன் சொல்லுக்கு
இன்னாத எவ்வுயிர்க்கும் செய்யாமை கல்வியோடு
ஒப்புரவு ஆற்ற அரிதல் அறிவுடைமை
நல்லினத் தாரோடு நட்டல் இவை எட்டும் சொல்லிய ஆசார வித்து"[8]

அதாவது, பிறர் செய்த உதவியை மறக்காமல் நன்றி பாராட்டுதல் பொறுமையாக இருத்தல், இனிய சொற்களைப் பேசுதல், எவ்வுயிரையும் துன்புறுத்தாது இருத்தல் கற்று அறிதல் உலகத்தோடு ஒன்றி வாழ்தல் பெரியோரை துணைக் கொள்ளல் நல்லவரோடு நட்பு ஆகியவை ஆகும்.

பழமொழி நானூறு

இந்நூலை தந்தருளியவர் முன்றுரையனார் நீதி நூல்களில் மக்களிடையே தனித்த இடத்தைப் பெற்றது. இது கூறும் கருத்தாவது.

"வழங்கலும் துய்த்தலும் தேற்றாதான் பெற்ற
முழங்கு முரகடைச் செல்வம் - தழங்கருவி வேய்முற்றி முத்துதிரும் வெற்ப அதுவன்றோ
நாய் பெற்ற தெங்கம்பழம்"[9]

அதாவது நாய்க்கு முழுத்தேங்காய் கிடைத்தால் அதை உடைத்து தின்னவும் தெரியாது பிறர் தொட்டாலும் குரைக்கும் அதுபோல செல்வம் படைத்த சிலர் தாமும்

அதனை அனுபவிக்காமல் துன்பப்பட்டு இரப்பவர்களுக்கும் கொடுக்காமல் கருமியாக வாழ்வார்.

சிறுபஞ்சமுலம்

இந்நூலின் ஆசிரியர் காரியாசான். சிறு பஞ்சமூலம் மக்களின் அறியாமையைப் போக்க எழுதப்பட்ட நூலாகும்.

"தேவரே கற்றவர் கல்லாதவர் தேருங்கால்
பூதரே முன்பொருள் செய்யாதார் - ஆதரே
துன்பம் இலேம் பண்டு யாமே வனப்புடையேம்
என்பார் இரு கால் எருது"[10]

என்கிறார். அதாவது கல்வி கற்றவர்களே தேவர்களை போல் உயர்ந்த நிலையில் இருப்பவர்கள் அத்தகைய கல்வி அறிவு இல்லாதவர் வெறுத்து ஒதுக்கும் பூதங்களைப் போன்றவர். அதுபோல பிற்காலத்தில் தேவைப்படும் பொருளை முன்னமே சேமிப்பவர் அறிவுடையவர். சேமிக்காதவர் அறிவற்றவர் மேலும். இப்போது இருக்கும் தங்களின் நிலையை மறந்து பழம் பெருமையை பேசுபவர் இரண்டு கால் எருதை போல் பயனற்றவர் என்கிறார்.

ஏலாதி

இந்நூலின் ஆசிரியர் கணிதமேதாவியார் இந்நூல் ஆறு கருத்துகளை கூறுகின்றது.

"நிறையுடைமை நீர்மை யுடைமை கொடையே
பொறாயுடைமை பொய்மை புலாற்கண் - மறையுடைமை
வேயன்ன தோனா விலையுடையான் பல்லுயிர்க்கும்
தாயன்ன னென்னைத் தகும்"[11]

பிறர் பொருளின் மீது ஆசை இல்லாமல் இருத்தல் வறியார்க்கு உதவுதல் பிறர்

பொறுமையுடன் இருத்தல் பொய் பேசாமல் இருத்தல் மாமிசத்தை ஒதுக்குதல் இத்தகைய குணங்களை பெறுபவன் அன்படையனாவான் என்று கூறுகிறார்.

முடிவுரை

மேற்சொல்லப்பட்ட நீதி நூல்கள் மனித வாழ்க்கைக்கு தேவையான நீதி கருத்துக்களை செம்மையுடனும் சிறப்புடனும் எடுத்து இயம்புகிறது. இத்தகைய நீதி நூல்களின் வழி தம் வாழ்க்கை முறையை கடைபிடிக்கும் மக்களுடைய வாழ்க்கை செம்மையுற அமையும் என்பதை இக்கட்டுரை வாயிலாக காண முடிகிறது.

அடிக்குறிப்புகள்

1. திருக்குறள்   கு.39
2. திருக்குறள்   கு.393
3. திருக்குறள்   கு.1210
4. நாலடியார்   பா.141
5. நாண்மணிக்கடிகை   பா.06
6. இனியவை நாற்பது   பா.14
7. திரிகடுகம்   பா.90
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