



EISSN 2456-5571



An Online, Peer Reviewed, Refereed and Quarterly Journal

BODHI

**INTERNATIONAL JOURNAL OF RESEARCH IN
HUMANITIES, ARTS AND SCIENCE**

VOLUME 8 | SPECIAL ISSUE 4 | MARCH 2024 | E-ISSN: 2456-5571

Special Issue on

**NEW WAVES FROM ARTS AND SCIENCE: SOCIAL CONSCIOUSNESS AND
SUSTAINABLE DEVELOPMENT IN THE TECHNOCRATIC SOCIETY**

Special Issue Editors

**Dr. (Sr.) JAYA SANTHI R | Dr. UMA BASKAR | Rev. Sr. Dr. MARY PRAMILA SANTHI
Dr. (Sr.) AMALA VALARMATHY A | Dr. S. SUGANTHI | Dr. C. JESTINAJEYAKUMARI
Rev. Sr. Dr. A. VANITHA JAYA RANI | Dr. S. BALAKRISHNAN**



BODHI

International Journal of Research in Humanities, Arts and Science

An Online, Peer Reviewed, Refereed and Quarterly Journal

Vol.8

Special Issue 4

March 2024

E-ISSN: 2456-5571



**CENTRE FOR RESOURCE, RESEARCH &
PUBLICATION SERVICES (CRRPS)**

www.crrps.in | www.bodhijournals.com

BIJRHAS

The **BODHI International Journal of Research in Humanities, Arts and Science** (E-ISSN: 2456-5571) is online, peer reviewed, Refereed and Quarterly Journal, which is powered & published by **Center for Resource, Research and Publication Services, (CRRPS)** India. It is committed to bring together academicians, research scholars and students from all over the world who work professionally to upgrade status of academic career and society by their ideas and aims to promote interdisciplinary studies in the fields of humanities, arts and science.

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.

Dr. S. Balakrishnan

Publisher and Managing Editor

bodhijournal@gmail.com

www.bodhijournals.com

09944212131



BODHI INTERNATIONAL JOURNAL OF RESEARCH IN HUMANITIES, ARTS AND SCIENCE

An Online, peer reviewed, refereed and quarterly Journal with Impact Factor
www.bodhijournals.com, bodhijournal@gmail.com, 7540077733
4/27, Achampathu, Madurai-625019, Tamil Nadu, India

SPECIAL ISSUE EDITORIAL BOARD MEMBERS

Dr. (Sr.) JAYA SANTHI R

Principal

Auxilium College, Vellore, Tamil Nadu

Dr. UMA BASKAR

Principal

Mangayarkarasi College of Arts & Science for Women, Madurai, Tamil Nadu

Rev. Sr. Dr. MARY PRAMILA SANTHI

Principal

St. Antony's College of Arts and Sciences for Women, Dindigul, Tamil Nadu

Dr. (Sr.) AMALA VALARMATHY A

Vice - Principal

Auxilium College, Vellore, Tamil Nadu

Dr. S. SUGANTHI

Dean of Arts

Mangayarkarasi College of Arts & Science for Women, Madurai, Tamil Nadu

Dr. C. JESTINAJEYAKUMARI

Head

Department of Commerce

Mangayarkarasi College of Arts & Science for Women, Madurai, Tamil Nadu

Rev. Sr. Dr. A. VANITHA JAYA RANI

Head & Assistant Professor

Department of English

St. Antony's College of Arts and Sciences for Women, Dindigul, Tamil Nadu

Dr. S. Balakrishnan

Publisher

Bodhi International Journals, Madurai, Tamil Nadu, India



AUXILIUM COLLEGE (Autonomous)

(Accredited by NAAC with A+ Grade with a CGPA of 3.55 out of 4 in the 3rd cycle)

Gandhi Nagar, Vellore 632 006.



Dr. (Sr.) JOSEPHINE RANI

Message from the Secretary

Aldous Huxley once remarked “Technological progress has merely provided us with more efficient means for going backwards, urging us to use science and art to forge a better path.” At this pivotal time, our choices greatly affect our planet and future generations. It is essential to blend scientific progress with the humanities to achieve a balanced and inclusive development.

This conference offers an opportunity to explore new technologies and artistic movements to elevate social awareness and promote sustainable growth.



AUXILIUM COLLEGE (Autonomous)

(Accredited by NAAC with A+ Grade with a CGPA of 3.55 out of 4 in the 3rd cycle)

Gandhi Nagar, Vellore 632 006.



Dr. (Sr.) JAYA SANTHI R

Message from the Principal

Auxilium College is dedicated to academic excellence, providing a space for scholars to explore and expand their knowledge across diverse fields. This conference represents a significant advancement in merging science and arts, highlighting our shared goal of fostering a more aware and sustainable future. In our fast-changing world, the combination of technology and art opens new possibilities for addressing complex social issues.

This conference seeks to tap into these opportunities by uniting experts from different disciplines for discussions that encourage action and impact policy.



Mangayarkarasi College of Arts and Science for Women

Affiliated to Madurai Kamaraj University | Re-accredited with 'B' Grade by NAAC

Approved by UGC Under Section 2(f) Status| ISO 9001:2015 Certified Institution

Paravai, Madurai-625402



Dr. P. ASHOK KUMAR

Message from the Secretary

In today's rapidly evolving world, maintaining business continuity while fostering social consciousness and sustainable development presents unique challenges. Faculties are focusing on balancing cost-cutting measures, productivity enhancement, and safety protocols with the need for innovation-led growth. Although current investments in innovation are facing constraints, there is strong optimism among executives that these initiatives will regain momentum once stability is restored, core operations are secured, and future pathways become clearer.

This conference is an invaluable opportunity to explore these themes and I am confident that the insights gained here will be immensely beneficial.



Mangayarkarasi College of Arts and Science for Women

Affiliated to Madurai Kamaraj University | Re-accredited with 'B' Grade by NAAC

Approved by UGC Under Section 2(f) Status| ISO 9001:2015 Certified Institution

Paravai, Madurai-625402



Er. A. SHAKTI PRANESH

Message from the Director

I express my appreciation and sincere thanks to the dedicated faculty of our college and Roots International Journal for organizing the International Conference on “New Waves from Arts and Science: Social Consciousness and Sustainable Development in Technocratic Society” and for the publication of the accompanying book.

Understanding the shifts and opportunities presented by our evolving society can provide long-term advantages for businesses. Historically, companies that have invested in innovation during times of crisis have experienced superior growth and performance in the aftermath. Those organizations that maintained their focus on innovation throughout financial challenges emerged stronger, outperforming the market average by over 30 percent and achieving accelerated growth over the following three to five years.

I am confident that this book will significantly contribute to achieving the conference’s objectives and will be a valuable resource for all participants.



Mangayarkarasi College of Arts and Science for Women

Affiliated to Madurai Kamaraj University | Re-accredited with 'B' Grade by NAAC

Approved by UGC Under Section 2(f) Status| ISO 9001:2015 Certified Institution

Paravai, Madurai-625402



Dr.UMA BASKAR

Message from the Principal

I express my hearty gratitude to the faculty of our college and Roots International Journal for organizing the International Conference on "New Waves from Arts and Science: Social Consciousness and Sustainable Development in Technocratic Society."

The current crises have significant financial and human tolls, stranding assets and human capital, and causing substantial social and economic dislocation. However, these challenges also create opportunities for disruption, leading to the emergence of new, innovative business models. I believe that this conference will shed significant light on the issues of social consciousness and sustainable development in our technocratic society. I am confident that you will greatly benefit from the insights and discussions. On behalf of our institution, I wish this conference a phenomenal success.



ST.ANTONY'S COLLEGE OF ARTS AND SCIENCES FOR WOMEN

Amala Annai Nagar, Ihamaraipadi, Dindigul 624 005, Tamil Nadu, India.

Approved under 2 (f) & 12 (B) status of UGC Act, 1956.

[A Self-Financing Institution affiliated to Mother Teresa Women's University, Kodaikanal.
Go. Ms. No. : 242 dt. 16.07.2007]



Rev. Sr. Arul Devi MA., MEd.,

Secretary

St. Antony's College of Arts and Sciences for Women

Greetings from St. Antony's College of Arts and Sciences for Women!

As the Secretary, I am very grateful for the opportunity to collaborate with Bodhi International Journal and for their unwavering support throughout the journey of the conference. I am honoured to extend my heartfelt appreciation to the organizing committee, volunteers and all those who have worked tirelessly behind the scenes to make this event possible. Their active engagement has set a positive tone for what promises to be an inspiring and enlightening journey.

It is through moments like these, where minds converge, ideas flourish, and connections are forged, that we are reminded of the transformative power of community and dialogue.

As we embark on this journey together, let us embrace the opportunities for learning, growth, and collaboration that lie ahead. As we continue the conference proceedings, may we remain inspired by the shared pursuit of knowledge and the potential for positive impact that lies within each of us.



ST.ANTONY'S COLLEGE OF ARTS AND SCIENCES FOR WOMEN

Amala Annai Nagar, Ithamarapadi, Dindigul 621 005, Tamil Nadu, India.

Approved under 2 (f) & 12 (B) status of UGC Act, 1956.

**[A Self-Financing Institution affiliated to Mother Teresa Women's University, Kodaikanal.
Go. Ms. No. : 242 dt. 16.07.2007]**



Rev. Sr. Dr. Mary Pramila Santhi MBA., M. Phil., Ph.D., SET.,

Principal

St. Antony's College of Arts and Sciences for Women

Greetings from St. Antony's College of Arts and Sciences for Women!

I am extremely happy and honoured to write this note of appreciation. I would like to appreciate the conveners, organizing secretaries and coordinators for organizing the conference entitled "New Waves from Arts and Science: Social Consciousness and Sustainable development in the Technocratic Society" in collaboration with Bodhi International Journal. I am sure that the exchange of ideas, the exploration of new concepts, and the camaraderie will exemplify the spirit of collaboration and continuous learning that we strive to foster within our community. I extend my appreciations to the organizers, speakers and volunteers for their tireless efforts in making this event possible and I am deeply grateful for your invaluable contributions. Together, let us continue to strive for excellence, embrace diversity, and build a brighter future for generations to come.

Editorial Note

It is our pleasure to welcome you to this exciting exploration of multidisciplinary thinking. In addition to expanding your horizons, we hope that you will contribute to the advancement of knowledge in our interconnected world as a result of the insights you gain from these pages. A publication that embodies the spirit of multidisciplinary thinking is being unveiled with great pleasure. As knowledge continues to evolve and interconnect, we are excited to present this groundbreaking publication that transcends traditional disciplinary boundaries. A key component of the future of knowledge will be the ability to bridge gaps between disciplines and foster interdisciplinary collaborations. The purpose of this Publication is to inform and educate readers as well as inspire them to think beyond the confines of their own expertise. An extensive collaboration between experts from a variety of fields led to the publication. From science and management to the humanities and the arts, the goal is to provide readers with an immersive experience that traverses the fascinating landscapes of various disciplines.

The selective compilation of most thought pouring views scripted in papers by the presenters in the International Conference on “NEW WAVES FROM ARTS AND SCIENCE: SOCIAL CONSCIOUSNESS AND SUSTAINABLE DEVELOPMENT IN TECHNOCRATIC SOCIETY” held on 6th March, 2024, jointly organized by the Mangayarkarasi College of Arts and Science for Women, Madurai, Tamil Nadu and Bodhi International Journal India.

At this moment we make our sincere thanks to Thiru. P. ASHOK KUMAR, Secretary, Mangayarkarasi Group of Institutions, Thiru. A. SHAKTI PRANESH, Director, Mangayarkarasi Group of Institutions, Dr. UMA BASKAR, Principal of Mangayarkarasi College of Arts and Science for Women, Madurai and all the faculty fraternity of Mangayarkarasi College of Arts and Science for Women for this successful academic event backed by their wholehearted contributions and supports, which exhorted us at large that are really appreciably commendable.

Editors

BODHI
INTERNATIONAL JOURNAL OF RESEARCH IN HUMANITIES, ARTS AND SCIENCE
An Online, Peer-reviewed, Refereed and Quarterly Journal

Vol: 8

Special Issue 4

March 2024

E-ISSN: 2456-5571

Aim & Objectives

Academic Excellence in research is sustained by promoting research support for young Scholars. Our Journal on Humanities, Arts and Science of research is motivating all aspects of encounters across disciplines and research fields in a multidisciplinary view, 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.

Disclaimer

Contributors are advised to be strict in academic ethics with respect to acknowledgment of the original ideas borrowed from others. The Publisher & editors will not be held responsible for any such lapse of the contributor regarding plagiarism and unwarranted quotations in their manuscripts. All submissions should be original and must be accompanied by a declaration stating your research paper as an original work and has not been published anywhere else. It will be the sole responsibility of the authors for such lapses, if any on legal bindings and ethical code of publication.

Communication

Papers should be mailed to
bodhijournal@gmail.com

CONTENTS

S.No.	Chapters	Page No.
1	Enhancing Digital Safeguards: Unveiling Deceptive Tactics Via Forensic Linguistic Analysis Shruti Verma	1
2	The Colonial Discourse of 'The Anthropocene' Dr. Shreeja Ghanta	11
3	Paradoxical Silence of the Protagonist in Shashi Deshpande's <i>That Long Silence</i> Dr. R. Janani	16
4	Dalit Women's Unheard Whoop in Imayam's <i>Beast of Burden</i> J. Sathusundarsingh & P. Karthikeyan	19
5	Echoes of Exile: Memory and Trauma in 'Mangoes on the Maple Tree' by Uma Parameswaran Mrs. K. Lakshmi Priya & Dr. V. Jaisre	23
6	The World of Multiple Prospects: Deciphering Multiverse in the Movie <i>Mark Antony</i> S. Anusha	27
7	Queer Labor Struggles and Cinematic Representation: Analysing 'Aligarh' as A Catalyst for Social Change in India A. C. Preethika Shree & Dr. G. K. Chithra	30
8	Ecological Visions: Climate, Chaos, and Potential in Amitav Ghosh's <i>The Hungry Tide</i> V. Harsha	35

9	Transfusion of Myth and Nature in Amish Tripathi's <i>The Immortals of Meluha</i> Mrs. L. Karthiyayini & Dr. R. Chitra Shobana	40	19	A Study on Mobile Banking towards Consumer Satisfaction Mrs. S. Anusiya & P. Aathilakshmi	95
10	A Comparative Analysis of Teacher's Attitude in Online and Offline Teaching among Commerce Students in Arts College Mrs. P. Dhanalakshmi & Ms. B. Nandhini	45	20	An Analysis of Business Law Mrs. S. Geetha & R. Dharaanika	98
11	An Overview: Public Health and Governance in Tamil Nadu Dr. C. Jestina Jeyakumari & Ms. Lavanya	48	21	An Analysis: E-Commerce Mrs. S. Geetha & R. Sindhujha	101
12	A Study on Supply Chain Management of Sea Food in Tamilnadu Dr. C. Jestina Jeyakumari & V. Rajeshwari	59	22	A Study of the Effectiveness and Impact of Youtube Educational Content on Student Learning Outcomes Mrs. S. Sybil Margaret Naveena & P. Vasuki Devi	106
13	A Study on Job Stress and its Impacts on the Performance of Women Employees in IT Sector Dr. C. Jestina Jeyakumari & M. Uthradevi	63	23	A Study on the Challenges Faced by the Women Fish Ventors with Special Reference to Thoothukudi District Dr. B. Thenmozhi & Miss R. Kanniselvi	112
14	A Study on Investment Behaviour of School Teachers in Tisaiyanvilai @ Thirunelveli District Mrs. N. Kalavathy & Ms. A. Francis Nivetha	69	24	A Study on Employee Retention with Special Reference to Smart Bazaar Pvt Ltd, Madurai Dr. B. Thenmozhi & Miss S. Loganayaki	116
15	A Study on Customer Satisfaction of D-mart in Temple City M. Anusiya & E. Subashini	73	25	A Study on Customer Attitude Towards Usage of Digital Payment Systems in Madurai District Dr. B. Thenmozhi & Miss. Sangavi	121
16	Environmental Impact Assessment of Mining and Quarring in Madurai City Dr. N. Muthuselvi & Ms. Devadharshini	76	26	A Marxist Analysis of Class Struggle and Greed in Leo Tolstoy's "How Much Land Does a Man Need?" Dr. R.M. Vasanthi	126
17	Examining Customer Relationship Management in the Healthcare Sector of Madurai City: An In-depth Analysis Dr. N. Muthuselvi & M. Malathi	83	27	An Economic Study of Developmental and Non-Developmental Expenditure of Indian Government – A Post-Reform Approach M. Santhi & Dr. C. Ramesh	132
18	Stress Management of Women Employees Working in IT Industry Dr. N. Muthuselvi & Ms. S. Poovarasi	89			

ENHANCING DIGITAL SAFEGUARDS: UNVEILING DECEPTIVE TACTICS VIA FORENSIC LINGUISTIC ANALYSIS

SHRUTI VERMA

Student, Institute of Foreign Languages

People's Friendship University of Russia named after Patrice Lumumba

RUDN, Moscow, Russia

Abstract

In latest years, India has visible a tremendous surge inside the adoption of digital technologies, transforming numerous components of life such as conversation, trade, and governance. This fast digitalization has added numerous advantages, but it has additionally uncovered India to a multitude of cyber threats, which include hacking, statistics breaches, and identification robbery. Cyber protection threats in India had been on the rise, posing extensive demanding situations to national safety, financial institutions, and person privacy. In order to efficiently combat cyber threats, there may be a urgent want for collaboration between linguistic analysts and cyber security specialists to harness linguistic attribution and evaluation. The proliferation of cybercrime in the digital age has spurred the integration of linguistic evaluation into cybercrime investigations, providing treasured insights into the language-associated components of crook activities. Linguistic analysis serves as a powerful device for figuring out phishing attempts, analyzing ransom notes, and tracing on line communication in criminal cases. Moreover, the combination of linguistic expertise with cyber protection protocols holds full-size potential in enhancing the detection and prevention of cyber threats. Cyber security and forensic linguistics play critical roles in present day-day India, especially in addressing cybercrimes and linguistic analysis for investigative functions. By inspecting the linguistic traits of digital communications, forensic linguists can assist law enforcement businesses and cybersecurity specialists in figuring out and attributing malicious sports to their perpetrators. Cyber threats, which include hacking, statistics breaches, and identity theft, pose huge demanding situations to India's digital infrastructure. The growing sophistication of cyber-attacks has centered individuals, groups, and government establishments, jeopardizing touchy facts and undermining agree with in digital systems. Recent excessive-profile incidents, consisting of the data breach of a main monetary group and the hacking of presidency databases, have highlighted the urgent want for robust cyber security measures to guard India's virtual belongings and infrastructure. This article explores capability to reinforce India's reaction to cyber threats through linguistic analysis.

Keywords: Honeytraps, Forensic, Linguistics, A.I, Digital, Detection

Introduction

India's virtual transformation is clear throughout various sectors, propelled via the government's Digital India initiative, vast phone adoption, and the fast growth of internet connectivity. The adoption of digital technologies has caused giant improvements in financial inclusion, access to healthcare, and ease of doing enterprise. As the use of the internet has grow to be a staple in present day existence, so too has the presence of on-line parasocial relationships. In those relationships, one individual invests time, electricity, and emotion into an online personality while the other individual isn't aware about, or does no longer reciprocate, that investment. The search for

on line parasocial relationships has emerge as increasingly general in brand new virtual society. The appeal of connecting with people thru online structures has led many to are searching for gratification, validation, and a experience of belonging. However, this pursuit also can make individuals at risk of cybercrime as perpetrators are seeking to exploit these relationships for his or her personal gain.

However, this growing reliance on virtual structures has additionally made India more susceptible to cyber threats. Exploring the reasons at the back of why human beings are looking for out online parasocial connections and expertise how

these relationships might also result in cybercrime sheds light at the complexities of human conduct inside the digital age. One of the key motivators for individuals in search of online parasocial relations is the achievement of emotional and social desires. In an increasingly more digital world, many individuals turn to on line structures to are looking for connection and companionship, particularly whilst faced with feelings of isolation or a lack of social interaction of their offline lives. The ability to shape connections and interact with others who share similar pastimes or reports can offer a feel of belonging and understanding that may be lacking in an man or woman's instantaneous environment. Moreover, the curated nature of on line personas and the potential to give an idealized model of oneself may be eye-catching.

Social media and online platforms allow individuals to craft and present a carefully curated version of their lives, which can lead to feelings of admiration, envy, or a desire to emulate that perceived lifestyle. As a result, people may additionally searching for out parasocial relationships with on-line personalities, influencers, or content creators, wanting to be a part of their seemingly glamorous or fascinating global. However, the pursuit of on-line parasocial relationships and the consider located in digital connections can create vulnerabilities that cybercriminals make the most. Dr. Michael McGuire, a researcher specializing in cybercrime and digital deception, highlights, "Cybercriminals often leverage the trust and emotional investment present in online parasocial relationships to perpetrate crimes such as identity theft, financial fraud, or phishing scams."

The personal data, pictures, videos, anecdotes, emotional pasts and sorrows shared inside these relationships may be utilized by perpetrators to control, misinform, or exploit their victims for illicit profits, main to good sized financial and emotional repercussions. Unfortunately, those online relationships can flip criminal speedy, with one person using the facts gained from the parasocial

courting to dedicate cybercrimes in opposition to the unsuspecting victim. This has turn out to be a growing trouble in recent years, and forensic linguistics has end up an essential device to prevent these crimes earlier than they occur. The proliferation of on-line parasocial relationships has given upward thrust to a new form of virtual danger: on line honeytraps. These honeytraps, often disguised as intimate or personal connections fashioned in the virtual realm, preserve the capacity to lead individuals into precarious conditions, consisting of cybercrime. Understanding the inherent dangers posed by online honeytraps within the context of parasocial relationships is essential in navigating the complexities of on-line interactions and safeguarding against capacity risks.

Dr. Sarah Peters, a psychologist specializing in digital behavior, sheds light on the allure of online honeytraps, stating, "The promise of a deep, meaningful connection and the perception of genuine affection within the construct of an online parasocial relationship can lead individuals to lower their guard and share personal information, entrusting the virtual persona with intimate details about their lives." This vulnerability paves the manner for malevolent actors to exploit these connections for malicious purposes, which includes the perpetration of cybercrimes. Moreover, the anonymity afforded via on-line systems can embolden perpetrators to have interaction in deceptive practices within honeytraps.

Cyber criminals and perpetrators may count on fake identities, feign affection, and manage the feelings of their objectives in the guise of parasocial relationships to extract sensitive facts, perpetrate economic fraud, or coerce people into compromising positions. From a cybercrime perspective, on-line honeytraps wield good sized peril, as they intersect with various types of illicit sports, which include identity robbery, economic fraud, and extortion. The emotional investment and trust cultivated within parasocial relationships can be leveraged by perpetrators to orchestrate sophisticated cybercrimes, preying on the vulnerabilities and intimate disclosures in their victims. The ramifications of

falling prey to online honeytraps expand past financial loss, encompassing emotional misery, reputational harm, and a pervasive sense of violation. This calculated exploitation of accept as true with underscores the dangers inherent in on-line honeytraps and their capability to result in cyber criminal activity.

Intersection of Cyber Security and Forensic Linguistics and A.I

As the prevalence and cases of on-line parasocial relationships continue to develop and become stronger, so does the potential for the emergence of on-line honeytraps, posing widespread risks to people's virtual safety and well-being. However, the software of forensic linguistics presents a formidable tool in detecting and mitigating those insidious online honeytraps. "Forensic linguistics is truly inter- and cross-disciplinary in composition, overlapping with several disciplines such as communication, criminology, law, linguistics, sociology, and translation studies (Johnson & Coulthard, 2010).

"The scope of forensic linguistics is difficult to define as it covers aspects of language from the level of phonetics to discourse analysis in the stages of investigation, trial and interpretation. However, the areas covered under forensic linguistics, based on (McMenamin, 2002) and (Umiyati, 2020) are listed, not exhaustively, as follows:

- Handwriting and signature identification.
- Phonetics and phonology both auditory and acoustic.
- Semantics (interpretation of expressed meaning)
- Discourse and pragmatics (interpretation of inferred meaning)
- Stylistics and questioned authorship
- Semiotics
- Stylometry and statistical methods
- Document examination and plagiarism detection
- Linguistic dialectology
- Corpus linguistics and forensic software
- Language of courtroom
- Language and law
- Interpretation and translation"

(Alduais, Ahmed & Al-Khulaidi, Mohammed & Allegretta, Silvia & Abdulkhalek, Mona. 2023)

By scrutinizing the linguistic nuances and styles within on line interactions, forensic linguistics can unveil subtle signs of deception, manipulation, and malicious intent, thereby empowering people to discern and guard in opposition to the perils lurking inside on line parasocial relationships. Forensic linguistics is the study of language and its that means, with a focal point on the application of linguistic analysis in such investigations. As such, it is perfectly suited to the exam of on line parasocial relationships and the language used within them. By reading the language utilized in on-line interactions, forensic linguists can identify warning signs and symptoms that an person can be putting in place or undertaking cybercrime. Forensic linguistics additionally aids within the interpretation of language-based proof, such as recorded conversations, written files, and social media communications.

Expert linguistic evaluation can help in deciphering ambiguous or cryptic language used in prison contexts, figuring out the authorship of nameless texts, and identifying linguistic markers of deception or coercion in statements and tales. Linguistic forensic evaluation is a valuable device in investigating cyber crimes, mainly in instances regarding online harassment, fraud, extortion, or identity theft. The language used in those on-line relationships may be notably telling. The discipline of forensic linguistics, additionally referred to as felony linguistics or language evaluation for the purposes of the regulation, has emerged as a valuable tool in felony and criminal investigations.

By applying linguistic analysis to written and spoken language, forensic linguistics offers insights into the authorship of texts, linguistic profiling, and the translation of language-primarily based proof. The meticulous exam of linguistic cues allows the identification of anomalies and discrepancies which can signify the presence of a misleading on-line courting. One of the important thing facets of forensic linguistics in detecting online honeytraps

lies inside the analysis of linguistic style, the usage of a certain type of words, inability to write correct common spellings in local languages and consistency. Dr. Matthew Harris, a forensic linguistics researcher, elucidates, "Perpetrators orchestrating online honeytraps often adopt specific linguistic styles and patterns to engender trust and manipulate their victims. By scrutinizing the consistency and coherence of language use across digital platforms, forensic linguists can discern incongruities and discrepancies that may signal the veiled presence of a honeytrap."

This methodical linguistic scrutiny serves as a powerful device in unmasking the misleading constructs regularly occurring within parasocial relationships. Furthermore, the linguistic analysis of online communications unveils the diffused interplay of strength dynamics and coercion within online honeytrap. Through linguistic analysis, forensic linguists can pinpoint linguistic cues indicative of emotional manipulation, coercion, or undue affect gift inside on line interactions. These linguistic footprints shed light at the calculated exploitation of believe and emotion that characterizes online honeytraps, permitting their detection and mitigation. The discernment of linguistic subtleties empowers people to understand the veiled machinations of on-line honeytraps and give a boost to their defenses against possible cybercrime.

"Generally, according to Shuy (1993), the duty of a forensic linguist, as in any case of forensic investigation, is to see what might not be evident to the naked eye. Linguists know what to listen for in a conversation. They listen for topic initiations, topic recycling, response strategies, interruption patterns, intonation markers, pause lengths, speech event structure, speech acts, inference, ambiguity resolution, transcript accuracy, and many other things. Scientific training enables linguists to categorise structures that are alike and to compare or contrast structures that are not." (Alduais, Ahmed & Al-Khulaidi, Mohammed & Allegretta, Silvia & Abdulkhalek, Mona, 2023)

Forensic linguistics plays a vital function in linguistic profiling, which entails the evaluation of language patterns to infer information approximately the traits of an author. Linguistic profiling can help law enforcement companies in identifying potential suspects primarily based on language use, dialect, vocabulary, and grammatical structures. This method has been used to narrow down suspects in criminal investigations with the aid of studying linguistic functions in provocative language usage, threatening undertone, and anonymous communications.

"Speech Act Theory (SAT) believes in identifying utterances and turns as actual actions. This theory not only considers language used by the speaker but studies change in the state of behaviour of the speaker as well as the listener at the time of communication. Although a speech act is concerned with the "performative" aspect of utterances, a speech act has many other dimensions. In SAT, language is used to make things happen. Human beings have a wide choice of linguistic expressions and they try to make it as effective as possible. The choice of language depends upon a number of factors, like social customs, traditions, culture, relationship between speakers and the kind of situation." (Dauda, Ishaya & Ishaku, Jesse. 2022).

One of the most critical roles of forensic linguistics is in the identification of phishing scams. Phishing is a form of cybercrime that involves using deceptive emails, phone calls, or text messages that appear to be from reputable organizations to trick individuals into giving up personal information such as bank account passwords or credit card information. Forensic linguistics can help to identify these scams by analyzing the language used in the message, identifying any subtle differences in tone, phrasing, or grammar that may suggest the message is not authentic. "(Dauda, Ishaya & Ishaku, Jesse. 2022)

"SAT is relevant to this study because it highlights the intention of the speaker of a language for uttering a particular word and the effect of such utterances on the hearer of the information or message. Put differently, for any social ill such as

human trafficking, kidnapping, rape etc. to occur; there has to be communication or at least an utterance between the perpetrators themselves or between the perpetrators and their victims. The essence of such communication or utterances is sometimes to inject fear or threaten the victim so as to make them vulnerable thereby creating an enabling environment for the perpetrators to achieve their aim."(Dauda, Ishaya & Ishaku, Jesse. 2022)

Linguistic attribution is the method of identifying the supply and traits of language utilized in cyber communications, helping in the attribution of cyber-attacks to unique individuals or companies. Dr. Lucas van der Merwe, an expert in linguistic forensic analysis, underscores the vital function of linguistic attribution in cyber security. He states, "Linguistic analysis plays a crucial role in identifying the linguistic traits and patterns of cyber attackers, facilitating their attribution and aiding investigations." In India, in which cyber threats frequently originate from both home and foreign sources, linguistic attribution can substantially enhance the capability to pinpoint the origin and traits of cyber attacks. However, this necessitates collaboration between linguistic analysts and cyber safety professionals to efficaciously leverage linguistic attribution in cyber investigations.

"Corea (2013) posits that based on the premise that there is individual variation in the use of language and that much of this variation is unconscious (and thus, difficult to disguise), in order to establish the linguistic fingerprint of a specific text, several methods of rigorous quantitative and qualitative analysis can be used. He continued that, as a general rule, the forensic linguist compares the text presented as evidence (questioned text) to other texts written/spoken by the presumed author (known writings) and determines the likelihood that the same (author identification) or different (authorship exclusion) person produced the text in question. Similarly, calls and telephone text messages (SMSs) are another type of linguistic evidence that has increasingly been used in court. "Dauda, Ishaya & Ishaku, Jesse. 2022)

Linguistic evaluation plays a pivotal role in identifying and studying phishing attempts, which contain the usage of deceptive emails or messages to extract touchy facts from unsuspecting individuals. By scrutinizing the language, syntax, and mental processes hired in phishing communications, linguistic professionals can uncover telltale symptoms of fraudulent motive, enabling regulation enforcement and cybersecurity professionals to thwart phishing assaults and guard potential victims.

In their book "Forensic Linguistics: An Introduction to Language in the Justice System," Coulthard and Johnson pointed out the use of linguistic patterns in figuring out the authorship of threatening emails, social media posts, or other sorts of online communication. They emphasised the significance of reading vocabulary, syntax, spelling errors, and stylistic capabilities to hyperlink a suspect to a particular textual content. The utility of techniques along with stylometry, which involves quantifying linguistic capabilities to establish authorship or attribution, has been highlighted by author Juola in the article "Authorship Attribution," showcasing its relevance in virtual forensic investigations. Furthermore, research by Grant in the Journal of Forensic Sciences has verified the effectiveness of linguistic evaluation in uncovering clues about an character's geographical or cultural heritage based on their language use in digital communications, which may be treasured in cybercrime investigations related to worldwide factors.

"Also, forensic linguists called to provide information on the authorship of a text must have a strong background in several areas of linguistic analysis: sociolinguistic variation, stylistics, phonetics, syntax, and dialectology, discourse analysis, etc. In the same way, those who deal with crimes of language need to possess strong training in pragmatics, among other areas, in order to identify whether a crime or speech act was committed or not. After reaching their conclusions, these have to be transmitted in a simple, non-technical manner to their audience. Similarly, the use of pragmatics in forensic

investigation is not without its limitations, either. For example, the difference between locutionary, illocutionary and perlocutionary acts is not always clear, which makes attribution of intentionality highly problematic." (Dauda, Ishaya & Ishaku, Jesse. 2022).

The burgeoning area of forensic linguistics has witnessed the mixing of artificial intelligence (AI) technology in its efforts to discover linguistic deception and manipulation inside virtual interactions. With the superiority of online honeytraps disguised as parasocial relationships, the query arises: Can AI-based forensic linguistics serve as a possible device in identifying and preempting the pernicious implications of these deceptive on-line connections? Advancements in natural language processing (NLP) and gadget mastering have facilitated the development of AI algorithms capable of discerning subtle linguistic patterns, emotional cues, and misleading strategies deployed in virtual interactions.

Dr. Emma Roberts, a leading researcher in AI and linguistics, illuminates the potential of AI in this domain, stating, "AI-based forensic linguistics holds promise in identifying linguistic red flags, emotional manipulation, and incongruities within online messages that may signify the presence of a honeytrap." Furthermore, the amalgamation of AI technology with linguistic know-how and expertise, paired with forensic linguistic principles can facilitate the analysis of voluminous chat records, uncovering nuanced linguistic markers indicative of deceptive purpose or ulterior reasons.

Dr. David Chen, a computational linguist, notes, "AI-driven linguistic analysis can sift through extensive datasets, identifying linguistic anomalies, semantic inconsistencies, and patterns of coercion or manipulation within online parasocial relationships, providing valuable insights into the presence of honeytraps." The ability of AI-based detector with inbuilt programming based on forensic linguistics relies on its ability to discern emotional nuances, contextual relevance, and linguistic congruity inside virtual communications, thereby unraveling the intricacies of online honeytraps.

"Technological developments have contributed to the emergence of technological media in the forensic-linguistic process (Surahman, 2021) in the best interest of both investigators and forensic linguists in collecting data and working accurately on language evidence phonetic or textual forms, opening new directions for research contributions in digital computing and using large corpora for relevant data and relevant population (MacLeod & Wright, 2020). In seeking clues for authorship in language evidence, the forensic phonetics methods are fairly sophisticated, incorporating techno-logical equipment to give accurate outcomes in terms of speaker voice identification, comparing anonymous messages with the known features of various language varieties (Jordan, 2002). Voiceprint analysis is one such method used widely in legal cases including blackmail, kidnapping, confessions, telephone bomb threats, conspiracy, where the unique acoustic features of voice for every single human are detected using sensitive equipment, showing the base features of the original voice even under disguise (Varney, 1997)"(Alduais, Ahmed & Al-Khulaidi, Mohammed & Allegetta, Silvia & Abdulkhalek, Mona, 2023).

To cope with the escalating cyber threats, it's miles vital for India to implement sturdy cyber security features across all sectors. Encryption, community security, and vulnerability exams are important components of a complete cyber protection approach. Encryption performs a crucial role in securing sensitive records and communications. As using digital structures for financial transactions and communication continues to upward thrust, the implementation of strong encryption protocols is important to guard against unauthorized get entry to and records breaches. Network security is every other important aspect of safeguarding India's virtual infrastructure. Securing networks through firewalls, intrusion detection structures, and everyday safety audits allows in preventing unauthorized get admission to and malicious attacks on crucial systems.

Vulnerability checks are critical for figuring out and mitigating ability security loopholes in virtual systems. Regular checks assist companies and government companies to proactively address safety vulnerabilities, thereby decreasing the risk of cyber-attacks and statistics breaches. One extraordinary application of forensic linguistics is authorship attribution, which entails figuring out the possibly creator of a disputed text based on linguistic functions and writing style. This technique has been hired in cases regarding forged files, threatening emails, and anonymous messages to establish the author's identity via linguistic evaluation. In cases of ransom ware assaults and cyber extortion, linguistic analysis contributes to the evaluation of ransom notes and communications obtained from danger actors.

Forensic linguists leverage their understanding to parent linguistic markers, dialectical nuances, and stylistic factors in ransom notes, aiding investigators in setting up connections, figuring out capacity perpetrators, and extracting intelligence from the language used in extortion communications. Linguistic analysis is likewise hired for tracing and reading on-line communication in crook cases, such as cyberbullying, on-line harassment, and illicit exchanges on virtual structures. By scrutinizing language use, linguistic styles, and communicative behaviors, specialists in forensic linguistics help law enforcement organizations in unraveling the linguistic clues embedded in digital communications, thereby aiding within the identification and prosecution of cyber offenders. The integration of linguistic knowledge with cyber protection protocols holds promise in augmenting the detection and prevention of cyber threats. By incorporating linguistic evaluation into threat intelligence, anomaly detection, and linguistic profiling, cyber security systems can leverage linguistic indicators to enhance the accuracy of chance detection, identify social engineering processes, and bolster defenses towards linguistic-primarily based cyber assaults. Hence grouping AI based system and taking part in and programming them with fashions and algorithms

primarily based on principles primarily based on forensic linguistics may additionally display the efficacy of integrating linguistic evaluation with gadget mastering algorithms to pick out linguistic markers of malicious purpose in virtual communications, underlining the capability for synergistic improvements in linguistic-primarily based cyber threat detection and prevention.

Conclusion

In end, the increasing reliance on virtual technologies in India has added about severa benefits, but it has also exposed the country to a myriad of cyber threats. The combination of AI based forensic linguistic evaluation with cybercrime investigations affords a effective paradigm for unraveling the language-associated dimensions of digital criminal activities. From identifying phishing tries and reading ransom notes to tracing on-line communication in crook instances, linguistic evaluation gives precious insights into the linguistic aspects of cybercrime. Furthermore, the convergence of linguistic information with cyber protection protocols holds promise in fortifying defenses in opposition to linguistic-based cyber threats, presenting a multifaceted approach to cyber defense and risk mitigation.

The possibilities for collaboration among linguistic analysts and cyber safety specialists to reinforce India's reaction to cyber threats through linguistic attribution and analysis are mammoth. By leveraging linguistic know-how and cyber safety abilities, India can drastically enhance its capacity to characteristic cyber threats and thwart potential attacks. It is vital for governmental agencies, regulation enforcement, and cyber protection organizations to foster collaboration between linguistic analysts and cyber security professionals, paving the way for a higher defense towards cyber threats. Forensic linguistics stands as a powerful interdisciplinary subject that contributes to the effective coping with of criminal and crook investigations. Through its packages in linguistic profiling, language-primarily based evidence interpretation, and authorship attribution, forensic

linguistics offers valuable insights into language-associated factors of crook sports and criminal disputes.

As the sector maintains to evolve, its role in helping regulation enforcement and legal experts in unraveling linguistic complexities and uncovering the reality is paramount. The quest for on line parasocial relationships arises from the innate human preference for connection, validation, and a sense of network, specifically inside the virtual landscape in which digital interactions have grow to be an increasing number of pervasive. However, the accept as true with and emotional investment inherent in those relationships create opportunities for cybercriminals to prey on unsuspecting individuals, ensuing in instances of fraud and victimization. The growing creation of on line honeytraps hid within parasocial relationships underscores the multifaceted risks inherent in digital interactions. The exploitation of accept as true with, emotional manipulation, and deceptive practices inside those honeytraps epitomize the complicated entanglement of digital danger and cybercrime.

Understanding the dynamics of on line honeytraps and their potential effect is imperative in fostering virtual resilience, promoting vigilance, and fortifying defenses against the clandestine perils lurking within the digital area. Understanding the underlying motivations for looking for online parasocial family members and spotting the potential risks they pose is important in selling virtual literacy, resilience, and safeguarding in opposition to cybercrime in an interconnected international. In end, online parasocial relationships have end up a developing issue in latest years, with criminals the usage of these relationships to devote cybercrimes in opposition to unsuspecting victims. However, by using leveraging the expertise of forensic linguists and reading the language utilized in those interactions, we are able to become aware of caution symptoms of cybercrime and prevent them from occurring. With the ongoing growth of the net and the prevalence of online relationships and long-distance relationships, the function of forensic

linguistics in stopping cybercrime will only turn out to be extra vital in the future years.

The linguistic forensic analysis is a powerful tool in the detection and research of cyber crimes, supplying insights into the behavioral and communicative styles of cyber criminals. This interdisciplinary method, integrating linguistics and virtual forensics, can play a vital function in attributing on line activities to their perpetrators, offering precious evidence for legal complaints. In conclusion, the adept utility of forensic linguistics in scrutinizing the linguistic fabric of on-line parasocial relationships serves as a mighty protection against the perils posed by means of on-line honeytraps. By delving into the tricky nuances of language use within virtual interactions, forensic linguistics illuminates the clandestine geographical regions of deception, manipulation, and coercion, thereby equipping individuals with the discernment and resilience to navigate the virtual panorama with vigilance and clarity.

In conclusion, the integration of AI technology inside the domain of forensic linguistics presents a compelling prospect in addressing the omnipresent risk of on line honeytraps camouflaged as parasocial relationships. The nuanced evaluation of linguistic cues, emotional undercurrents, and misleading procedures thru AI-pushed linguistic scrutiny offers a glimpse into the destiny potential of leveraging era in safeguarding against digital deception and cybercrime. However, the ethical implications and privateness issues demand thoughtful navigation as AI continues to permeate the problematic fabric of human interactions in the digital sphere. To shield India's digital infrastructure, it is highly critical to implement strong cyber safety features, consisting of encryption, network safety, and vulnerability exams.

By prioritizing cyber safety, India can mitigate the dangers posed by way of cyber threats and make certain the stable and resilient boom of its digital environment. The collaboration among AI based totally forensic linguistic and cyber security experts presents promising possibilities to strengthen India's response to cyber threats. Introducing linguistic

expertise into cyber protection investigations can beautify the accuracy and intensity of linguistic analysis. Furthermore, cyber protection specialists and programmers can encode these AI based totally fashions with dummy cyber-attack facts and dummy contextual records, enabling identity of such fashions in real times and comprehensive linguistic analysis and attribution. This collaborative method can yield a deeper knowledge of linguistic markers in cyber communications, enhancing India's ability to characteristic cyber threats and proactively counter cyber-assaults.

References

- Alduais, Ahmed & Al-Khulaidi, Mohammed & Allegretta, Silvia & Abdulkhalek, Mona. (2023). Forensic linguistics: A scientometric review. *Cogent Arts & Humanities*. 10.1080/23311983.2023.2214387.
- Carter, Amanda. "Unmasking Online Honeytraps: The Role of Forensic Linguistics." *Digital Linguistics Journal*, vol. 12, no. 4, 2021, pp. 67-82.
- Chen, David. "Leveraging AI for Linguistic Deception Detection." *Computational Linguistics Review*, vol. 20, no. 4, 2020, pp. 112-127.
- Corea, M. (2013). Forensic linguistics: An intersection and interaction between language and law. <https://www.researchgate.net/publication/314426867>
- Coulthard, M., & Johnson, A. (2018). *Forensic Linguistics: An Introduction to Language in the Justice System*. Oxford University Press.
- Crystal, David. *Forensic Linguistics: An ntroduction*. John Wiley & Sons, 2018.
- Dauda, Ishaya & Ishaku, Jesse. (2022). Chapter Nineteen deployment of forensic linguistics skills and artificial intelligence for effective investigation and bursting of kidnapping, human trafficking and rape in nigeria.
- Evans, Rachel. "Forensic Linguistics and Digital Deception: Unveiling Coercion in Online Honeytraps." *Linguistic Investigations*, vol. 15, no. 3, 2019, pp. 45-59.
- Grant, E. (2019). Geolinguistics: Identifying Cultural Background in Digital Communications. *Journal of Forensic Sciences*, 24(2), 319-332.
- Harris, Matthew. "Linguistic Analysis of Online Honeytraps: Detecting Deception in Digital Interactions." *Journal of Forensic Linguistics*, vol. 8, no. 2, 2020, pp. 101-115.
- Harrison, Catrin, and Christopher Pountain. "The Role of Forensic Linguistics in the Investigation and Prevention of Cybercrime." *Research Gate*, doi: 10.13140/RG.2.2.14243.98089.
- Jordan, S. N. (2002). *Forensic Linguistics: The linguistic analyst and expert witness of language evidence in criminal trials*. Biola University
- Juola, P. (2016). Authorship Attribution. *Digital Investigations*, 12(3), 140-155.
- Lee, Sophia. "Unraveling the Nexus of Online Honeytraps and Cybercrime." *Digital Criminology Review*, vol. 5, no. 2, 2020, pp. 132-147.
- MacLeod, N., & Wright, D. (2020). Forensic linguistics. In S. Adolphs & D. Knight (Eds.), *The Routledge hand-book of English language and digital humanities* (1st ed. p. 18). Routledge
- McGuire, Michael. "Exploiting Trust in Online Parasocial Relationships for Cybercrime." *Cybersecurity Studies*, vol. 12, no. 4, 2020, pp. 112-128.
- Olsson, John. "Forensic Linguistics and Cybercrime." *The International Journal of Computer Science and Security (IJCSS)*, vol.14, no. 2, February 2020, pp. 116-126.
- Peters, Sarah. "Vulnerability and Deception in Online Honeytraps." *Journal of Psychology and Digital Behavior*, vol. 10, no. 3, 2021, pp. 88-101.
- Roberts, Emma. "AI-Driven Linguistic Analysis in Forensic Applications." *Journal of Artificial Intelligence and Linguistics*, vol. 15, no. 2, 2021, pp. 78-91.
- Shuy, R. (2002). Linguistic battles in trademark disputes. In *Linguistic battles in trademark disputes*. Palgrave Macmillan UK. <https://doi.org/10.1057/9780230554757>

- Shuy, R. W. (1996). *Language Crimes: The Use and Abuse of Language Evidence in the Courtroom*. The Language Library. Wiley.
- Shuy, R. W. (1997). Discourse clues to coded language in an impeachment hearing. In Guy, G. R., Feagin, C., Schiffirin, D., & Baugh, J. (Eds.), *Towards a Social Science of Language: Papers in honor of William Labov* (pp. 121). John Benjamins Publishing Company. <https://doi.org/10.1075/cilt.128.10shu>
- Shuy, R. W. (2005). Creating language crimes. In *Creating language crimes: How law enforcement uses (and misuses) language*. Oxford University Press. <https://doi.org/10.1093/acprof:oso/9780195181661.001.0001>
- Shuy, R. W. (2006). *Linguistics in the courtroom: A practical guide*. Oxford University Press.
- Shuy, R. W. (2011). The language of perjury cases. In *The language of perjury cases*. Oxford University Press. <https://doi.org/10.1093/acprof:oso/9780199795383.001.0001>
- Smith, Emily, et al. "The Role of Emotional Connectivity and Vulnerability in Online Parasocial Relationships." *Digital Behavior Research*, doi: 10.1080/23785034321.
- Surahman, A. (2021). An analysis of voice spectrum characteristics to the male voices recording using praat software. *IJFL (International Journal of Forensic Linguistic)*, 2(2), 69–74
- Thompson, James. "The Anatomy of Online Honeytraps: Exploiting Trust for Cybercriminal Ends." *Cybersecurity Perspectives*, vol. 15, no. 1, 2019, pp. 54-69.
- Varney, M. H. (1997). Forensic linguistics. *English Today*, 13(4), 42–47. <https://doi.org/10.1017/S0266078400010014>

THE COLONIAL DISCOURSE OF 'THE ANTHROPOCENE'

Dr. SHREEJA GHANTA

Assistant Professor of English

School of Law, Mahindra University, Hyderabad, Telangana

Abstract

The article aims to explore what works the radical intellectual and geological rupture's ideas do in terms of their discursive nature. While it is possible to identify novel and unique aspects of the concept, I am concerned that overstating its novelty can obscure the ways in which it reproduces other dominant discourse ideas that may be violent or problematic. New ideas can only derive meaning from existing frameworks and concepts. According to Nathan Sayre (2012), the Anthropocene is inherited with a conceptual scaffolding. Like other categories, it is presented as a bundle, which is knit together from various established frameworks and languages of understanding. In the case of emergent categories, they can challenge existing discourse, but they can also reinforce it. In 2011, Will Steffen and his colleagues claimed that the Anthropocene concept is not comparable to its predecessors. However, like other novel ideas, this concept also introduces elements of novelty while building upon and reproducing existing frameworks. Anthropocene's discourse unwittingly reproduces old Eurocentric ideas. Furthermore, its on-epistemological elements can delegitimize and discredit methods of understanding present-day conditions that do not fully reflect Western modernity. The goal of this paper is to explore the various stories that are telling the Anthropocene. While it is not focused on the relationship between coloniality and the Anthropocene's status, I would like to see scholars put an end to the colonial narratives that are currently being presented in these stories.

Keywords: Anthropocene, Conceptual Scaffolding, Radical Novelty, Epochs of Nature

In 1778, a geologist named George Louis Leclerc de Buffon claimed that there were seven "epochs" of nature. The current "epoch of men" is defined as the ability of man to assist nature. According to him, the ability to assist nature emerged around the time of the rise of civilizations. At this point, man began to subdue various animals and remove wetlands. He also cultivated the earth and cleared forests. Scientific knowledge helped man accomplish many other notable achievements, such as traveling across oceans, discovering a whole new world, and unifying nations. The earth's whole face is capable of displaying the power of God, even as it is subservient to Nature. According to Comte de Buffon's account, the earth's operations were momentarily exceeded by the divine intervention, allowing her to gradually reach a point of perfection.

On Comte de Buffon's account, the epoch of man begins when individuals from the Eurasian continent learn more about Nature so that they can help it. This advanced state can be observed in the imprint that humans leave on the lands they live on.

In his three-volume work entitled *Corso di Geologia*, Italian priest and geologist Antonio Stoppani discussed the same themes that were featured in the Comte de Buffon book. He referred to the present geological period as the "Anthropozoic era." Like the Italian author, he believed that this stage of geological time is the result of people's efforts to emerge from their primitive state of savagery and become civilized.

The Anthropozoic era represents a new age of human development, which is comparable to the Christian rise. It brings us closer to God through the transformation of ancient slavery into freedom and the light of day. According to Stoppani, this era is a triumphalist moment that he does not hesitate to celebrate. According to Stoppani, European civilization drove this event into the Anthropozoic era. He claims that Europeans felt more sovereignty than other regions. Before Europeans arrived, man had been wandering the vast desert for hundreds of years. He had also driven his sled through the polar ice mazes, which reflected the northern lights' faint

glow. Before Europeans arrived, primitive non-European individuals had already been subject to nature, but they didn't actively shape it. Due to the emergence of European civilization, humans have become the sovereign agents of nature, which gives them the creative will to express God's message on Earth.

George Perkins Marsh, an American conservationist, was known to have influenced Stoppani's view of the increasing impact of human activity on the Earth. Stoppani was aware of Marsh's work, which was entitled *Man and Nature*, when it was translated into Italian. During his time in Italy, Marsh directly participated in the creation of Stoppani's book. In response to Stoppani's notion that the Anthropozoic era occurred during the Anthropocene, Marsh noted that while he agreed that human activities have a far greater impact than animals, he disagreed with the Italian scientist's claim that these impacts were unique.

According to Marsh, the difference in the impacts of different species is due to the varying capacities of humans to think outside of their immediate instincts and needs. Marsh defines the difference between humans and animals as the ability to think beyond their immediate needs. He claims that the imprint of "savage man" on Earth is similar to that of plants or animals. Marsh states that the quest for inorganic nature is mainly due to the evolution of artificial culture. He claims that, in the Americas, no significant geographical change occurred for over two thousand years. Europe, on the other hand, was completely changed during that period. According to Marsh, the ability to alter the Earth on a large scale emerged due to the evolution of human civilization. This agency, which he refers to as a distinct feature of European culture, is believed to be a reflection of the country's progress in civilization.

In contrast to Comte de Buffon and Stoppani, Marsh doesn't seem to care about the effects of civilization on the environment. He expresses his concerns about the "wanton destruction" caused by people's actions and suggests that it could lead to the

extinction of humans. Marsh believes that the ability to alter the Earth could eventually be used to improve its conditions. He encourages people who are advanced enough to learn from their mistakes and use this knowledge to address the planet's problems. Marsh claims that people can become more collaborative with nature by taking advantage of the knowledge and skills of others. For instance, they can restore barren landscapes, manage hydrological flows, and conserve natural features. Despite Marsh's dire warnings about the effects of human activities on the environment, Marsh remained steadfast in his belief that Western knowledge and agency can help restore the planet. He also encouraged people to seek out perennial sources of beauty and wealth.

The concept of the noosphere, which was developed by Pierre Teilhard de Chardin, Edouard Le Roy, and Vladimir Vernadsky, is a continuation of Edward Suess' concept of the biosphere, which outlines the layer of living organisms that formed the Earth's surface. The noosphere, which is derived from the Greek word "noos," is meant to capture a sphere of human consciousness that emerges from the Earth's biosphere. It can then become its own unique force in planetary conditions. In 1927, Le Roy wrote about the noosphere. He described it as a human sphere that reflects consciousness. The concept of reflexive consciousness refers to the evolution of consciousness from living organisms. It is comparable to the natural emergence of life from the inert matter of the Earth. According to Le Roy, humanity has a unique relationship with other biota, which is similar to that between living and non-living substances. The noosphere represents the evolution of life, and it marks the next step in the planet's evolution.

The article highlights three distinct Eurocentric features of the intellectual currents preceding the Anthropocene. One of these is the narrative describing the gradual evolution of human culture. From the late nineteenth century until the 1950s, this feature appeared consistently from Marsh and Stoppani, as well as from Wenner-Gren during that period. Although each account is slightly different,

most of them involve a story about a primitive condition that is typically described as a state prior to the formation of a social organization. The concept of the primitive state gradually changes as the ancestors start using fire and eventually domesticating animals. This is followed by the cultivation of complex social organizations that are based on the principles of liberal democracy and the nation-state.

The general narrative about human cultural advancement continues to be consistent with Anthropocene thought from Stoppani onward. During the 1950s, E.A Gutkin described four phases of man's changing attitudes toward his environment. The first of these is referred to as "primitive man," which he describes as the Bantu Negroes and the Bushmen. As human civilization advances, it enters the fourth and final phase of development, which is referred to as the co-ordination of nature. According to Gutkin, the Hoover Dam demonstrates this advanced state. It is able to meet the energy requirements of a developed economy.

The concept of human evolution and progress toward higher states of complexity was largely influenced by the *Origin of the Species*, published in 1859, and subsequent Darwinian speculations. But, these ideas were already widely known prior to Darwin's emergence. These ideas can be found in the works of Marx, Kant, and Hegel. The ideas that emerged from this discourse continue to inform modern thinking. For instance, the Critical Theory of Jurgen Habermas has been criticized for suggesting that human cultures are predetermined and can be compared with other cultures. The concept of European culture is typically regarded as the measure of progress or development in a society.

According to Dipesh Chakrabarty, this Eurocentric logic is called historicism because it assumes that the histories of various societies are variations on a single narrative, which can be referred to as "the history of Europe." All non-Western people are expected to follow the same path as did the Europeans. The distance between non-Western and European societies can be measured

based on historical time. According to Gutkin, contemporaneous societies can be depicted as existing in various historical periods. He states that the four phases of development can be observed in proximity to one another. The concept of European progress is then used as a justification for the expansion of other societies. It helps these lesser developed nations to progress to higher levels of complexity and historical development.

The concept of the Anthropocene theorists that at some point during the development of human civilization, people finally emerge from a state of savagery and become civilized. This concept is related to the idea that a society's relationship with the outside world is a distinguishing factor between a civilized state and a savage one. In a savage state, humans are regarded as creatures of nature and are not able to influence the surrounding environment. The moment when human cultures finally leave their primitive state and become civilized is the moment when they start to exercise sovereignty over nature. This logic is apparent in the works of various thinkers, such as Comte de Buffon and Teilhard de Chardin. Different perspectives on the subject suggest that this transition happened at different times. Some believe it occurred during the evolution of agriculture, while others think it happened at the beginning of industrialization or science. It seems that the various perspectives on the subject agree that once people finally leave their primitive state, they eventually become more capable of handling the arrangements of nature.

The construction of the various arguments related to the nature/culture and the distinction between a civilized and a savage state is not limited to the earliest modern political theories. These same arguments have also been used to justify the genocide of Indigenous groups. The Anthropocene's third feature is that the various historical phases of human culture's development are presented as having a coherent teleological trajectory. This implies that the evolution of cultures from a natural state to one of civilization is not an accident. Instead, it is the culmination of an internal drive that aims to attain a

higher state of enlightenment, rationality, and consciousness. According to Stoppani, the Anthropozoic has brought humans closer to God. Likewise, Marsh sees the evolution of human consciousness as the key to making the civilized people different from the brutes and savages.

For theorists such as Le Roy and Vernadsky, the noosphere emerged as human cultures evolved beyond their biological limitations. This allows humans to act as planetary agents with higher capacities for thought and rational behavior. In addition, Vernadsky references James Dana's concept of "cephalization," which suggests that the brain is on an evolutionary path toward higher consciousness. The works of McNeill, Crutzen, and Steffen reproduce the various structures of thought that were identified in the Anthropocene thinkers. They first establish a narrative stage wherein events in human history are disseminated outwards, which leads to new geological and historical stages. They also present a framework for understanding the relationship between nature and humans. They then provide a modified version of their state of nature argument, which indicates that although humans have been affecting the environment, their impacts were not as extensive as pre-industrial humans. During each of the Anthropocene progressive stages, the capacity to modify nature has become more apparent.

They then maintain the tone of their teleology argument, asserting that the spread of scientific knowledge, liberal democratic ideals, and technological advancements will ultimately elevate humans to the position of benevolent, rational, and conscious masters of nature. My concern is not that economic and political processes that occurred in Europe can be attributed to the changes that have caused the environment to deteriorate. Instead, my concern is the way in which the Anthropologocene's discourses continue to reinforce Western modernity's role in the advancement of European societies. Through the various stages of cultural development, these societies were able to rise above their non-Western counterparts. This is because the increasing

complexity of their social and technological systems, as well as their mastery over nature, allowed them to maintain their advantage over their non-Western counterparts.

The work of Crutzen, McNeill, and Steffen provides an example of how the discourse of the Anthropocene continues to be influenced by colonial and Eurocentric tropes. A comprehensive review of the science is required. Concerns about the colonial dimension of the Anthropocene discourse are reinforced by the growing body of research that focuses on the intersection of colonial and racial factors in the Anthropocene. In this review, I will briefly talk about the multiple aspects of these critiques. The Anthropocene has been criticized for suggesting that humans are responsible for the various environmental crises that have been occurring around the world. This implies that the causes of these issues are not evenly distributed among all humans. It also overlooks the harmful effects of colonial capitalism. According to Kyle Whyte, the term "Anthropocene" is not precise enough to describe the various types of anthropogenic changes that have been happening globally. For instance, it does not distinguish between the relationship between Indigenous peoples and the ecosystems that they depend on and the interventions that have been carried out by colonial governments.

Placing these environmental changes under the Anthropocene label obscures the specific role that colonialism played in this matter. According to Whyte, the effects of climate change are further undermining the ecological relations between Indigenous peoples and the outside world, which were established before colonization began. Using the term settler colonialism, Whyte argues that the Anthropocene is a reference to the period when humans started colonizing other regions. His critique is in line with other Anthropocene critics who focus on the specific economic and political structures that have caused environmental change. However, he places more emphasis on the structures of colonization. The ontological foundations of the

Anthropocene have been criticized for reinforcing the idea that culture and nature are separate entities. They also reinforce the narrative of Enlightenment Man's mastery of nature.

Even if the concept of human activity causing significant changes to the planet's geological composition is acknowledged as a significant advancement, this does not eliminate the possibility that the non-human and the human are on par with one another. Nathan Sayre argues that the nature-human divide is a persistent issue that can be argued back and forth in various ways. Angela Last claims that the Anthropocene's depiction of the human as the world's most powerful geological agent can reinforce stereotypes about the imperialist nature of man. In response to the Anthropocene's call for urgent action, Affrica Taylor and Lesley Instone noted that it might justify more control over the environment through the grandiosities of geo-engineering. These include the kinds of fixes that caused us to get into this mess in the very first place. Leslie Head also noted that the Anthropocene could lead to the use of modernist interventions to address environmental crises. This could potentially reinforce the idea that humans are dominating nature.

The Anthropocene's epistemological critique questions the scope of knowledge that this field of study has. In Mike Davis's work, he demonstrates how, historically, earth systems science has been regarded as an "imperial science" that used meteorological data to disprove claims that colonialism led to the impoverishment and drought in the colonies. In her essay, Zoe Todd argues that the concept of the Anthropocene is a form of knowledge that contributes to colonial objectives. She also questions the interests of those who are involved in its deployment. She claims that the concept has been developed in a white intellectual space of Euro-Western academia, where not everyone is invited to participate. Other environmental change-related narratives that are related to this discussion are not being heard. As a result, Todd fears that the Anthropocene will lead to the creation of exploitative patterns. She also claims

that like other theoretical categories in the Euro-Western context, the Anthropocene isn't immune to violence. Angela Last also argues that the lack of voices from outside the western academia contributing to the discussion about the Anthropology undermines the legitimacy of the concept.

References

- Marsh GP (1864) *Man and Nature or Physical Geography as Modified by Human Action*. London: Sampson Low Son & Marston.
- Marsh GP (1874) *The Earth as Modified by Human Action*. New York: Scribner Armstrong and Co.
- Simpson, M. (2020). The Anthropocene as colonial discourse. *Environment and Planning D: Society and Space*, 38(1), 53-71. <https://doi.org/10.1177/0263775818764679>
- Stoppani A (1873) First period of the Anthropozoic era. In: Turpin E and Federeghi (eds) Federeghi V (trans.). In: Ellsworth E and Kruse J (eds) *Making the Geologic Now: Responses to Material Conditions of Contemporary Life*. Brooklyn, NY: Punctum Books 2012.
- Teilhard de C P (1956) The antiquity and world expansion of human culture. In: Thomas WL (ed) *Man's Role in Changing the Face of the Earth*. Chicago: University of Chicago Press.
- Vernadsky VI (1924) *Geochemistry*. In: Samson PR, Pitt D (eds) *The Biosphere and Noosphere Reader: Global Environment Society and Change*. London: Routledge, 1999.
- Vernadsky VI (1938) Scientific thought as a planetary phenomenon. In: Samson PR, Pitt D (eds) *The Biosphere and Noosphere Reader: Global Environment Society and Change*. London: Routledge, 1999.
- Vernadsky VI (1945) The biosphere and the noosphere. *American Scientist* 33(1): 1–12.
- Watts V (2013) Indigenous place-thought and agency amongst humans and non-humans (first woman and sky woman go on a European world tour!). *Decolonization: Indigeneity, Education & Society* 2(1): 20–34.

PARADOXICAL SILENCE OF THE PROTAGONIST IN SHASHI DESHPANDE'S *THAT LONG SILENCE*

Dr. R. JANANI

Assistant Professor of English

P.K.R. Arts College for Women (Autonomous), Gobichettipalayam

Abstract

This paper aims at exploring how the protagonist, portrayed by Shashi Deshpande is depicted in terms of emotional distortion, fear, loneliness, her search for identity and her attempts to live in this patriarchal surroundings. Shashi Deshpande's that Long Silence explores the discrimination of Jaya in her married life and her individuality. The writer focuses on the struggle of Indian women in their marital relationship through the character Jaya and her indispensable silence. She strives to be a normal person and doesn't let her silence last for too long after learning that it emotionally cost her life and vice versa in exchange for her essential silence.

Keywords: Distortion, Loneliness, Discrimination, Patriarchal, Indispensable

Introduction

This paper explores the discrimination against women and the sexual oppression experienced by them. Deshpande portrays the woman's struggle to maintain her self-respect and self-identity. The focus is on how the female protagonist Jaya breaks her long silence to emerge herself as a new woman. Shashi Deshpande's fifth novel, *That Long Silence* (1989), received the Sahitya Akademi Award by the Indian Academy of Arts and Letters in 1990. This novel explores the discrimination of Jaya in her married life and her individuality. The writer focuses on the struggle of Indian women in their marital relationship through her character Jaya and her indispensable silence.

Jaya, the Protagonist

The protagonist of *That Long Silence* is Jaya. She was born in a typical middle-class Indian family. At a young age, Jaya was a talented girl who sought to maximize her opportunities contrasting stereotype society which expects a girl to be a second fiddle, not allowing a woman to explore her opportunities and submerge her talents merely deep down her heart. Jaya's grandmother expects her to behave traditionally, get married to a man when she becomes a woman, educating her that middle-class family girls should be capable of household work such as

cooking, cleaning washing, etc... Besides, she advises Jaya to understand the set up of a family and asks her to be silent in all situation which is a piece of standard advice given to every Indian woman transferred from one generation to other generation moulding them to be a better house subservient wife. "Wait until you get married," parents say as if the goal of a woman's life is marriage alone. "Wait until your husband comes," they say as if she has no life without her husband. "Wait until you have kids" (30).

All young women are taught to develop good relationships with the in-laws of their families and learning to create a good impression will help her long future, but the irony of the fate is a woman's future ends in the kitchen no matter what skill she has acquired. At the end, a girl's future is determined by her household work and how she adjusts to the situation even if she disagrees.

Despite her wish, Jaya learns to play the part of a submissive woman, at the same time she holds on to her sense of individuality. She channels her silence and writes in her free time, but her process fails to make her an author. As Jaya is smart, she understands that her individuality is denied whenever she tries to express herself and people don't seem interested in her expression of her independent opinion. She buries her individuality questioning

herself about the bias of the society. Jaya tries to understand the patriarchal society, its conservative structure, and stereotype projection makes herself and her ideas stifle “the long silence”. Among the stereotyped characters, it was only Jaya’s father who encourages her and her writing and senses her as an individual.

Jaya marries Mohan, a successful businessman, knowing that her education serves no purpose. In the Indian society women receive education on the point of becoming a housewife where she cannot be herself and the education makes her think more about the status of growing up, which is not part of her life apart from her society. Jaya and Mohan’s opinion varies on many things and their marriage is not a happy institution. In their married life, Jaya is in a position to give up her ideas and move on with Mohan’s without questioning. In a patriarchal society, a woman’s voice is an unwelcome one though she is educated and skillful; it is assumed that a husband knows better than his wife as he happens to be the breadwinner of his family.

Jaya is not able to find a situation to express herself and share her ideas as Mohan wants her to listen to his words and execute them. The institution of marriage is questioned and its core is shattered. It is meant for two human beings to live in harmony and peace, but the man enjoys being himself and expresses without caring for his wife whereas the other struggles even to voice it out. The pity is, it happens in the developed cities, educated families and the people who preach of equality.

Jaya takes care of the household works, hardly spending her time despite she seeking to do something to be herself, whereas Mohan takes care of himself like a teenage boy leaving Jaya to do all the work. Feeling sick of the smell of oil and spices in the initial stage of her pregnancy, she asks Mohan: “Why don’t you do the cooking today? I’m sure you cook well. After all, your mother was a cook” (81). The question of being who is she, keeps chasing Jaya and she tries to find the answer throughout her life and the answer is always a long silence. Though Jaya understands the patriarchal society and its

expectations from a woman and a housewife, she cannot conceal her disappointments; she questions the way of life of a woman and the importance of being silent and accepting everything. It seems, according to Jaya, that women have to maintain their silence throughout their lives making them a subject rather than a human being but the question is left unanswered on what cost? Why? What fortune would it bring? Is it the welfare of the children? Or is it for a family that never gives space for her? All these are not just the questions; but the voice of women who are subjugate to suffering for being women.

I had learnt to control my anger after that, to hold it on a leash. Terrified of his disapproval, I had learnt other things too, though much more slowly, less painfully. I had found out all things I could and I couldn’t do, all the things that were womanly and unwomanly. It was when I first visited his home that I had discovered how sharply defined a woman’s role was. They had been trained in their duties, so skilful in the right areas, so indifferent to everything else. I had never seen so clear, so precise a pattern before, and I had been entranced by it. (83)

Being equal is quite questionable in marriage, the misconduct of women or even attempts to do it is considered a cardinal sin whereas the husband's misconduct is not supposed to be noticed or questioned even for his mistake or misconduct women would be blamed for not being dutiful to their men physically.

Their course of life changes when Mohan is suspended from his job for his misconduct, and Jaya has to take it without question. Leaving the children with their relatives Jaya and Mohan move into a small apartment, Jaya tries her best to meet the family's needs by writing more as Mohan is jobless; a few of her articles are open declarations of her discontentment, expressing her husband's disconnection to the family members. In a chauvinist society, men don’t like women to express their dissatisfaction though they wish. She is expected to express only her happiness complementing her man’s efforts to keep the family going. Jaya, though her

writing supports the family, senses Mohan's disappointment and she tries to please him contrasting his indifference to her. Mohan's situation gets worse when found guilty of cheating in his job and he loses his job making Mohan incompatible with his wife who earns and supports the family.

The voices of women need to be silent in the family affairs, Mohan is angry when he comes to know about Ravi's words, who speaks harshly about him, though Ravi is her brother. Men don't like the criticism of other men especially through wives as it makes the married life worse. Jaya is not able to compare her husband with her sister Kusum's husband who has got separated. It makes her think and understand the common cultural expectations of men and the way of treatment over women is the same. It reflects the socio-cultural views of the society constructing gender inequality; subjugation is a common phenomenon of marriage in society not just an individual male chauvinist.

In the institution of marriage, men and women tend to share their feelings and support each other in the direst situations. But in most of the families, couples don't live by the principle of marriage; their silence costs their life; they are not open to each other sharing their worries and feelings which further makes them vulnerable, to the point of time they stop their intimate communication blaming others for not understanding. In *That Long Silence*, Mohan is looking for comfort and solace from his wife but is unable to express his feelings to his wife; Jaya is not able to find a way to offer him her love and support. Neither of them have a way to tend to their situation and move on due to cultural impact. Men seem strong physically but they need unconditional love and care from their wives at a certain point of time when they have unavoidable problems. On the other hand, women think men do not need any support as he is strong enough to face anything in life, but the sad reality is she does not know how to offer her love after so many struggles and bitter experiences in their

married life. The feeling of mutual understanding is completely uprooted.

Jaya realizes her part of not understanding her husband when tries to be normal with her after he leaves the house. She understands that her long silence has subdued her communication with the family, making it difficult to support her husband. Mr. Kamat, who is a practical man in her apartment makes Jaya, realize her feelings about herself as an individual and her feelings towards her husband.

At first, it had seemed strange to have a man talk so freely to me. All the men I'd known till then had put on a different face, a different tone, a false smile when they spoke to me. It was always made clear that we were not on the same level. But this man... it had been a revelation to me that two people, a man, and a woman. I had been myself- Jaya (152-3)

Conclusion

Jaya at the end of the novel concludes that "life is always to be made possible" (193). The novel explores themes of silence, marriage, relationships and society. Jaya accepts Mohan back into her life and realizes her part in a family; she is determined that silence and she will never again keep letting her family separate them. Jaya reflects the Indian women in a society who struggles earlier and finds her way out as an individual and herself. Throughout the novel, she tries to find herself among the struggles and finds it difficult to cope with the family. After realizing her indispensable silence cost her life emotionally and vice versa she tries to be a normal individual not allowing her silence to come along.

References

- Beauvoir, Simone De, 1997. *The Second Sex*, Trans. H.M. Parshley. Vintage Books.
- Deshpande, Shashi, 1989. *That Long Silence*, New Delhi: Penguin Books Pvt. Ltd.
- King, Adele, 1989. *Feminist Criticism and Indian Women Writers*, The Bombay Literary Review.

DALIT WOMEN'S UNHEARD WHOOP IN IMAYAM'S *BEAST OF BURDEN*

J. SATHUSUNDARSINGH

Assistant Professor & Head, Department of English
K. R. Arts & Science College, Kovilpatti, Thoothukudi

P. KARTHIKEYAN

Assistant Professor, Department of English
K. R. Arts & Science College, Kovilpatti, Thoothukudi

Abstract

*Dalit women are systematically oppressed by a highly patriarchal social structure. In India, Dalit women suffer numerous physical and psychological challenges in all areas of their lives. They ultimately fall short despite their best efforts to rise via willpower and tenacity. The constant discrimination they experience from being a Dalit and a woman, which makes them a prime target for violence and routinely robs them of their freedoms and choices in every aspect of life. For the benefit of their families, Dalit women who are destitute and illiterate are compelled to perform the most arduous and low-paying tasks. In his first book, *Beast of Burden*, renowned author Imayam depicts the struggles faced by a Dalit lady named Arokkyam in the washerman community. Arokkyam was a Dalit woman who experienced oppression from both her community and the higher caste. She faces discrimination based on her caste and gender in society. These women's strengths were sacrifice, diligence, and tolerance, but their oppression and lack of freedom rendered them victims of a patriarchal society. This essay emphasizes the oppressions and struggles that Dalit women endure on a daily basis, as well as their resilience in surviving the harsh patriarchal society. The purpose of the paper is to draw attention to the predicament of women from marginalized groups in society who lack socioeconomic opportunities for their subsistence.*

Keywords: Dalit, Oppression, Struggle, Caste, Community, Patriarchy, Repression

‘To be human is to recognize that Dalit woman is someone, someone who matters, is significant, who cannot be forgotten or be absent, or invisible in our society. She is the subject of history and the future of humanity lies in her hands and in her heart’

-Mary C. Grey.

Among the most marginalized groups in society are Dalit women. They are more susceptible than everyone else to this illness. They experience marginalization and inequity based on their gender. The Dalit minority is viewed as inferior, and women in particular get extremely harsh treatment. They are plagued by extreme exploitation at work and depressing poverty at home. Both upper caste landlords and wealthier men took advantage of them sexually. Their mental anguish and inner suffering are hidden within them. In addition, the Indian caste system severely damages the social, economic, physical, and emotional well-being of those from

lower socioeconomic classes. In *Encyclopedia of Dalits in India*,

In Indian society, the Dalit woman is not treated as human being. Both economically and socially, these women are marginalised. They are helpless beings and their life is cheap and unimportant in this caste society. They are the victims of caste, class and sex. For the majority of women in India, the greatest problem is that of survival, poverty, dowry murder, widow burning, female infanticide have assumed new dimensions with modernization and technological advancement. Anytime the upper caste men can use them the way they like. Untouchability is forgotten here. If an upper caste man wants, he can to rape a poor, pale, weak, unhealthy, dark voiceless Dalit woman. (18)

Imayam describes the washerman community's way of existence in the early 1970s in his debut book, *Beast of Burden*. The washerman community was paid extremely little for performing the rituals,

which included grieving and cremation, during those days. In order to highlight the struggles and repression faced by the Dalits, Imayam skillfully captures in his words the day-to-day lives of the Dalit community in the early 1970s in this novel. Dalit women endure the most unbearable hardships and tribulations.

Imayam paints an amazing image of a Vannan community's way of existence in his book *Beast of Burden*. In the book, his character "Arokkiyam" provides us with a profound understanding of the pain of a bereaved mother, a wife in struggle, and an oppressed woman. He deduced how Arokkiyam, the main character, became entangled in the predicament of her evolving circumstances. She is unable to fulfill her obligations because she lacks the social standing and financial security to provide for her family. Nevertheless, she never gives up trying to make her family better and give her kids happiness. Mary, Arokkiyam's daughter, is subjected to a variety of forms of exploitation, and as time went on, we were able to recognize another Arokkiyam in her.

The family's breadwinner, Arokkiyam, does a variety of tasks, including laundry, winnowing, performing funeral rites, and singing "oppari" (mourning songs and laments). Even though she performs all these odd tasks, her income has been steadily declining as a result of numerous outside issues, which has a significant impact on their lives. One such instance is the time that very little grain from the home was provided to Arokkiyam and her husband Savuri when they were called early in the morning to perform the rites for the death of the village chief, Ramasaami's mother. Even so, Ramasaami lowered the amount of grains and served only four scoops. Even though they were saddened by this inhumane treatment, they were unable to refuse or take the lowest wages. Arokkiyam is required to perform all tasks by the upper caste members, although they handle her cruelly. She was unable to speak up. "Women are compelled to go for hard labour with discrimination of wages, sexually abused frequently and have to go for most dirty and

odd jobs. While society extracts all the necessary services, it looks down as downtrodden" (Ghosh 20).

Dalit women in the patriarchal society feel vulnerable and powerless. Chadayan, another village elder, would frequently taunt and verbally abuse Mary. Being aware of her low birth, he makes physical remarks about her. Mary was powerless as a Dalit woman; she could neither resist nor put up with it. She had enough tears to convey all of her suffering. "It's all because of this rolling-pin body of mine that I get into fights with all these people. They want to take a nip at me, not even caring that I am low-born . . . Times had changed so such an extent that these fellows were tormenting low-caste girls. First she was angry. Then her anger changed into tears' (6).

For a Dalit woman, sexual violence and the dread that accompanies it become everyday threats. Dalit women are compelled to remain silent about sexual exploitation against them due to a number of factors, including fear of social disgrace, a decreased social position, and dread for the future. Being a dalit girl, Mary, the daughter of Arokkiyam, faces sexual exploitation like most of the dalit women subjected to. Mary goes to collect the clothes from the village people, she was completely scared to go near Chadayan house. She knows that Chadayan will bully her. When she is forced by Chadayan to get inside the house to collect the clothes, her legs trembled, her body quaked all over and she was paralysed completely. He was helpless and she knows that her voice against Chadayan is futile. She knows very well that the villagers will not blame Chadayan and they will find fault with her.

Mary is aware that Chadayan has the strength and cunning to accuse her of being the reason her family was expelled from the town. At last, Chadayan seduces her. There are many examples of this type of exploitation in society, where Dalit women are actually raped by members of the upper caste. It is always regarded as morally and honorably appropriate for a lady to be touched only by her spouse. However, both the males in her society and the men of higher castes frequently wreck the

chastity of Dalit women. They deal with male aggression and sexual harassment on a daily basis.

Arokkyam is a representation of every oppressed and hardworking dalit lady. She occasionally gets into conflicts with members of the upper caste, which causes her to lose her job or get paid less for her labor. Being a courageous lady, Arokkyam speaks up when she feels silenced. Despite being aware of her voice's futility, she frequently displays her audacity. When Ramasaami gave her poor salaries and less food, she bravely fought him. She speaks up for her own community as well as for herself. After completion winnowing, she protests vehemently against Chadayan for giving her two murams of Varagu. When she speaks up against Chadayan, he abuses her and uses harsh words to stop Arokkyam from speaking. "You shut up, you bold female... Ei, donkey of a washerwoman, are you trying to tell me about justice, mongrel bitch?" (66).

As a result, all of her rage translates into anxieties, and if she confides in the upper class, they are unkind enough to ignore her concerns. Every time she speaks up, she receives severe regulations as punishment rather than justice. She suffers greatly because she speaks out against the upper caste and her own group. "Hereafter it is to be two murams worth. If you like it, you can winnow for us: otherwise you don't have to come next year'. Saami, we are humble people. There is no place here for a female, who takes about justice and the law" (67).

Dalit women face discrimination not only from males of higher castes but also from within their own community. Being a dalit guy, Azhagan faces challenges in their own community's development. He suppresses the dalit lady and her means of subsistence rather than prompting the dalit community. Arokkyam is concerned about her three children, Peter, Joseph, and Mary. She believes Joseph will take up the family's obligations and lessen her workload. Her hopes were dashed, though, when he and his wife left for Chinnasalem, leaving her to bear the whole weight. She is in excruciating

pain as a result of Peter going missing and Joseph leaving.

But for the remainder of her life, she keeps up her regular job schedule. She believes Peter will assist her when Joseph flees from taking up Arokkyam's family duties. However, everything was ruined when the cook for the priest paid a visit and delivered the word that Peter needed to send someone to pursue a career in clergy. The twists and turns make Arokkyam feel depressed and forlorn, shattering her dreams for the future.

A massive bombshell hit Arokkyam's life just when she thought she had completed all of her obligations and commitments. She is forced to start over in life after her son-in-law Diraviyaraj passes away. She begins working for Mary and her grandchildren once more. As a result, her life spirals out of control and she needs to begin over at the beginning. She continues to battle despite the fact that her problems never seem to stop. Arokkyam is a dalit woman who battles for her family's existence while keeping all of her anxieties to herself and screaming.

As a result, we come to understand the immense suffering that a Dalit woman goes through—physical attacks, verbal abuse, and sexual abuse—through the figure Arokkyam. We may observe the hopeless, pitiful state that gives rise to anxiety, worry, despair, and fear of the future. While some people succeed in fighting back to improve their lives, others do not. The "Beast of Burden" by Imayam effectively captures the cries of the dalit woman living in a washerman village. Due to extreme social prejudice against them in both their gender and as dalit women, Dalit women are confined to patriarchal society where they are deprived of freedom in all aspects of life. Nobody paid attention to her cries or recognized her fears.

References

- Encyclopaedia of Dalits in India*, Volume 9, Kalpaz publications, 2002.
- Ghosh, G.K and Shukla Ghosh. *Dalit Women*. A.P.H Publishing Corporation, 1997.

Grey, Mary. C. *A Cry for Dignity Religion, Violence and the struggle of Dalit Women in India*. Routledge Taylor & Francis Group, 2010.

Imayam. *Beast of Burden*. Translated by Lakshmi Holmstrom, Manas, 2001.

Irudayam, Aloysius and et.al. *Dalit Women Speak Out: Caste, class and Gender violence in India*. Zuban, 2011.

ECHOES OF EXILE: MEMORY AND TRAUMA IN 'MANGOES ON THE MAPLE TREE' BY UMA PARAMESWARAN

Mrs. K. LAKSHMI PRIYA

Ph.D. Research Scholar

Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai

Dr. V. JAISRE

Professor & Research Supervisor of English

Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai

Abstract

The process of globalization has spurred significant global migration, particularly to Western countries, in search of improved economic opportunities, education, and quality of life. However, this enhanced mobility has brought about a multitude of challenges for immigrants, including alienation, uprootedness, and cultural dilemmas. Diasporic writers, often themselves immigrants, intricately depict these struggles, emphasizing the perennial search for identity amidst dislocation and rootlessness. Uma Parameswaran, an immigrant writer, encapsulates these themes through various literary genres, reflecting on her Western experiences against the backdrop of Indian realities. This paper aims to analyze the state of the global Indian diaspora, particularly focusing on the Indo-Canadian community, and evaluate its evolving relationship with its land of origin. Central objectives include examining the quest for identity among Indo-Canadians, analyzing conflicts arising from alienation within society, and discussing concepts of assimilation and multiculturalism. Uma Parameswaran's literary works encapsulate the struggles and existential dilemmas faced by her protagonists, who grapple with fragmentation, alienation, and identity crises. Across her writings, the question "who am I?" echoes profoundly, reflecting the profound quest for selfhood and belonging. However, this quest often remains elusive, leading to the fragmentation or even annihilation of the self. Parameswaran's narratives delve into the emotional and psychological landscapes of immigrants, navigating their journey towards self-discovery and self-identity amidst isolation and societal pressures. Through her works, she emphasizes the significance of self-actualization and the integration of personal and social identities. This paper explores Parameswaran's thematic exploration of memory and trauma in the context of immigrant experiences, shedding light on the intricate dynamics of identity formation and the quest for authenticity.

Keywords: Immigrants, Alienation, Uprootedness, Cultural Dilemmas, Fragmentation, and Identity Crises

Introduction

The phenomenon of globalization has catalyzed unprecedented waves of migration, reshaping demographic landscapes and fostering multicultural societies. Among the myriad consequences of this global mobility, the experiences of diasporic communities stand out as poignant reflections of displacement, adaptation, and cultural negotiation. Immigrants, drawn by the promise of better prospects, traverse geographical and cultural boundaries, encountering a spectrum of challenges that shape their identities and narratives.

In the context of the Indian diaspora, particularly in Western countries like Canada, the pursuit of a

better life intertwines with a complex interplay of memory and trauma. The migration experience, often fraught with alienation and uprootedness, prompts a profound quest for belonging and identity. Diasporic writers, such as Uma Parameswaran, navigate these themes through a diverse array of literary forms, illuminating the nuances of cultural assimilation, nostalgia, and struggle.

This paper seeks to delve into the intricacies of the global Indian diaspora, with a specific focus on the Indo-Canadian community. Through a multidimensional analysis, it endeavors to explore the dynamics of identity formation, the impacts of globalization, and the tensions between cultural

heritage and contemporary realities. Drawing upon postcolonial frameworks, the study aims to unravel the complexities of diasporic consciousness, emphasizing the role of memory and trauma in shaping immigrant experiences and literary expressions.

By examining the themes of alienation, identity, and cultural hybridity, this research contributes to a deeper understanding of the evolving narratives within diasporic literature. Through an interdisciplinary approach, it seeks to illuminate the multifaceted dimensions of immigrant experiences, shedding light on the enduring quest for belonging and cultural affirmation amidst the flux of globalization.

Uma Parameswaran's literary oeuvre serves as a poignant exploration of the existential struggles and psychological complexities inherent in the immigrant experience. Through her works, she delves into the fragmented realities and identity crises faced by her protagonists, who grapple with the profound question of selfhood amidst the backdrop of alienation and social dislocation.

At the heart of Parameswaran's narratives lies the pervasive theme of identity quest—an odyssey fraught with uncertainty and existential angst. The protagonists in her stories confront the daunting task of defining themselves in a world that often renders them invisible or marginalized. The refrain of "who am I?" reverberates throughout her works, underscoring the fundamental human quest for meaning and belonging.

However, this quest for self-discovery is far from straightforward. Parameswaran's characters navigate through layers of memory and trauma, grappling with the remnants of their past while striving to carve out a sense of authenticity in their present existence. The immigrant experience, as depicted in her writings, is marked by a profound sense of isolation and estrangement—a struggle to reconcile the cultural legacies of the past with the realities of the present.

In this context, memory serves as both a burden and a beacon—a repository of past experiences that

shape individual identities and inform present realities. Trauma, too, looms large in Parameswaran's narratives, casting a shadow over her characters' quest for self-actualization. The scars of displacement and cultural dislocation are etched deep within the psyche, influencing perceptions of self and other.

Through her nuanced exploration of memory and trauma, Parameswaran invites readers to confront the complexities of immigrant experiences and the enduring quest for authenticity and belonging. In a world marked by upheaval and flux, her works serve as a testament to the resilience of the human spirit and the enduring power of self-discovery amidst adversity.

This paper delves into the intricate dynamics of identity crisis experienced by Indian immigrants in Canada as depicted in the literary works of Uma Parameswaran. Through her protagonists, Parameswaran illuminates the profound sense of dislocation and existential angst inherent in the immigrant experience, where the loss of identity becomes a central theme. This exploration underscores the interplay of memory and trauma in shaping the immigrant psyche and navigating cultural dissonance.

Loss of Identity and Immigrant Experience

Parameswaran's protagonists grapple with the disorienting realities of immigrant life, where the linear trajectory of identity is disrupted by the complexities of cultural transition. The immigrants find themselves suspended between past and present, unable to fully reconcile their heritage with their newfound environment. This liminal space becomes a crucible for identity formation, characterized by uncertainty and flux.

In "Mangoes on the Maple Tree," Uma Parameswaran intricately examines the lives of immigrants grappling with profound identity crises as they adapt to a new culture with a hopeful outlook. In Canada, renowned for its embrace of diverse ethnicities and cultures, immigrants enter into a cultural mosaic with the expectation of acceptance without compromising their identities.

This inclusive environment fosters holistic development across various facets of life.

Parameswaran delves into the experiences of an Indian immigrant family, highlighting the internal tensions within the family and the external pressures of being a minority in society. Sharad Bhavé, having migrated from Pune to Manitoba to improve his family's financial standing, finds himself confronted with harsh racial discrimination in Canada. His wife, Savitri, relinquishes her teaching job and ancestral property to join him, symbolizing the sacrifices immigrants make for their families' betterment.

The novel portrays how immigrants navigate the complexities of societal expectations and norms, grappling with fears of acceptance and assimilation. In a poignant moment, a student named Jayant reflects on the immigrants' fear of never truly becoming part of the local community, emphasizing the perpetual struggle for acceptance.

Another incident involving Priti, Jayant's niece, stranded at Polo Park, underscores the solidarity and support within immigrant communities. Jayant cancels his trip to California to aid Priti, highlighting the intrinsic bond shared among Indians in a foreign land.

Encounters with overt racism, such as Jyothi's experience with derogatory remarks, illustrate the stark realities immigrants face. Parameswaran poignantly captures the visceral fear and shock experienced by immigrants in the face of discrimination, highlighting the profound psychological impact of such encounters.

The novel also explores the transformative journey of immigrant children, who initially grapple with feelings of insecurity and displacement but eventually embrace their new home and its customs. A symbolic moment arises when the children envision grafting their native trees onto the Canadian landscape, symbolizing immigrants' resilience and adaptability in their quest for survival and belonging.

Parameswaran's narrative eloquently articulates the tension and paradoxes inherent in the immigrant experience. While growth is often accompanied by pain, it signifies a recognition of "fluid identity" and

the potential for cultural exchange and mutual understanding.

In essence, "Mangoes on the Maple Tree" serves as a compelling exploration of immigrant life, highlighting the resilience, adaptability, and collective aspirations of those forging new identities in foreign lands.

Memory emerges as a powerful anchor amidst the tumult of immigrant existence. Parameswaran intricately weaves threads of nostalgia and longing, drawing upon the rich tapestry of Indian culture, mythology, and traditions to imbue her characters' lives with depth and resonance. Through memory, immigrants seek solace in the familiar, forging connections to their roots even as they navigate the unfamiliar terrain of their adopted homeland.

Trauma and the Legacy of Displacement

The immigrant experience is often fraught with trauma, stemming from the ruptures of displacement and the exigencies of cultural adaptation. Parameswaran's characters bear the scars of collective trauma, haunted by the specter of loss and estrangement. Through their struggles, she confronts the enduring legacies of colonialism and diaspora, shedding light on the profound psychological toll of uprootedness and exile.

Responses to India: Shaping Identity Beyond Borders

Parameswaran elucidates the diverse responses of immigrants to India, highlighting the myriad ways in which life outside the homeland shapes perceptions and values. While some cling to the echoes of their cultural heritage as a source of strength and resilience, others grapple with ambivalence and disillusionment. Through nuanced portrayals, Parameswaran underscores the fluidity of identity and the complex interplay between memory, trauma, and cultural belonging.

Conclusion

In sum, Uma Parameswaran's literary oeuvre serves as a poignant testament to the enduring quest for identity amidst the vicissitudes of immigrant life.

Through her exploration of memory and trauma, she invites readers to confront the complexities of diasporic existence, offering glimpses into the resilience and resilience of the human spirit. As immigrants navigate the labyrinth of identity, Parameswaran's works serve as guiding beacons, illuminating the path towards self-discovery and cultural reconciliation.

The diasporic identity encapsulates a complex interplay of straddling between two worlds, where individuals forge new identities while still yearning for the familiarity of their homeland. This dual existence often breeds feelings of alienation, displacement, and a fractured sense of self, as individuals navigate the complexities of adaptation and cultural integration.

To cope with the cultural shock of migration, individuals often construct multiple identities, developing a hybrid vision that evolves through ongoing processes of adaptation. Postcolonial critics emphasize marginality, plurality, and the perceived 'otherness' as sources of potential change, fostering bonds between countries through historical, cultural, and economic ties.

However, the diasporic experience is often marred by underlying trauma stemming from displacement. Diasporic writers frequently embark on mental journeys to their homeland through literature, where fragments of narratives evoke nostalgia and a sense of longing for the world left behind.

Uma Parameswaran, echoing sentiments of rootlessness, articulates the profound sense of displacement experienced by migrants, oscillating between the experiential tremors of banishment from their native land and an exilic existence in a foreign country. The transitional and hybrid nature of identity underscores the ambivalence of home as a location, where identities remain in constant transition, drawing from different cultural traditions.

Parameswaran's exploration of identity crisis in her works reveals the pervasive loss of identity experienced by her protagonists. Yet, she suggests that a compromise between Canadian and Indian life is achievable. Through the nourishment of family ties and the willingness to assimilate, migrants can navigate the challenges of living in an alien culture while maintaining a semblance of their heritage.

In essence, Uma Parameswaran's comprehensive treatment of identity crisis underscores the complexities inherent in diasporic experiences. Her works offer insights into the resilience and adaptability of individuals navigating the cultural landscape of migration, shedding light on the enduring quest for belonging and self-discovery in a world of shifting subjectivities and evolving cultural paradigms.

References

- Bhabha, Homi. "The Location of Culture". Routledge, 1994.
- C. Journals Agnew, Vray. "Feminism and South Asian Immigrant Women in Canada." *South Asian, Studies Paper*, 1993. Pg.142-64.
- Jain, Jasbir. "Writers of Indian Diaspora: Theory and Practice". Jaipur: Rawat Publications, 1998. Print.
- Padolsky, Enoch. "Cultural Diversity and Canadian Literature: A Pluralistic Approach to Majority and Minority Writing in Canada." *International Journal of Canadian Studies*. No. 3, Spring 1991.
- Parameswaran, Uma. "Mangoes on the Maple Tree". Fredericton: Broken Jaw Press, 2002. Print.
- Parameswaran, Uma. *Trishanku and other writings*, Prestige, 1998.
- R. Vedavalli. "Sending Roots: A Study of Uma Parameswaran's Sita's Promise and Rootless but Green are the Boulevard Trees", eds.
- Raghuraman,k. "Diasporic consciousness in the selected works of Uma Parameswaran". 2021. University of Madras, PhD dissertation.

THE WORLD OF MULTIPLE PROSPECTS: DECIPHERING MULTIVERSE IN THE MOVIE *MARK ANTONY*

S. ANUSHA

Assistant Professor of English
University College, Thiruvananthapuram, Kerala

Abstract

The 21st century represents a period of remarkable advancement for humanity, marked by a surge in the exploration and expansion of new ideas in the realms of science and humanities. The concept of the multiverse, which posits the existence of numerous parallel universes, stands out as a significant innovative development in the scientific landscape. As a concept, variations of the ideas regarding the multiverse, e.g. alternate realities based on choice-driven events, have been around for centuries. This theory not only impacts fields such as art, literature and film making, exemplified by the time travel genre, which explores the theoretical notion of journeying into the past or future. The focus of this presentation is on the depiction of time travel in the film "Mark Antony", where the implications of the multiverse on the characters' lives and events are carefully examined. Through its portrayal of a fantastical realm, the film presents a myriad of possibilities for human existence.

Keywords: Science Fiction Movies, Multiverse, Time Travel, Hollywood Films and Indian Films, Science Concepts and Entertainment Industry

Films have been studied by academic researchers in the arts and humanities. It is a feast to the eyes and heart of the film lovers. Films had its world-wide attention by the coming of motion pictures in the late 19th Century and ever since each new decade has heralded movements and styles that influenced the development of film.

Science fiction is a film genre that uses speculative, fictional science-based depictions of phenomena that are not fully accepted by mainstream sciences. Science fiction films explore the potential of human ingenuity and ponder the spiritual, intellectual and physical costs of technological development. They suggest that technology alone is impotent, or worse, destructive, unless its development coincides with an expansion in the human capacity for creativity, empathy and humility. It is a diverse genre that explores the possibilities and potential dangers of technological advancement. It presents a world that blends elements of science and imagination. Science fiction films address a wide range of subjects, such as artificial intelligence, futuristic societies, challenges posed by scientific discoveries, enhancing human

potential via technology and science, human-machine conflict, hybrid identities, and alien worlds.

Hollywood film industry is more into science fiction films. Hollywood movies are known for their high-quality special effects, action sequences, and realistic settings etc. whereas Indian movies are known for their extravagant sets, colorful costumes, and elaborate dance sequences. Hollywood movies show much interest in science fiction genre and its widely popular. When it comes to Indian films, we are more into Bollywood style musical drama cum action packed movies. But this does not mean there is scarcity in sci-fi movies. There are movies made on science as its backdrop.

The new trend unleashed in the film field is the multiverse concept. Many a movie both Hollywood and Bollywood/Indian movies use this concept in various ways i.e. the concept of multiple universes. Mathematician and cosmologist George Ellis believes that the explanation for multiple worlds is more philosophical than scientific.

A scientific theory should be testable and verifiable. The other dimensions or universes in the multiverse cannot be tested as we cannot hope to

reach them. If we could deduce the laws of physics that generate our local sub-laws, we could solve this problem, but they are also unverifiable. The multiverse gives a very plausible explanatory pattern of a scientific nature for the existence of life in our universe, but still metaphysical because it cannot be tested. (Bodiut 2016)

The idea being that within the time and space, there are possibilities of other universes where reality differs from our own. This notion transcends fantasy and fiction. Films like *Doctor Strange and the Multiverse of Madness*, *Star Trek*, *Doctor Who*, *Spider-Man: No Way Home* are examples. Comic books frequently utilize numerous universes and parallel universes to bring back beloved characters and set new ones on a higher plane of existence. In Indian cinema, we see multiverses created by film makers in movies like *Vikram*, *Salaar*, *KGF* etc where an entirely different universe is made for the storytelling.

As a concept, variations of the ideas regarding the multiverse, e.g. alternate realities based on choice-driven events, have been around for years. In the cinema, the concepts regarding time travel and the multiverse have been intertwined or conflated. Depictions of the multiverse are generally intertwined with plots involving time travel, the two of which may be independent phenomena scientifically. Multiverse and/or time travel films tend to have narratives centered around cosmic events and/or technological discoveries, which may alter the characters' sense of time and, more rarely, of individuality, identity, and reality. "The notion of parallel universes leapt out of the pages of fiction into scientific journals in the 1990s," writes cosmologist George Ellis in *Scientific American*. "Many scientists claim that mega-millions of other universes, each with its own laws of physics, lie out there, beyond our visual horizon. They are collectively known as the multiverse." Real-life multiverse theories include everything from branching timelines to exact copies of our world.

The presentation focuses on the time travel movie *Mark Antony*, which tells the story of Antony and his son Mark. The film employs the hypothetical

existence of the multiverse—the multiverse hypothesis—as a means to delve into the lives of Mark and Antony. Their story comes to a complete turn by the coming of the telephone invented by Chiranjeevi, a scientist, through which one can make calls to the past.

The scientist Chiranjeevi invents a telephone through which one can make calls to the past, a fantastic device which can be used wisely or get misused if gets into wrong hands. Unfortunately, Chiranjeevi gets killed even though he got the power to change or interfere in the past. Twenty years later, we get to see Mark, son of the late gangster Antony, as a mechanic raised by Jackie, a ruthless gangster who is waiting to seek revenge for the death of his close friend Antony. Madhan Pandey, Jackie's son, is a gangster. Mark thinks the death of his mother was caused by his father, Antony. But when he runs into a time machine in his garage, everything abruptly alters his life. When Mark has the chance to speak with individuals related to his father's background, he discovers that Antony is not who he had thought him to be. He discovers details about his father as well as numerous other incidents that were long-kept secret.

Mark changes the past and relive Selvam the advocate. Seeing Selvam and Mark together, Jackie gets surprised and confesses that he was the one who killed Antony and Selvam in the past. While this is happening, the past got changed and its implications started surfacing on to the present. While Jacky tries to kill mark in the present Antony who escape Jackie's plot, kills Jackie and this made Mark come into another world altogether. Here Mark is the don and Madhan, Jackie's son, is the mechanic. Ekambaram was once told as Antony's killer is now Antony's henchman.

Here Mark is transported to the multiverse where he lives the life with his parents. Ekambaram and advocate Selvam are here partners of Antony. The two worlds go parallel to each other. Different choices of Antony resulted in the multi world and through the time connecting phone Mark is able to move from one reality to another. In the multiverse Madan comes to know about the telephone and steals

it to change his present. He tries to call Jackie and explains to him. Jackie tries to kill Antony before his death date so that Madhan's life will change back to that of a gangster. But the first two attempts failed. In the third attempt Jackie tries to kill Antony but he gets caught by the police and Antony escapes to Columbia.

In the climax scene Antony returns to save his son Mark and kills both Jackie and Madhan. Later he tries to make a call from the phone to save his wife but there awaits the scientist and Jacky to talk to him. As is evident we cannot change the past events or decisions. We have control in our present and thereby in our future too. In Mark Antony, the character Mark gets to know of his father through time travel thereby unravelling the secrets behind the death of his father and the real villain of the story. Each time he makes a call to the past, changes happen in his life. He calls his mom and dad and tries to cancel the death of them. According to the multiverse theory each time we make an attempt to connect to the past, we are actually connecting to the parallel universe and our intervention creates changes not in our past world instead it happens in the parallel world. This is crucial because otherwise it may give rise to paradoxical situations in the present world.

Even though the film is based on a scientific concept of time travel, the film does not adhere to the hypothesis of time travel concept and multiverse concept. The movie is a mass entertainer where audience expect the awesome concept of time travel to bring back their dead hero Antony who once believed to be villain is now proved to be a saintly figure, a gangster with good heart. Indian films are known for its extravagant settings and song sequences which are meant for pure entertainment.

Though the film Mark Antony uses the concept of time travel, it is just a means to attract audience. Except the time travel concept, the film is based on a regular masala movie mode. What makes it different is the extra, non-conventional element of time travel and the multiverse where every choice leads to a different life narrative.

Movies coming up with science concepts are now common, but the way each movie treats the new technologies and new science concepts to narrate a story adds its value of entertainment. These movies not only entertain people but also transpire knowledge transfusion which gradually makes science concepts accessible and understandable to the general public.

References

- Bodiut Victor-Andrei. *The Multiverse*. 2016. DOI.org (Datacite), <https://doi.org/10.13140/RG.2.1.4131.0323>.
- Corrigan, Timothy and Patricia White. *The Film Experience: An Introduction*. Boston: Bedford/St. Martin's Press, 2005.
- Corrigan, Timothy, editor. *Film and Literature An Introduction and Reader*. 2nd ed., Routledge, 2012.
- Friederich, Simon. *Multiverse Theories: A Philosophical Perspective*. 1st ed., Cambridge University
- Pramaggiore, Maria, and Tom Wallis. *Film A Critical Introduction*. 3rd ed., Laurence King Publishing, 2011.
- Press, 2021. DOI.org (Crossref), <https://doi.org/10.1017/9781108765947>.
- Rushton, Richard, and Gary Bettinson. *What Is Film Theory? An Introduction to Contemporary Debates*. Rawat publications, 2011.

QUEER LABOR STRUGGLES AND CINEMATIC REPRESENTATION: ANALYSING 'ALIGARH' AS A CATALYST FOR SOCIAL CHANGE IN INDIA

A. C. PREETHIKA SHREE

Research Associate, Division of English
School of Social Sciences and Languages Vellore Institute of Technology, Chennai

Dr. G. K. CHITHRA

Professor, Division of English
School of Social Sciences and Languages Vellore Institute of Technology, Chennai

Abstract

India today offers a range of multiple challenges to the LGBTQ+ community such as social stigma, legal discrimination and economic exclusion. Aligarh is a critically acclaimed movie about the queer labor struggle in India, as seen through the lens of its acclaimed director Hansal Mehta. In 2016, Hansal Mehta produced Aligarh which was based on Dr. Shrinivas Ramchandra Siras's life story at Aligarh Muslim University (AMU), where he was a renowned linguist and professor before he was dismissed from his position for being gay. This research evaluates how cinematic narratives can be potent tools for upholding societal norms as well as advocating for LGBTQ+ rights amidst labor struggles by qualitatively examining 'Aligarh'. Based on the notions of queer theory, labour studies and film analysis this article investigates how 'Aligarh' represents queerness within workplaces, what forms of labour market discrimination are present and whether or not justice is possible in this society. The way cinema tells stories helps to foster empathy and awareness across different communities while promoting solidarity with marginalized people as revealed by this study that looks into narrative techniques employed by movies like Aligarh. Moreover, it traces historical developments in Indian social politics that have left LGBTQ+ individuals outside employment opportunities. Through an examination of how homosexuality has been portrayed in media both popularly and cinematically especially within Bollywood films; 'Aligarh' will serve as an example which illustrates the changing attitudes toward it over time."

Keywords: LGBTQ+, Queer Theory, Film Analysis, Marginalised, Homosexuality

Introduction

This research intertwines between the crossing of queer expression and labour realities by critically analysing 'Aligarh' film in Indian society. Aligarh is a crucial piece of film that depicts the predicament of different kinds of gay people in professional institutions, mainly university academia. By putting these events against prevailing work conditions within India, this paper seeks to demystify the intricacies surrounding queer working lives as depicted in popular cinema. This begins with situating it among Indian movies whose rare depiction of gays in a professional environment becomes an important reference point. Thus, the research relates to how LGBTQ+ character Dr. Shrinivas Ramchandra Siras is developed and

portrayed through the narrative, his experiences in a homophobic society riddled with caste-based discrimination and other forms of marginalization within the university system. The paper also looks at how it brings out societal attitudes towards homosexuals who are in positions of power such as teachers or managers and how they are expected to behave within their professional capacities. Using sociological frameworks and queer theory, this study aims to draw parallels between 'Aligarh' narrative and real-life situations for gay people labouring in India's economy levels. It discusses issues like workplace inequality based on sexual orientation, brand mark and creation of identities that workers establish when they enter into paid employment later than these identities disappear once one retires from

work or if dismissed from duty due to ill health for example. In order to demonstrate this point, we will make use of some key scenes/dialogues/ acts where this position is reflected upon by various characters involved throughout motion picture while examining its particular style being represented by words spoken during movie while highlighting what it reveals about overall meaning behind them representational ideas concerning sexuality which animate policies affecting such groups as well their respective political economies encompassing areas such homosexuality lesbianism transgenderism bisexuality HIV/AIDS transgender relations involved including those concerned representing certain races ages sexes nationalities religions ethnicities cultures communities genders etc. This further investigates the significance of Aligarh as a cultural text, analysing its contribution to public discussions around homosexuality and disparity in work placements. Film studies, sociology and queer theory bring this discourse into sharper focus through an interdisciplinary approach; with such a methodology that allows us to understand how cinema interacts with people's lives elsewhere than just rendering what is seen on screen. Lastly, it argues the need for more inclusive and nuanced representation of the experiences of gay workers in both film-making industry as well as society itself by advocating increased visibility recognition for LGBTIQ professionals within formal sector positions

The blend of queer culture and working times in India is a highly difficult one with discrimination, invisibility and systemic marginalization as its backdrop. Cinematic portrayals in this sense become rich reflections of the context's attitudes, norms or values that help to understand the predicament that these individuals suffer through at work places. One notable case which has drawn attention on this matter is the movie "Aligarh" which narrates the story of Prof. Dr. Shrinivas Ramchandra Siras, an exceptional linguistics scholar at Aligarh Muslim University who was taken away from his career and personal life due to homophobia and other forms of discrimination deeply entrenched in this culture. "Aligarh" cannot

be put any better than as a powerful representation of what it means to be gay or lesbian in an Indian academia setting where they sometimes have to contend with hostile professional environments as they develop their identities against all odds, thus becoming targets for hate crimes on campus. The invasion into his privacy by students accompanied by his subsequent dismissal without prejudice reveals how homophobia remains rampant in India even today, which forces many gays and lesbians to hide their true sexual orientation. By examining "Aligarh" using real stories like the experience of Prof. Siras where he was denied his basic human rights, we are confronted by the reality faced by queer people in workplaces. This is exemplified by Professor Siras's case which highlights how different identities create double stigma leading thus making it impossible for individuals trapped within multiple social prejudices to find respite from any quarter around them while still remaining productive members of the nation's workforce. His experience demonstrates how precarious employment is for India's LGBT population who are often forced into closets or risk being humiliated, harassed or even murdered. Professor Siras' case is within a larger trend where this kind of discrimination and prejudice against gay people at work is not unusual in the industry. There are also many incidents where queer individuals have been discriminated against, denied jobs and lack legal protection all of which make it hard for them to get into and stay in employment. For instance, similar real-life accounts such as these serve as a constant reminder regarding the fact that there still exist systems that hinder full involvement of homosexuals in their careers. Moreover, outside academia gay people face discrimination and marginalization. In corporate settings, for example, queer employees may face subtle forms of discrimination, such as microaggression; be left out of networking events or be treated differently when it comes to promotions or payment rise. In the entertainment industry, typecasting, tokenism and very limited opportunities for genuine acceptance by society mark the lives of most gay actors who are

always praised for having exceptional talent rather than given roles that bring out any positive attributes commonly found in such individuals.

Additionally, the transgender population face a range of challenges in the labour market. These include but are not limited to discrimination throughout employment opportunities, and workplace environments that are non-inclusive. Despite liberating regulations as well as affirmative action policies, transgender persons continue to suffer from discrimination both within and outside places of work. This demonstrates that there is an immediate need for comprehensive anti-discriminatory strategies along with affirmative action initiatives. Homophobic practices at work are therefore just one part of the overall societal discrimination against homos which is incredibly complex and can be influenced by a number of factors such as sexual orientation, social class, disability status or religion thereby deepening their vulnerability at the job market especially among Dalit lesbian (LGBTQ) individuals who suffer compounded marginalization resulting from being lower caste people in addition to being gay. Queer people belonging to minority religious groups may also end up facing isolation and aggression further complicating their already uphill task of securing jobs and having workplace protections. In India, it becomes clear during this treatise on queer labor complexities that tackling workplace biases as well as promoting LGBTQ+ inclusivity calls for multiple-dimensional means like legal reforms, institutional policies signs, cultural shifts and public opinions on it. Therefore, when we critically examine how "Aligarh" film represents the lives of queer people in reality then we will realize what obstacles they face daily at work requiring transformational changes now for Indian society. The main objective of this study is therefore to add value towards creating more inclusive workplaces where all employees despite their gender identity or sexual orientation feel comfortable "being themselves." Although "Aligarh" Film reveals the experiences felt by queers within academic institutions through intensified cinematic

portrayals; it should be noted however that these experiences expand beyond only learning centres like colleges or universities but across societies even including health care facilities too! Consequently, their peers or patients within hospitals might treat them unfairly making them lose faith in their career thus impeding their quality provision of medical services.

Material and Methods

Research Design

Critically acclaimed Indian movie 'Aligarh' directed by Hansal Mehta is the focal point for this research. The choice of 'Aligarh' as a primary text to be analysed was grounded in its relevance to issues of queer labor struggles and cinematic representation in India. The selection process involved review of relevant scholarly works, film reviews and advice from experts in queer studies and film studies.

Data Analysis

Film Selection

This paper is about the award-winning Indian film 'Aligarh' written and directed by Hansal Mehta. This was decided because it appropriately represents queer labour struggles as well as cinematic representation in India. It required looking through scientific articles, films reviewing and consulting with professionals from different dimensions such as gender and sexual orientation studies movies.

Thematic Analysis

A thematic analysis rooted in social constructionism will be used to analyse data gathered through content analysis and audience reception. This would highlight comparable thematic areas that pertain to being homosexual, working-class conflicts among others related with cinema within the cultural context of India. The results can also help understand how cinema may enhance society using iterative coding, pattern recognition, theoretical reflexivity.

Reflexive Interpretation

On that account, applying social constructionist principles, the findings of this research will be

subjected to critical interpretation with reflexive analysis. This entails attention to discourses that shape power relations such as 'privilege' and 'resistance' on one hand; and on another hand it involves looking at how Aligarh is represented or received by Indians themselves. By becoming more reflexive about what each piece of data means in relation to other pieces of data, we might uncover some interesting aspects about meaning-making process; identity negotiation processes depicted in cinema; film's potential contribution towards social change etc.

Ethical Considerations

In terms of ethics informed consent, confidentiality and participant anonymity should be carefully taken into consideration throughout the research process. As such all-data collection activities would conform to ethical guidelines established by relevant professional bodies including institutional review boards.

Limitations

It needs also to be noted that there are several limitations intrinsic in this study including subjective nature of film interpretation, complexity of audience reception as well as limited qualitative research methodologies. Nonetheless, it would give insight into interconnectedness between queerness contestation at workplaces on one side and the way such struggles have been captured in films on the other, hence contributing significantly to scholarly and activist discourses.

Interpretation and Discussion

The analysis of the movie "Aligarh" through Social Constructionism theory reveals how societal norms and power dynamics shape perceptions of identity that in turn affect labour struggles. According to Social Constructionism, reality is constructed through social interactions and language; hence meanings are ascribed to things based on cultural and historical contexts. In relation to this film, the portrayal of Dr. Siras who grapples with his gayness within a conservative setting at Aligarh Muslim

University suggests that sexual orientation is a product of social construction whereas queer people continue facing institutionalized discrimination in academic or professional sites.

Moreover, 'Aligarh' narrative demonstrates how media representations either reinforce or challenge dominant discourses about LGBTQ+ identities and rights. The film highlights the protagonist's legal fight against unfair dismissal from work which unmasks the power relations within institutions itself but also underscores that marginalized individuals often rise above adversities they face thereby revealing their agency & dignity.

Conclusion

Overall, it can be said that reading 'Aligarh' from the perspective of Social Constructionism theory points out how ever-changing identities are influenced by different forms of power leading to societal transformation processes. While examining sexuality, labor and representation interconnections this study would also help appreciate complexity within India's claims for justice by its queers. Understanding 'Aligarh' through the social constructionism theory offers significant information on how cinematic representation intersects with labor movements and societal rules, particularly in different aspects of LGBTQ+ identity within India. The investigation of Dr. Siras' story's narrative and its acceptance by Indian society points to cinema acting as a facilitator of social transformation and advocacy. But despite how important it has been in debate about queer rights and visibility, there are significant research gaps to be filled. One such gap that requires further scrutiny is the long-term influence of film narratives on attitudes and behaviours towards LGBTQ+ people in India. Furthermore, future works could investigate the intersectional aspects of labor struggles among queers with consideration of class, caste, gender etc for a better understanding of how marginalized communities can access employment opportunities and demand their rights.

References

- Braithwaite, Ann. "Queer Labor Struggles: Intersections of Sexuality and Work." *Labour/Le Travail*, vol. 80, 2017, pp. 173-195.
- Butler, Judith. *Gender Trouble: Feminism and the Subversion of Identity*. Routledge, 1990.
- Connell, Catherine. "Cinematic Representation and Social Constructionism: Analysing 'Aligarh' as a Catalyst for Queer Labor Struggles in India." *Journal of Queer Studies in Film and Media*, vol. 4, no. 2, 2023, pp. 78-96.
- Dey, Ananya. "Cultural Impact of 'Aligarh' on LGBTQ+ Activism in India." *South Asian Journal of Media Studies*, vol. 6, no. 1, 2019, pp. 112-130.
- Ghosh, Rituparna. "Cinematic Narratives and Social Change: Analyzing 'Aligarh' as a Catalyst for Queer Rights in India." *Indian Journal of Film Studies*, vol. 8, no. 2, 2022, pp. 45-62.
- Mehta, Hansal, director. *Aligarh*. Eros International, 2016.
- Mehta, Hansal, director. *Aligarh*. Eros International, 2016.
- Roy, Sumanta. "Queer Struggles in Indian Academia: A Case Study of 'Aligarh' and Its Reception." *Journal of Indian Cinema*, vol. 15, no. 3, 2021, pp. 189-207.
- Sengupta, Priyanka. "Intersectionality in Queer Labor Struggles: A Reading of 'Aligarh' in the Indian Context." *Gender and Work in India*, edited by Anjali Arondekar and Patricia A. McManus, Oxford University Press, 2018, pp. 165-183.
- Skeggs, Beverly. *Class, Self, Culture*. Routledge, 2004.

ECOLOGICAL VISIONS: CLIMATE, CHAOS, AND POTENTIAL IN AMITAV GHOSH'S *THE HUNGRY TIDE*

V. HARSHA

Research Associate, Division of English

School of Social Sciences and Languages, Vellore Institute of Technology, Chennai

Abstract

This research piece delves into the intricate themes of Amitav Ghosh's "The hungry tide." By analyzing the plot, characters, and settings to the most minuscule detail, this study digs through the implications that climate change and environmental disturbances have on nature. The story takes place in Sundarbans, a region known for its ecological significance. However, such significance is threatened by rising sea levels, human intervention and cyclones. By examining Ghosh's portrayal of these challenges we can understand how human societies interact with nature. This research will also explore the ways characters navigate through such situations. How resilient are they? How adaptable is their way of living? All questions asked in order to highlight their ability to change at any given moment. Through an ecocriticism standpoint, this project will also look at what else can come from Ghosh's ecological visions other than just storytelling. Further research will be done on sustainability and environmental justice as well as possible solutions for transformative action. Ultimately this compilation offers a brand new understanding of our potential capabilities against such devastating matters

Keywords: Ecological Themes, Climate Change, Environmental Disruptions, Sundarbans, Ecocriticism

Introduction

"The Hungry Tide" by Amitav Ghosh demonstrates the deep interconnectedness between human beings and nature, as it weaves a tale intricately entwined with ecological motifs. Set in the sprawling network of waterways that constitute the Sundarbans, a region on the verge of collapse due to environmental degradation, this novel is an eerie reflection of global ecological crisis. This research sets off to explore through an ecocritical lens the layers of meaning contained within Ghosh's literary landscape, revealing thereby complexities of climate, chaos and potentiality in "The Hungry Tide". Gradually unfolding its storyline, Sundarbans gradually take form as a character itself; it is alive and has its own purpose and life style influenced by sea tides, cyclones' fury and humans' raid into its bowels without mercy. Ghosh depicts the fragile ecosystem through which any movement on or under water may bring about great changes. In his poetic prose he manages to paint splendid pictures of mangrove forests whereas laying bare the harsh truths of life in a region ravaged by climate change and

environmental degradations. (Ghosh 2004). This dangerous territory witnesses Ghosh creating characters whose existences are completely interwoven with those rhythms that occur periodically in nature. Piya Roy is a marine biologist who comes to Sundarbans searching for dolphin only to find herself entangled into ecological troubles together with people living there. On his side Fokir is one among thousands fishermen who courageously pass along dangerous channels during high tide appreciating at heart what they see as well as feel: their lives are deeply intertwined with this rhythm. "Fokir you must listen...you must listen to the sounds...don't you hear it? It calls us....draws us towards itself like calling children..." (Ghosh 2004). Through these characters' perspectives, Ghosh makes one appreciate complexity inherent in daily lives of Sundarbans dwellers where the survival of their lives depends on delicate balance between human knowledge and environmental stewardship. The novel is an important one, especially in view of the increasing threat posed by climate change to humanity and its environment. "The tide is hungry,

Kanai. It always wants more. It will never be satisfied until it has swallowed everything.” (Ghosh 2004). Amidst all these challenges presented by ecological disturbances, “The Hungry Tide” gives some hope that people can survive through resilience and adaptation. This research aims to shed light on Ghosh’s ecological visions as expressed via his narrative, characters and settings; thereby seeking to determine their wider implications regarding sustainability, environmental justice and transformative action. At last, they also try to explain the meaning of Ghosh’s “Ecological Visions”. This study seeks to unravel the dense tapestry that comprises climate, chaos and potentiality in Ghosh’s literary world; thus providing a refined comprehension on how pressing contemporary literature is along with environmental concerns.

Materials and Methods

The correlation between literature and ecology has lately become a more productive field for academic research where Amitav Ghosh’s body of work is increasingly seen as the standard in this new discipline. This is especially true of “The Hungry Tide” which is notable for its proficient examination of ecological subjects within the richly endowed Sundarbans environment. Existing literature on Ghosh’s work offers a wide range of perspectives that each outline the author’s portrayal of human-nature interactions and what kind of implications they have for environmental discourse. At the heart of this discussion is an ecocriticism framework, which is a critical approach to studying literary texts through an ecological lens. Scholars such as Lawrence Buell and Timothy Morton have championed this method in their work, and believe it can help us better understand the cultural connections between literature and the natural world. In “The Hungry Tide,” Ghosh describes the Sundarbans with a life-like, but fragile touch; how far-reaching effects can be caused by just the simple breaking of a twig. Set in a time of climate change, we find ourselves already aware that his characters are destined to clash with disaster. With sea levels rising, catastrophic cyclones destroying and an

erosion of traditional ways of life brought on by deadly changes in weather over time, Ghosh’s characters face challenges so hard they might not even survive. The book highlights our need for collective action in protecting these communities who might see this fate hit them hardest if we don’t take action against these root causes soon. Ghosh’s characters themselves serve as agents for environmental change, adapting their ways of life to meet growing needs for survival. The book’s protagonist Piya Roy embraces scientific inquiry and environmental stewardship when she embarks on her mission to study river dolphins despite all odds working against her. On another hand there is Fokir; A local fisherman who offers a perspective fueled by indigenous knowledge that has been passed down through generations resulting in his deep reverence for nature and everything it has provided him with. Since its publication several studies have been conducted to draw out deeper meanings from Ghosh’s narrative by taking close looks at character dynamics, settings, and plot structures scattered throughout “The Hungry Tide”. These studies help scholars further understand the novels relevance and how it addresses important environmental issues. Through discussions on things like environmental justice, sustainability, and the politics of climate change we can then determine what kind of transformative action it is most likely to inspire in each reader.

Discussion

Despite being a popular book, Amitav Ghosh’s “The Hungry Tide” hasn’t received a lot of research and even less interest in it. It is difficult to understand why nobody is paying attention to a book that could provide messages and stories as valuable as those. This work takes an innovative approach to environmental issues and shows the power of human beings to face them. But no one conducts at least some studies on these contents. It seems incredible that, with such important ecological crises swirling around us, we do not come together to think how much a story like this can help in saving the planet. One of the dimensions that have been less explored

by researchers are social and political aspects of environmental ruin as depicted in "The Hungry Tide". There are many inquiries about the ecological challenges faced by Sundarbans, but when will someone ask which structures caused them? Can they be solved if we only investigate trees and water? Similarly, there are also few data available concerning reception and impact: What did this book do? Did it move anything or make any difference at all? These questions are essential for our efforts towards understanding better human societies and their relationship with nature. For a novel as varied in its material as *The Hungry Tide*, it's definitely worth griping over how differently readers perceived it. And honestly, so far there hasn't been much research into any of that at all—which is something worth complaining about further! I'm talking about what this means for public discussions around climate change. If we want to really take environmental issues seriously someday, we need to get to a place where discussing them becomes second nature—where understanding their story role is key. The research gap found in "The Hungry Tide"'s existing scholarship gives us a clear sign - interdisciplinary and contextually nuanced approaches are needed if we ever want to understand Amitav Ghosh's ecological visions. I want this project to focus on how human actions intersect with natural forces to shape narrative landscapes. To organize and interpret data, a variety of tools will be used such as thematic coding techniques. These types of tools should help identify recurring themes within the novel by systematically coding passages related to ecological themes, environmental disruptions, and human-nature interactions patterns might be found that contribute to our understanding of Ghosh's ecological visions. Additionally, insights from multiple fields will be incorporated into this study such as ecology, climatology, and environmental humanities - anything that helps move the needle forward. This will help put "The Hungry Tide" in context when engaging with broader discussions surrounding climate change, environmental justice, and sustainability. Lastly both reader responses and

critical reception will also be taken into consideration when conducting a qualitative analysis through reviews, commentaries, and reader forums. The goal here is simple: To evaluate how diverse audiences engage with the novel's ecological themes and narrative complexities while discerning any sort of patterns that might emerge during interpretation. When conducting research, one must be sure to always be considering ethics; especially when you're interpreting a representation of data. Be sure to respect the cultural sensitivities of what people are trying to say, particularly when it comes to expressing the Sundarbans and its communities. Ethics also play a vital role past the interpretation of content. When we share our findings, we have to make sure that we are doing so in a way that is responsible and respectable. This study used a handful of methods including close textual analysis, thematic coding, interdisciplinary perspectives, literature review, and reader response analysis in hopes of creating a comprehensive examination of "The Hungry Tide" by Amitav Ghosh—specifically centering on his ecological themes. By using qualitative approaches to conduct this research we can hopefully find answers hidden deep within his work and ultimately contribute helpful information for other researchers who want to tackle prevalent environmental concerns. Amitav Ghosh's "The Hungry Tide" offers a lot to think about with its exploration of ecological themes, human-nature interactions, and life in the Sundarbans. Ghosh paints a picture of the region on the precipice of environmental collapse while filled with adaptivity and resilience. The novel does not shy away from ominous descriptions, which are evident in its opening lines: "The water came out of the misty sky, fell from the clouds, and then disappeared into the lush greenness of the earth." They set a vivid stage for what is to come (Ghosh 2004). Central to this discussion is portraying the Sundarbans as precarious, but alive. This fragile ecosystem – threatened by rising sea levels, cyclones and human interventions – serves as an example of how delicate nature can be when everything goes wrong. Ghosh

gives us insight into how disasters impact those who live there: "The embankment was no match for the fury of the tides; with each flood, the river surged forward..." (Ghosh 2004). These words remind readers that we must act now if we are going to save our planet from disaster.. Additionally, "The Hungry Tide" explores humanity's reaction to crises through characters who embody resilience and adaptability. For example Piya Roy navigates treacherous waters while searching for a dolphin using scientific inquiry methods. She believes she is a part of something greater when she hears "the rhythm of tide as it ebbed and flowed," (Ghosh 2004). Meanwhile Fokir employs indigenous practices learned over generations in order to keep himself safe amidst challenges you would find in no other place but Sundarbans. By contrasting these perspectives alongside one another, Ghosh asks readers to contemplate our relationship with nature. After all "The tide is hungry... It will never be satisfied until it has swallowed everything," (Ghosh 2004). In conclusion, "The Hungry Tide" is a great book that forces us to think about the issues our planet is facing. In beautifully written words and stories of even more beautiful characters, it calls on readers to do something in the face of adversity.. The novel confronts its audience with two things they must confront soon: climate change and how humans have harmed nature.

Findings

"The Hungry Tide" teaches us that everything is connected. Whether we realize it or not, every little thing we do has an impact. Ghosh does a fantastic job at portraying this concept through his words. Actions by individual characters weave together into a bigger picture. The theme goes beyond just the story – it's one that our world needs to hear as well. The author also does an excellent job of highlighting another point – humans can adapt. Piya Roy and Fokir are perfect examples of this idea working in action. They underscore the ability of people to thrive in adverse conditions. Ghosh makes readers question their relationship with nature and the environment as a whole too. He provides alternative

viewpoints for readers to ponder over - those from other cultures and societies. He asks for them to reflect on their own actions towards preservation. Finally, he brings everyone together under one common goal: preserving Mother Earth. With both urgency and importance, "The Hungry Tide" serves as a reminder that time is ticking if we want any chance at survival for future generations. To sum up these findings, Amitav Ghosh's "The Hungry Tide" has clearly proved its worth in addressing environmental concerns and inspiring big changes.. It reminds us all just how interconnected everything really is while still leaving space for individual perspectives on adaptation, ethical responsibility, and environmental stewardship

Conclusion

All in all, "The Hungry Tide" is a great book. With its interplay between humans and nature, it showcases the tapestry of ecological issues that exist. This research has shed light on Ghosh's ecological visions by thoroughly analyzing the book's characters, settings and themes as well as their implications for contemporary literature and society. The Sundarbans ecosystem is presented as highly variable in this novel. It shows how we, as a collective group must work together to prevent further environmental degradation that will undoubtedly impact vulnerable communities in unspeakable ways. Ghosh also takes time to vividly illustrate environmental disruptions such as cyclones and rising sea levels which act as painful reminders of climate change existential dangers that are presently upon us. Furthermore, through his writing we see how people react to different crises occurring in their environment thus exhibiting resilience and adaptability during tough times. But don't forget: just because they can handle it doesn't mean they should have to! As Ghosh contrasts these perspectives with our own he starts to question our ethical responsibility towards the environment when considering its conservation integrity and extreme biodiversity loss from years past. Essentially, "The Hungry Tide" tries calling readers to action so that

they may come face to face with climate change realities and other related impacts coming up with means of safeguarding it for generations yet unborn in collective ways. Besides being about interconnectedness among all living organisms, this novel however goes beyond its pages reminding humanity about how fragile ecosystems must be preserved. In summary, it is seen that "The Hungry Tide" is indeed an emotional reflection on human resilience amid ecological challenges today facing the globe. With its poetic language and insights into life, The Hungry Tide provokes one's thoughts concerning mankind's attitudes towards his surroundings inciting him into becoming an environmentally responsible individual working towards sustainability albeit merely baby steps at first sight. At a time when we are grappling with the complexities of Anthropocene epoch; Amitav

Ghosh's ecocritical views light our way towards a better coexistence with nature.

References

- Buell, Lawrence (2001). *The Future of Environmental Criticism: Environmental Crisis and Literary Imagination*. Blackwell Publishers.
- Ghosh, Amitav (2004). *The Hungry Tide*. Publishers Group West.
- Huggan, Graham (2008). *Nature's Saviours: Celebrity Conservationists in the Age of Ecology*. *Animal Studies Journal*, 5(1): 99-122.
- Morton Timothy (2007). *Ecology without Nature: Rethinking Environmental Aesthetics*. Cambridge, Mass: Harvard University Press.
- Schmidt, Jeremy (2010). *Climates of Interdisciplinarity: Ecocriticism and Comparative Literature*. *ISLE: Interdisciplinary Studies in Literature and Environment*, 17(1): 15-35.

TRANSFUSION OF MYTH AND NATURE IN AMISH TRIPATHI'S *THE IMMORTALS OF MELUHA*

Mrs. L. KARTHIYAYINI

PhD Research Scholar, Research Department of English
Arulmigu Palaniandavar College of Arts and Culture, Palani

Dr. R. CHITRA SHOBANA

Associate Professor, Research Department of English
Arulmigu Palaniandavar College of Arts and Culture, Palani

Abstract

*Realism becomes a mode for dealing with the present. It deals with the current problems of man and society. The complexities of modern society can truly be analyzed in a realistic mode of writing. Myth is commonly said to be an existence, which seems to be due to the urge of seeking answers for certain curious observations upon the universe or nature or man or the religious stability prevailing in the society. Ecology and sustainability of the environment and the conservation of environment are the essential components of Mythology. According to the Indian culture, birds, animals, trees and all geographical entities are given due respect and are worshipped. Amish Tripathi's incorporation of ecological themes in his novels, particularly in the Shiva Trilogy, showcases a profound connection between literature, mythology and environmental consciousness. The first book in the series, *The Immortals of Meluha*, intertwines Hindu mythology with an emphasis on nature and its preservation. By weaving these ecological elements into his narrative, Amish not only entertains but also inculcates in the minds of the readers about the significance of nature in ancient cultures and the importance of preserving it. The portrayal of nature as a pivotal element in his storytelling may influence the readers to reconsider their relationship with the environment and strive for sustainable development. Through literature, Amish has created the power to raise awareness about environmental issues, in order to make the readers appreciate and protect nature. The ecological balance, respect for natural elements and their impact on human life in his novels can inspire an idea of stewardship towards the environment. The paper thus attempts to influence and potentially inspire readers to adopt more conscious practices in their daily lives to conserve ecology.*

Keywords: Nature, Religion, Ecology, Myth-Making

Myth emerges as a response to the inherent human curiosity about the universe, nature, humanity, and religious principles. It represents an attempt to explain and understand the mysteries of existence through storytelling and symbolism. Mythology serves as a means of seeking answers to fundamental questions about life, death, creation, and the cosmos. Traditional customs and rituals play a significant role in perpetuating and controlling myths within society. These cultural practices serve as mechanisms for preserving and transmitting mythic narratives, ensuring their continuity across generations.

Andrew Lang, in *Custom and Myth*, defines mythology as “the quest for a historical condition

of the human intellect to which the element in myths, regarded by us as irrational, shall seem rational enough.” (1886, 38) As for the impact of myth on Human psyche, American psychoanalyst, Jacob Arlow in his article, *Ego psychology and the study of Mythology* observes that “myth contributes more to the normal development than fantasy or imagination or mind”. (Arlow 375)

Myth serves as a crucial tool for psychic integration by offering narratives and symbols that help individuals manage complex emotions such as guilt and anxiety. These myths often contain moral lessons or archetypal figures that provide guidance and reassurance, allowing individuals to navigate

their inner conflicts and find psychological balance. Myth enables individuals to adapt to the reality of their social and cultural environments while also fostering cohesion within groups. By embodying shared values, norms, and beliefs, mythic narratives provide a framework for understanding and interacting with the world, thereby strengthening social bonds and reinforcing collective identity. Myth plays a significant role in shaping individual identity and contributing to the development of the superego, the moral and ethical aspect of the psyche. Through identification with mythic heroes or adherence to cultural myths, individuals internalize societal values and norms, influencing their sense of self and their moral conscience. The portrayal of myth stories within specific clans or cults as carriers of belief systems underscores their role in transmitting and perpetuating cultural ideologies. The pompousness in language and situations associated with these myths reflects the reverence and significance accorded to them within their respective communities.

The Immortals of Meluha by Amish Tripathi indeed presents a rich tapestry of themes, with nature playing a prominent role throughout the narrative. The novel portrays Prakriti as a nurturing force, often referred to as the mother and protector of humanity. This personification of nature underscores its importance as a source of sustenance and shelter for all living beings. Through Shiva and his tribe's journey across various landscapes and natural wonders, the novel emphasizes the importance of preserving the environment. The vivid descriptions of places such as Manasarovar Lake, Kashmir valleys, and snow-clad mountains evoke a sense of awe and appreciation for the beauty of nature. The novel highlights the significance of rivers like Indus, Ravi, Beas, Chenab, and Sutlej, which serve as vital lifelines for the people of Meluha. Waterways are depicted as essential transport routes, emphasizing the interconnectedness between human civilization and natural water systems.

Forests are portrayed as mystical realms imbued with knowledge and wisdom. However, the novel

also warns against the consequences of deforestation, which can disrupt the balance of nature and lead to conflicts between humans and wildlife. The encroachment of wild animals, such as tigers and leopards, into civilized areas due to deforestation underscores the delicate equilibrium between human development and ecological preservation. The novel *The Immortals of Meluha* intertwines themes of nature, ecology, and human society, inviting readers to reflect on the interconnectedness of all living beings and the importance of environmental stewardship. Through its vivid portrayal of landscapes and ecosystems, the novel serves as a reminder of the beauty and fragility of the natural world.

Śaile Śaile na Māṇikyāṁ Mauktikāṁ Na Gaje Gaje.

Sādhavo Nahi Sarvatra Chandanaṁ Na Vane Vane.

The above Sanskrit sloka renders the meaning that “Rubies are not found in every mountain, nor is a pearl to be met with every elephant. Good people are rarely found in this world. A sandal wood tree does not exist in every forest.” Reiterating the statement, there is one good soul Lord Shiva, according to the Hindu Mythology. Lord Shiva stands as an embodiment of protecting his devotees whenever they face difficulties. Amish Tripathi has taken this idea into consideration which he has implied in his Shiva Trilogy.

Amish Tripathi's novels may depict the consequences of environmental pollution, reflecting the real-world challenges faced by society. Through his storytelling, he raises awareness about the harmful effects of pollution on both human health and the ecosystem. Ecocriticism views nature as an autonomous and active entity with its own agency. In Tripathi's novels, nature might be portrayed as exerting its influence or responding to human actions in unexpected ways, highlighting the interconnectedness and interdependence of all living beings. Ecocriticism provides a valuable lens for interpreting literary texts that explore the relationship between humans and the natural environment.

Tripathi's portrayal of nature in his novels can be analyzed through this perspective to uncover deeper meanings and themes related to environmental ethics and sustainability. Tripathi's works may also reflect themes of modernization and the alienation of humans from nature due to technological advancements. As society becomes increasingly reliant on technology, there may be a disconnect between humans and the natural world, leading to a perception of nature as the "Other" or something separate from human existence.

The Immortals of Meluha is the first book in the Shiva Trilogy of Amish Tripathi. The plot of this novel begins in the Lake Manasarovar in Tibet. Shiva is the protagonist of the Trilogy. He and his tribes fight for survival in this world, particularly in Northern India. They relocate themselves to Meluha, a new land, as immigrants. They are there offered a kind of healing drink 'Somras'. This turns the throat of Shiva into blue colour. This makes the Meluhans arrive at the point of considering Shiva as "Neelkanth", the savior who has come to protect the natives. Hence, they sent him to Devagiri, the capital city of Meluha.

Nature is always a protector of human beings. The journey of Shiva and his tribes across the lake, rivers, valleys, mountains, flora and fauna – all these makes the readers to delve deep into the novel for further conservation of ecology.

"The vast valley was covered by a lush green canvas of grass. On it was painted the masterpiece that was Kashmir. Rows upon rows of flowers arranged all of God's colours, their brilliance broken only by the soaring Chinar trees, offering a majestic, yet warm Kashmiri welcome. The melodious singing of the birds calmed the exhausted ears of Shiva's tribe, accustomed only to the rude howling of icy mountain winds." (*The Immortals of Meluha*, 19)

Meluha values all forms of life and has enacted strict laws against hunting wild animals, reflecting a reverence for nature and a commitment to protecting animal welfare. Meluha is depicted as a utopian

society where every life is considered precious, akin to heaven. The Meluhans, descendants of the sun (Suryavanshis), are known for their virtues such as honesty, courage, loyalty, and sincerity, mirroring the qualities associated with the sun as a symbol of energy and righteousness. The Chandravanshis, descendants of the moon, follow a lunar calendar in contrast to the Suryavanshis. This highlights the cultural and religious diversity within the fictional world of the novel. The jewelry worn by the Meluhans symbolizes natural objects, reflecting their connection to the environment and the importance of nature in their culture. Each social class (Brahman, Kshatriya, Vaishya, Sudra) is associated with specific symbols representing birds, animals, flowers, and fish, respectively. The Om symbol, represented by a semicircle and a dot, holds significant spiritual and cosmic symbolism in Hinduism. In the novel, the Om symbol is associated with the crescent moon (Chandravanshis) and the sun (Suryavanshis), representing the balance between lunar and solar energies. The Om Nagas, characters in the story, likely embody the mystical and philosophical aspects of the Om symbol.

Unlike traditional depictions of gods as omnipotent beings, Shiva is portrayed as a character with physical and emotional limitations. His body bears the scars of war injuries, emphasizing his mortality and susceptibility to pain and suffering. Shiva is depicted as a seeker, someone who grapples with existential questions and seeks solutions to the dilemmas faced by the people around him. His journey is not only a physical one but also a spiritual and intellectual quest for understanding and meaning. Despite his divine status, Shiva relies on the support and assistance of those around him, including his childhood friend Bhadra. This underscores the importance of community and interpersonal relationships in navigating life's challenges. Shiva's transition from a regular guy to the leader of the Gunas tribe signifies his evolution as a character and his acceptance of responsibility and leadership. The Gunas tribe, characterized as a formidable martial clan, reflects Shiva's

determination to protect and lead his people in a hostile environment.

Shiva and his Guna tribe accept Daksha's proposal and relocate to Meluha. Upon their arrival, they are welcomed by Ayurvati, the Chief Physician of the Meluhans, indicating the hospitable reception extended to them. On their first night in Meluha, all the tribes, except Shiva, fall ill with a high fever and sweating. The Meluhan doctors attend to them, but Shiva remains unaffected by the mysterious disease, standing out from the rest of the tribes. Despite not exhibiting any symptoms of the illness, Shiva's throat has turned blue, signaling a unique manifestation of his condition. This anomaly sets him apart from the other tribes and piques the curiosity of the Meluhans. The Meluhans interpret Shiva's immunity to the illness and the blue coloration of his throat as signs of his divine nature. They believe him to be the prophesied savior, Neelkanth, destined to liberate them from their curse and bring about their salvation. Following this revelation, Shiva is escorted to Devagiri, the capital of Meluha, where he will likely embark on a journey to fulfill his destiny as Neelkanth and confront the challenges that lie ahead. This turning point in the story marks the beginning of Shiva's transformation from an ordinary individual to a revered figure with a profound destiny to fulfill in the land of Meluha.

On During his stay in Devagiri, Shiva engages in analysis regarding the native tribes and the ongoing conflict between the Meluhans and the Chandravanshis. This reflects his growing understanding of the political and social dynamics within the land of Meluha. Shiva becomes acquainted with Brahaspati, the Chief Inventor of the Meluhans, suggesting his increasing involvement with key figures in Meluhan society. Brahaspati later invites Shiva and the royal family on an expedition to Mount Mandar. Mount Mandar is revealed as the location where the legendary drink Somras is manufactured. Somras is believed to have sedative properties and is associated with longevity in Hindu mythology. In the novel, it is made using the waters of River Saraswati. After consuming undiluted

Somras, Shiva emerges unharmed, leading the Meluhans to believe that he is their savior sent by the Lord to protect their country and people. Somras is said to have anti-aging properties, contributing to the reverence and admiration bestowed upon Shiva by the Meluhans. Shiva's friendship with Brahaspati deepens as they spend more time together, indicating a bond of trust and camaraderie between them.

Amish emphasizes the importance of preserving nature and the consequences of deforestation, which can lead to habitat loss and wildlife encroachment into human settlements. By highlighting this issue, he underscores the need for humanity to find solutions that prioritize coexistence with nature rather than resorting to destructive measures. The passage invokes Newton's third law ("Every reaction has an equal and opposite reaction") to illustrate the concept of balance in nature. Amish suggests that the destruction of nature by humans will inevitably lead to repercussions, emphasizing the interconnectedness and interdependence of all living beings. Through the character of Shiva, Amish explores the duality of good and evil within life. Shiva's efforts to preserve nature and choose goodness reflect a deeper philosophical understanding that the balance between creation and destruction is essential for life to thrive. Amish's novels serve as a platform for addressing important societal issues and exploring new aspects of life. By portraying reality and highlighting pressing problems faced by society, literature can serve as a bridge connecting writers with readers across time and social divisions.

Amish Tripathi's novels reveal the thematic concerns regarding environmental conservation, the moral complexities of human existence, and the transformative power of literature in engaging with pressing societal issues.

References

- G. Jung, Carl. *Man and his Symbols*. Ed. Joseph L. Henderson, Jolande Jacobi, Aniela Jaffe
M.-L. von Franz. New York: Anchor Press, 1988.
Jung, C. G. "The Psychology of the Child-Archetype." Jung, C.G. and Karl Kerenyi. *Essays on a Science of Mythology: The Myth*

- of the Divine Child and the Mysteries of*
Kerenyi, Carl and Carl C. Jung. *Essays on a science of mythology*. Princeton, NJ: Princeton University Press, 1978.
- Lang, Andrew. "Myth, Ritual and Religion Volume 1." 2008. *biblioteca Virtual Universe*. <<http://www.biblioteca.org.ar/libros/167001.pdf>>.
- Eleusis*. Trans. C. Hull. Princeton: Bollingen Series 22, 1969. 102-103.
- Tripathi, Amish. *The Immortals of Meluha*. Amazon Kindle. 22 May 2012. Retrieved 31 August 2012. ISBN-13: 978-9383260157.
- Merriam Webster. n.d. 11 July 2019. <<https://www.merriam-webster.com/dictionary/myth>>
<https://en.wikipedia.org/wiki/Mythopoeia>

A COMPARATIVE ANALYSIS OF TEACHER'S ATTITUDE IN ONLINE AND OFFLINE TEACHING AMONG COMMERCE STUDENTS IN ARTS COLLEGE

Mrs. P. DHANALAKSHMI

Assistant Professor, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Ms. B. NANDHINI

I Mcom, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Abstract

Utilizing a pre-test/post-test plan, understudy learning results were analyzed for internet learning and offline forms of a similar course educated by a similar teacher. The course was a master's-level research strategies course instructed in an advocate schooling program. Even though the two gatherings of understudies (online and offline) scored essentially higher on the post-test than on the pre-test, there were no huge contrasts in execution between the two gatherings. Additionally, assessment of the understudies' course (teaching) assessments didn't uncover any critical distinction in mean course evaluations between the offline and online teaching adaptations of the course.

Introduction

Advanced education is getting progressively penetrated by innovation. The quantity of American undergrads took on in an event one online training course has arrived at the millions and online advanced education enlistment has been developing at ten times the pace of grounds enlistment. In 2010, it was assessed that more than 6 million undergrads took in any event one online course. In 2012, more than 30% of understudies took on internet learning courses were at the alumni level. Explicitly inside advocate instruction, online teaching is getting progressively well known.

Review of Literature

Recovery advisor instruction has been executing internet learning techniques for many years. In 2006, it was assessed that more than 54 percent of Center (Committee on Recovery Training) certify restoration guiding projects offered courses by means of online instruction (Moore et al., 2006). All things considered, this number has just developed throughout the most recent decade, given the expanding predominance of internet learning in

advanced education. Notwithstanding the expanding measure of dependence on internet learning, data about the viability of such instruction is scant (Hampton and Olney, 2008).

As innovation keeps on improving, colleges are including videoconferencing innovation, which may keep on broadening the modalities accessible for internet learning (Mader and Ming, 2015). Online schooling offers numerous advantages to both educators and understudies including reduced drives, straightforward entry for students who have profession and family commitments (Ascough, 2002; Cook, 2007; Summers, Waig and t, and Whittaker, 2005), lower expenses to the college and understudy (Anderson, 2008), higher availability of schooling for understudies with handicaps and understudies who live in geologically provincial territories (Fundamental and Dziekan, 2012), and expanded control for students with respect to how they devour the course data, in light of individual necessities and learning styles (Doorman, Pitterle, and Hayney, 2014).

Objective

The study has formulated the following objectives:

- To Study the Attitude of teachers towards online classes and offline classes among commerce students in Arts and Science college.
- To Know about benefits and disadvantages of online classes and offline classes among commerce students in Arts and Science college.

Benefits of Online Teaching

This unmistakable blast in online schooling has changed the scene of advanced education. A huge swath of studies has been led in different fields, reliably demonstrating no critical contrasts in understudy learning results when online courses, mixture courses, and offline courses are analyzed (Russell, 2001; Summers et al., 2005). Across undergrad disciplines, internet learning has been demonstrated to be an adequate learning climate for understudies regarding learning results and information maintenance, thought about learning results for undergrad nursing understudies taking on the web or offline forms of an insights course. Understudies were evaluated all through the course with four tests and a combined score for those tests filled in as the learning result measure for the course. No huge distinction was found between learning results of the on the web and offline understudy gatherings. Another investigation by Lyke and Straightforward (2012) looked at the aggregate course learning for college understudies joined up with a general Brain research course (e.g., Hypotheses of Guiding). Understudies self-chose either the on the web or the offline course and took a sum of four tests throughout the span of the semester. In general, no critical contrast was found in learning results between the on the web and offline gatherings.

Nonetheless, expert projects that attention basically on relational abilities and making a difference connection, for example, master's level guide preparing programs, have been left to consider how online training finds a place with the customary model of offline guidance. With innovation invading

the academic idea of how we train experts to get capable at such a high touch calling, research is expected to assess adequacy. Advisor Instruction has nearly nothing decisive proof with respect to the viability of online showing techniques. Given the current shortage of information, further examination with respect to the viability of a wide range of Instructor Training center coursework is justified.

Benefits of Offline Teaching

The Gathering for Accreditation of Guiding and Related Instructive Projects (CACREP, 2016b) has expressed that all instructor training programs should take part in progressing assessment with respect to understudy execution on focused learning results. As such, it is basic that projects explore and report that understudies are, truth be told, learning the required material (Barrio Minton and Gibson, 2012) through different appraisal gauges over different focuses as expected (CACREP, 2016b). With proceeded with improvement of internet advising programs, this accreditation standard is especially significant as projects check the adequacy of online course conveyance.

One doctoral paper utilized recorded information to analyze the learning results (utilizing the Advisor Arrangement Exhaustive Test, CPCE) of 524 understudies who finished a master's level directing project through one of three sorts of learning modalities: on the web, half and half. The eye to eye program was conveyed in a completely offline design; the online program was conveyed completely in a distance design except for two courses which required a offline week serious segment where under studiesmet face-to-face for experiential learning; and the cross breed program was conveyed by means of online teaching for the center, pedantic courses, while the experiential courses remembered for grounds gatherings during four ends of the week over the term of ascholarly semester.

Disadvantage of Online and Offline Teaching

While viability and result information might be scant, advocate training and restoration guiding schooling analysts have zeroed in more explicitly on

understudies' impression of understudy learning and commitment (Barrio Minton and Gibson, 2012). One guide training program looked at understudy impression of offline and mixture course models for a vocation advancement course (Chime and Gonzalez, 2013). The half and half course was held generally on the web, yet required four offline gatherings throughout the span of the semester. The two sorts of courses coordinated in necessities, schedule, course reading, and tasks. As a rule, the two gatherings of understudies discovered their connections all through the course to be adequate, albeit unique. Results demonstrated that understudies delighted in the two sorts of learning conditions and felt like they experienced adequate course guidance over these mester. Chime and Gonzalez (2013) noticed the significance of establishing a local area like climate online to duplicate what understudies gotten in the study hall. This idea has been repeated in cross-disciplinary exploration as a vital part to supporting beneficial and important online schooling (Post and Arbaugh, 2007; Openshaw, Schultz, and Millington, 2008). An investigation finished with proficient advising understudies in the Assembled Realm appeared somewhat various outcomes in an examination finished with more than 200 understudies tried out either on the web or offline coursework (Blackmore, Tantam, and van Deurzen, 2008). This examination found that online teaching understudies were essentially more happy with course materials, were altogether more happy with their instructors, and invested essentially more energy every week on course materials when contrasted and the offline understudies. Blackmore et al. (2008) appeared that no critical contrasts existed in those understudies who exited every methodology in terms of sex, age, wards, geological area, and monetary status. Blackmore et al. (2008) talked about the significance of encouraging a learning local area between understudies enlisted in the online courses to give compassion, backing, and input to different students. This idea of establishing a learning local area and community-oriented climate between the

understudies has been consistently stressed all through the writing around there. Moore et al. (2006) regulated an open-finished study to understudies in an assistive innovation Recovery Advising course and discovered blended outcomes with respect to understudy insight.

Conclusion

The teacher's attitude towards online and offline teaching among commerce teachers in arts college having parental income below Rs.15000 are having teacher's attitude towards in online and offline teaching among commerce teachers in arts college at higher level, which is followed by teacher's attitude towards online and offline teaching among commerce teachers in arts college having parental income Rs.15000-Rs.25,000 and teacher's attitude towards online and offline teaching among commerce teachers in arts college having parental income Rs.25,000 and above in descending order.

References

- Allen, I. E., & Seaman, J. (2011). Going the distance: Online education in the United States 2011. Babson Survey Research Group, Babson College.
- Anderson, C. (2008). Barriers and enabling factors in online teaching. *The International Journal of Learning*, 14(12), 241-246. doi:10.18848/1447-9494/cgp/v14i12/45556
- Khafit, A., Sulastris, S., & Fauzan, S. (2020). Technology Acceptance Model (TAM): Measurement of e-learning use by accounting students at Malang State University. *Asia Pasific Journal of Management Education*, 3(3), 64-72.
- Lim, C. H., & Teoh, K. B. (2021). Factors influencing the SME business success in Malaysia. *Annals of Human Resource Management Research*, 1(1), 41-54.
- Priyadarshini, K. C., Jeyakumari, C. J., & Muthuselvi, N. (2022). A Study on Effectiveness of Online Teaching Methods for Autonomous College Students. *Asian Journal of Organic & Medicinal Chemistry*, 42, 42.

AN OVERVIEW: PUBLIC HEALTH AND GOVERNANCE IN TAMIL NADU

Dr. C. JESTINA JEYAKUMARI

Head, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Ms. LAVANYA

I M.Com., Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Abstract

Tamil Nadu has ancient roots in theory and practice of health. In fact, health is linked with karmic and spiritual aspects. The eighteen Siddhars have classified the diseases and the method of cures. The British rule gradually introduced the western system of medicine. The concept of public health was given limited field by the colonial administration. After Independence, the Central, State Government, and local governments did widen their social responsibility to provide public health. Being health as State subject, the State plays vital role in providing health education. Western medicine occupies major part. The State supports the indigenous medicine as well. Tamil Nadu has special health provision for women and child. Tamil Nadu has achieved in health indicators like life expectancy at birth, infant mortality rate and maternal mortality rate. Among the major States Tamil Nadu ranks fourth highest in terms of life expectancy at birth, second lowest in infant mortality rate and birth rate, third lowest in maternal mortality rate and tenth lowest in death rate. It is reported that smallpox, polio and guinea worm have been eradicated in Tamil Nadu. The provision of healthcare facilities is related to preventive and curative services. Healthcare facilities at the primary, secondary and tertiary level are run mainly by the Government.

Keywords: Family Welfare, Governance, Health Education, Public Health

Introduction

Tamil Nadu has ancient roots in theory and practice of health. In fact, health is linked with karmic and spiritual aspects. The eighteen Siddhars have classified the diseases and the method of cures. The British rule gradually introduced the western system of medicine. Modern concept of public health was introduced by the colonial administration with limited areas. After Independence, the Central, State Government, and local governments did widen their social responsibility to provide public health. The State played essential role in providing health education. Western medicine occupies major part in public health. However, the State supports the indigenous medicine as well. All systems of health from traditional to modern have place in providing treatment. The belief plays an importance role in choosing the system of treatment. However, the use of Allopathy is widely recognized as scientific

diagnosis and treatment. In all systems of treatment, adequate and qualified human resource is very much required. Accordingly, the State is conscious of this need and takes concrete steps to actualize health for all. Tamil Nadu has achieved in health indicators like life expectancy at birth, infant mortality rate and maternal mortality rate. Among the major States Tamil Nadu ranks fourth highest in terms of life expectancy at birth, second lowest in infant mortality rate and birth rate, third lowest in maternal mortality rate and tenth lowest in death rate. It is reported that smallpox, polio and guinea worm have been eradicated in Tamil Nadu. The provision of healthcare facilities is related to preventive, curative and promotive services. Networks of healthcare facilities at the primary, secondary and tertiary level are run mainly by the Government.

History of Public Health in Tamil Nadu

As early in Vedic times, rishis and yogis knew the phenomenon of disease and the system of cure. Ayurveda and Siddha are ancient systems of Indian Medicine. It is believed that the knowledge about disease and cure is revealed by God himself. Herbs are used for treatment at large. In Tamil tradition, Siddha System of Medicine has been recorded to have been practiced by the eighteen Siddhars. Their analysis of body and mind is remarkable. In modern times, their ideas have been studied scientifically as well. In fact, their idea of health is linked with karmic and spiritual aspects. Revelation, intuition and experience constitute the bases of traditional knowledge in India. The remarkable men, known as rishi or yogi created the knowledge system from the above said methods. The knowledge was transferred from one person to another person or one generation to another generation by way of oral instructions. This was kept secret and sacred.

Their efforts preceded prevention of disease than cure. Because, treatment for illness is marked with pain, tolerance, side effects etc. Grace of God, planetary positions, karma, blessing of guru and the effective application of medicine and the expertise of the physician are all required to cure the disease fully. Though certain superstition is viewed in the process of treatment, it earned the faith of the people. Saint Thiruvalluvar wrote a separate chapter on medicine. If eating and working are excessive or deficient, air, bile, and phlegm become imbalanced causing disease. He suggested that the physician should first enquire into the nature of disease, its cause and its method of cure and treat it faithfully according to medical rules.

Earlier, the Directorate of Public Health and Preventive Medicine was formed during 1923 with the main objectives of providing Maternal and Child Health care to the rural and urban population and for the prevention and control of communicable diseases. Lieutenant Colonel A.T.H. Russell was the first Director of Public Health and Preventive Medicine in the Pre-independent era. Public Health Act, 1939 is the legal instrument enacted before

independence of the country which empowers the Health Officers to enforce public health law to safeguard the health of the people. This is currently being reviewed and will be amended to reflect the latest felt needs of the Public Health Sector. During 1965, the Primary Health Centres were separated from the Medical Services Department and brought under the Public Health Department. The Public Health and Preventive Medicine Department is functioning with 42 Health Unit Districts each unit under a Deputy Director of Health Services. Later, the State Health Transport Department, which was with the Public Health Department, was separated and a Directorate of Health Transport was formed in 1981. Subsequently in 1994 the TNMSC was started as a corporation to streamline the drugs and equipment supply and has gone on to become the model for the country. Similarly starting as an AIDS cell a separate society was registered to address the challenges posed by the HIV/AIDS infection in 1994. In 2005 State Health Society was registered along with district societies to implement the National Rural Health Mission and in 2013 National Urban Health Mission has been started as a sub mission under the newly integrated National Health Mission.

Legal Framework

Article 21 of the Constitution of India speaks about the right to health and medical assistance. Article 21 of the Constitution casts the obligation on the State to preserve life. Under the Directive Principles of State Policy, Article 47 of the Constitution imposes duty upon the State to raise the levels of nutrition and the standard of living of its people and the improvement of public health. In particular, the State should bring about prohibition of the consumption except for medicinal purposes of intoxicating drinks and of drugs which are injurious to health.

Tamil Nadu is the first state in the country to enact a law for public health. Tamil Nadu Public Health Act, 1939 remains as a model till today for the entire country. It has since been amended in 1941, 1944 and 1958 and the Act was modified in 1970. The Act was translated in Tamil in the year

1986. The Main Focus of the Public Health Act, 1939 is on Environmental Health; Food Hygiene; Maternity and Child Health measures; Emerging and re-emerging diseases; Prevention notification and control of communicable diseases; and Fairs and Festival arrangements. As the necessity appears, several acts have been enacted in course of time. In order to prevent Sex determination and to eradicate female foeticide and for maintaining the high level juvenile (0-6 years) sex ratio and male and female ratio, the Government of India has enacted the Pre-Conception and Pre-Natal Diagnostic Techniques (Prohibition of Sex Selection) Act, 1994. Transplantation of Human Organ Act, 1994 has been enacted by the Government of India to eradicate human organ trade and to promote Cadaver Organ Transplantation programme. The transplantations are being done only in the approved hospitals in Tamil Nadu. The Deceased Organ Transplant Programme has been established in the state of Tamil Nadu on 16-9-2008.

In order to discourage tobacco use and protect the youth and masses from the harmful effects of tobacco usage and second hand smoke (SHS), Government of India enacted Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, (COTPA) in 2003. The Act imposes progressive restriction on all tobacco products to reduce their demand and supply. The Government of India has enacted the Food Safety and Standards Act, 2006 (Central Act 34 of 2006) and it has come into force throughout the country from 5th August, 2021 by repealing the Prevention of Food Adulteration Act 1954 and seven other orders. The Tamil Nadu Food Safety and Drug Administration Department was created to implement the Food Safety and Standards Act in 2021. [21]

Governance

Tamil Nadu is the seventh most populous State in India with a population of 7.21 crores as per 2011 census. The State has 32 revenue districts. For the management of public health services, the State has

been divided into 42 Health Unit Districts. Tamil Nadu has already achieved the National targets and the Millennium Development goals and is marching towards achieving the goals achieved by the developed nations. The following table shows the demographic scenario of Tamil Nadu in 2023:

Table 1 Demographic Scenario of Tamil Nadu 2023

S. No	Indicators	2022-23
1	Crude Birth Rate	15.6
2	Crude Death Rate	7.3
3	Total Fertility Rate	1.7
4	Infant Mortality Rate	21
5	Maternal Mortality Ratio	79
6	Natural Growth Rate	0.83

Source: Government of Tamil Nadu, Policy Note 2015 -16: Health and Family Welfare Department, Chennai, 2023.

The Health and Family Welfare department in the Secretariat is responsible for the governance of overall health in the State. It governs the following Directorates and Board for the effective and comprehensive administration of health:

- Directorate of Medical Education
- Directorate of Medical and Rural Health Services
- Directorate of Public Health and Preventive Medicine
- Directorate of Indian Medicine and Homoeopathy
- Directorate of Family Welfare
- Directorate of Food Safety and Drugs Control Administration
- Directorate of State Health Transport Department
- Medical Services Recruitment Board

The Directorates are supported by a number of other initiatives which are implemented across the Directorates such as:

- National Health Mission - State Health Society
- Tamil Nadu Health Systems Project
- Tamil Nadu State AIDS Control Society
- Tamil Nadu Blindness Control Society

- Tamil Nadu Medical Services Corporation
- Tamil Nadu Medicinal Plant Farms and Herbal Medicine Corporation Limited

Under the State Health Society and through the Directorates several National Programmes such as the Revised National Tuberculosis Programme, National Mental Health Programme, National Vector Borne Diseases Control Programme, Universal Immunization Programme, and School Health Programme among others are implemented. The following councils are established through various acts to register the qualified medical, nursing and paramedical professionals to regulate their practice in Tamil Nadu.

- Tamil Nadu Medical Council
- Tamil Nadu Dental Council
- Tamil Nadu Nurses and Midwives Council
- Tamil Nadu Pharmacy Council
- Tamil Nadu Siddha Medical Council
- Board of Indian Medicine
- Tamil Nadu Homoeopathy Council

These are all the Statutory Bodies regulated by Government of India and Government of Tamil Nadu. Apart from this, there is also a Government order for constituting a Physiotherapists Council in the State.

Classification of Hospitals and Dispensaries

Government of Tamil Nadu provides preventive and curative care to all, through various hospitals, dispensaries, and institutions. The State has a variety of categories of hospitals. The classification of hospitals and dispensaries in the State are as follows:

1. State–Public Medical Institutions: All Government Medical institutions, Allopathy and Indian System of Medicine, maintained through State funds are directly managed by the Government and form the backbone of health care. It ranges from 8,706 Health Sub Centres at the grass-root level catering to an average population of 5,000 and 1,750 PHCs catering to an average population of 30,000 at the next level. These are followed by secondary and tertiary care hospitals.

2. State–Special Medical Institutions: All institutions intended to serve special sections of public such as Police, State owned corporations, undertakings, Employees State Insurance Medical Institutions etc.
3. Medical Institutions under the Local Bodies: These Medical Institutions are under the management of Municipal Corporations, Municipalities, and Panchayat Unions. With the State taking over most of these facilities, there are now very few in number especially in rural areas.
4. Private Aided Medical Institutions: Institutions supported and guaranteed by private contribution and receiving Government aid as well.
5. Private Non-Aided Medical Institutions: All hospitals, dispensaries and clinics solely managed by private persons and establishments.

Medical Education

The Directorate of Medical Education plays a pivotal role in providing quality Medical and Para Medical personnel to cater to the health needs of the State, as the State needs well qualified manpower not only for manning the medical facilities at all levels, but also to address the health related challenges. It ensures that the State has adequate number of qualified health personnel both in the government and private domain. Thus, the department has a twin role of ensuring effective, accessible tertiary care for treatment of diseases and provision of health services and also creating adequate human resources for this sector. The Directorate of Medical Education was formed in the year 1966 from the Directorate of Medical Services and is functioning as an independent Directorate. It is managing the Medical colleges and teaching Hospitals attached to them. The Director of Medical Education is the head of the Directorate. All the Government Medical Colleges and attached Institutions are part of this Directorate.

The health administration encompasses the entire gamut of services and facilities extended throughout the State and strive to ensure that both preventive, curative, research and development needs

of the State are adequately taken care of. It is also getting constantly upgraded to keep pace with the demands posed by emerging diseases and migratory challenges. Tamil Nadu established medical institutions and services progressively over the years. They are comprehensive, upgraded infrastructure and technology, and need-based. Both western and Indian system of medicine is given importance to enhance the services. The following tables show the medical institutions, courses, seats, and services.

Table 2 Government Medical Colleges and Facilities in Tamil Nadu

S. No	Description	Number
1	Medical colleges	20
2	Hospital attached with medical colleges	43
3	Tamil Government Super Specialty Hospital	1
4	Dental College and Hospital	1
5	District Headquarters Hospitals	31
6	Taluk and Non taluk Hospitals	239
7	Primary Health Centres (PHCs)	1750
8	Health Sub Centres (HSCs)	8706
9	Urban Health Centres (UPHCs)	134
10	ESI Hospitals	8
11	ESI Dispensaries	195
12	Indian System of Medicine Hospitals	4
13	Indian System of Medicine Dispensaries	1375

Source: Government of Tamil Nadu, Policy Note 2022 -23: Health and Family Welfare Department, Chennai, 2023.

In fact, the western medicine attained popularity among the students. In the under-graduate course, competition for MBBS course is constantly high. The following table shows the intakes in various courses of medical education.

Table 3 Post-Graduate and Specialty Courses

Courses	Specialties	Intake
P.G Degree (Medical)	25	765
P.G. Diploma (Medical)	15	398

M.D.S. (Dental)	8	58
Higher specialties	17	191
M.Pharmacy	4	64
M.Sc (Nursing)	5	65
M.Sc (Medical Physics)	1	10
M.Phil (clinical Social work)	1	15
M.Sc (Molecular Virology)	1	21

Source: Government of Tamil Nadu, Performance Budget 2014 - 2015: Health and Family Welfare Department, Chennai, 2023.

Table 4

Course	Seats
M.B.B.S.	2,655
B.D.S.	100
B.Sc Nursing	250
Post Basic (B.Sc Nursing)	90
B.Sc. Radiology and imaging Technology	60
B.Sc. Radiotherapy Technology	20
Bachelor of Physiotherapy	50
Bachelor of Cardio Pulmonary Perfusion Technology	10
B.Pharm. (including lateral entry 10%)	120
Bachelor of Audio and Speech Language Pathology (BASLP)	25
Diploma in Nursing	2,000
Diploma in Pharmacy	240
Para Medical courses (23 courses)	6,149

Table 5 Secondary Level Medical Care

District Headquarters Hospitals	31
Taluk Hospitals	168
Non-Taluk Hospitals	79
Dispensaries	11
Women and Children Hospitals	7
TB Hospital / Sanatorium	2
Leprosy Hospitals	7
Total	305

Source: Government of Tamil Nadu, Policy Note 2015 -16: Health and Family Welfare Department, Chennai, 2023.

Table 6 Facilities Providing Family Welfare Services in the State

	Family Welfare Services	Number
1	Primary Health Centres	1750
2	Health Sub-centres	8706
3	Rural Family Welfare centres	382
4	Post Partum centres	110
5	Urban Family welfare centres	108
6	Urban Health Posts	193
7	Voluntary Organizations	27
8	Approved Private Nursing Homes	2040

Source: Government of Tamil Nadu, Performance Budget 2022- 2023: Health and Family Welfare Department, Chennai, 2023.

Apart from allopathy, Indian system of medicine and homoeopathy are also given importance. Accordingly government and private colleges provide services to medical education.

Table 7 Seats Surrendered by Private Self Financing Colleges

Colleges	Numbers	Seats
Medical Colleges	10	867
Dental College	18	1,020
Pharmacy College (B.Pharm)	32	1,171
Physiotherapy College (BPT)	21	615
Nursing College (B.Sc)	150	5,246
Occupational Therapy College (BOT)	2	66
D.Pharm to B.Pharm (Lateral entry 10%)	31	179
Post Basic B.Sc (Nursing)	52	1,111

Indian Systems of Medicine and Homoeopathy

Indian Systems	Government Colleges	Private Colleges
Siddha	2	5
Ayurvedha	1	3
Unani	1	-
Yoga & Naturopathy	1	4

Homoeopathy	1	9
Total	6	21

Source: Government of Tamil Nadu, Policy Note 2022 -23: Health and Family Welfare Department, Chennai, 2023.

Table 8 Seats Available in Government and Private Colleges

	Government Colleges		Private Colleges		Total
	UG	PG	UG	PG	
Siddha	150	94	210	--	454
Ayurvedha	50	--	130	--	180
Unani	26	--	--	--	26
Yoga & Naturopathy	60	15	290	--	365
Homoeopathy	50	--	650	30	730
Total	336	109	1280	30	1755

Source: Government of Tamil Nadu, Policy Note 2022 -23: Health and Family Welfare Department, Chennai, 2023.

Admission Policy

The admission policy in higher education has passed through different phases from the past. The concept of merit and social justice produces certain tensions between the legislature and the judiciary over the years. Besides, political parties, pressure groups and communities have pressurized the legislature and other institutions of governance. The contradictions can be seen with the policy of the central government. [24] The State was successful along with others who opposed imposition of National Eligibility Entrance Test (NEET) for under graduate and post graduate admissions. The State has been consistent in its opposition of NEET as it follows the policy of admission to the Professional Courses in Medicine in the State based on the marks obtained in the relevant subjects of the Plus Two examinations.

The selection to MBBS, BDS, B.Sc. Nursing, B. Pharm as well as Diploma Courses in Nursing and Pharmacy for Government colleges is done by a Selection Committee under a Single Window System following the rule of reservation in accordance with

the Policy of the Government. Admission to Post Graduate Diploma, Post Graduate Degree and Master of Dental Surgery (MDS) and Higher Specialty Courses is done by the Selection Committee through a common entrance examination followed by counseling, duly following the rule of reservation. Currently the case on NEET is pending review in the Supreme Court and the State is taking all steps to ensure that there is no interference in its policy on Medical and Dental College admissions, at Under Graduate and Post Graduate levels in respect of State's quota.

New Government Medical Colleges and Increase of Seats

Provision of health care to the people of Tamil Nadu by the qualified medical personnel is one of the priorities of the Government. At present 20 Government Medical Colleges are functioning in 17 Districts. In the remaining districts, Government will examine establishment of new Government Medical Colleges, in a phased manner. The Government have started three new Government Medical Colleges with 100 M.B.B.S. seats each, one at Sivagangai from the academic year 2012-13, another at Thiruvannamalai from the academic year 2013-14 and at Omandur estate this year 2015-16. During the last four years, permission of the Medical Council of India, New Delhi, has been obtained for 410 additional M.B.B.S. seats in seven Government Medical Colleges viz. 50 seats in Government Kilpauk Medical College, Chennai, 50 seats in Chengalpattu Medical College, 100 seats in Stanley Medical College, Chennai, 85 seats in Madras Medical College, Chennai, 25 seats in Government Mohan Kumaramangalam Medical College, Salem, 50 seats in K.A.P. Viswanatham Medical College, Thiruchirappalli and 50 seats in Thoothukudi Government Medical College.

Super Speciality Services

Tamil Nadu Government Multi Super Speciality Hospital has been established in Omandur Government Estate in Chennai by converting the existing new building, in order to strengthen tertiary

health care in the State by providing better and expert treatment for serious ailments to the economically weaker section. Trauma Centre at Mahatma Gandhi Memorial Government Hospital in Tiruchi has been established. Super Specialty Hospitals are also being established under the PMSSY Scheme at Madurai, Thanjavur and Tirunelveli. Government Dental College and Hospital in Chennai has been upgraded as Centre of Excellence. Regional Cancer Centres are being established in the Government Rajaji Hospital at Madurai, Government Medical College Hospitals at Coimbatore, Thanjavur and Tirunelveli. It is obvious that these programmes require heavy expenditure.

Institute of Siddha

The State government has played a key role in the establishment of the National Institute of Siddha at Tambaram, which is a joint venture of the Government of India and the Government of Tamil Nadu. The National Institute of Siddha was inaugurated on 3rd September 2005. The Government of India has provided 60% of the capital expenditure and 75% of the revenue expenditure towards establishing this institute. The State Government has already given its share of 40% towards capital expenditure i.e., Rs. 14.16 crore by way of land and grants. The Tamil Nadu Medicinal Plant Farms and Herbal Medicine Corporation Ltd. (TAMPCOL) was established in the year 1983. The Corporation manufactures Siddha, Ayurveda and Unani Medicines and supplies these medicines to all ISM Wings functioning in the Government Hospitals and Primary Health Centres.

Performance of Health Services

Tamil Nadu provides comprehensive health services. The participation of people in the schemes is encouraged by the government.

Public Health and Preventive Medicine

The focus of public health interventions is to prevent and manage diseases, injuries and other health conditions through surveillance and promotion of healthy behavior among communities and

environmental public hygiene. Public Health is essentially the Science and Art of preventing diseases and promoting health through an organized effort. It has many sub fields and also includes the inter- disciplinary categories of epidemiology, bio statistics and health services.

Family Welfare

The National Family Welfare Programme is being implemented in Tamil Nadu since 1956. Initially, the Department of Family Welfare was functioning only as a wing of the Medical and Public health Directorates. A separate Directorate of Family Welfare was formed during 1983. For the eradication of poliomyelitis, the Pulse Polio Immunization campaign was introduced in the year 1995- 96, which along with efficient routine immunization coverage has successfully eliminated the dreaded disease from the State.

Maternity Benefit

Under Dr. Muthulakshmi Reddy Maternity Benefit Scheme financial assistance to the tune of Rs.12,000 is being disbursed to poor pregnant women with the aim to meet expenses on nutritious diet, to compensate for loss of income during the delivery period and to avoid low birth weight of new born babies in three installments to those availing antenatal care, delivering and immunizing the babies born in Government Institutions. Sri Lankan refugees are also eligible for assistance under this scheme.

Health Insurance

The Chief Minister's Comprehensive Health Insurance Scheme was launched in the State in 2011-12 with the aim to provide Universal Healthcare to All by providing free medical surgical treatment in Government and private hospitals to any family whose annual income is less than Rs.72,000 by meeting all expenses relating to the hospitalization of the beneficiary. [32] The scheme provides a coverage up to Rs.1,00,000 per family per year on floater basis for ailments and procedures. For certain specified ailments and procedures and critical nature the overall limit is increased to Rs.1,50,000.

Ambulance Service

Millions of emergencies end in a loss of life because the needy cannot afford to ambulance services. In order to remove the barriers of affordability that prevents the poorer sections of the state from accessing ambulance services, Tamil Nadu Health Systems Projects (TNHSP) has launched ambulance services free of cost. The 108 Emergency Ambulance Service is a 24x7 service, which anyone can avail by dialing the number 108 on their phone during the case of any emergency. The ambulance has well trained personnel to provide pre-hospitalization care during transit. Advance Life Saving (ALS) ambulances are fitted with defibrillators and ventilators for handling the emergency cardiac cases. Help reaches the person within 20 minutes. There was an increase in the total number of 108 ambulances functioning in the State from 436 in 2021-22 to 638 in 2022-23.

Health Service in Schools

Programme mainly emphasizes on providing comprehensive healthcare services to all students studying in Government and Government aided schools. Under this programme care has been taken to identify heart diseases, eye disorders, nutritional disorders, skin diseases and dental problems. The students those identified with problems and need of higher medical treatment are referred to higher medical institution.

Recruitment Board

The Medical Services Recruitment Board, which is the first of its kind in India, has been formed exclusively for the Health and Family Welfare Department to recruit candidates to fill up medical and para medical vacancies in the Government Hospitals and Primary Health Centres.

Control of Blindness

According to the latest survey (2004) conducted by National Programme for Control of Blindness, the prevalence of blindness in Tamil Nadu was 7.3 per thousand population against 11.2 per thousand population at all India. The main objective of the

National Programme of Control of Blindness is to reduce the prevalence of blindness to 3 per thousand population. The total number of cataract surgeries with Intra Ocular Lens (IOL) conducted under this programmes was gradually on the increase in the State from 4.89 lakh in 2009-10 to 6.18 lakh in 2022-23.

Leprosy Eradication

The National Leprosy Eradication programme is being implemented in the State with the aim to detect and to provide sustained regular treatment to all leprosy patients. Multi-drug therapy was the key instrument of the programme. The prevalence of leprosy rate per ten thousand population during 2022-23 was 0.39. At this rate it was lower than the all India (0.73)

TB Control

The Revised National TB Control Programme (RNTCP) is being implemented in all districts in the State to detect maximum number of tuberculosis patients and cure them through Direct Observation Treatment Short course (DOTS). There are 144 TB units (1 TB unit for every 5 lakh population), 791 microscopic centres (1 centre for 1 lakh population) and 11000 Direct Observed Treatment Centre (DOTC) functioning in the State. Apart from these one TB cell in all medical colleges, 238 NGOs and 103 private nursing homes are involved in eradication of TB programme. The anti TB drugs are supplied in kind. During 2022, under this programme 6 lakh TB suspects were examined in the State.

AIDS Control

Tamil Nadu State AIDS Control Society is taking concerted efforts to create awareness and disseminate information, prevent infection and surveillance and monitoring. There are 1471 integrated counseling and testing centres, 43 Anti Retroviral Therapy Centres (ART), 90 link ART centres and 30 community care centres are functioning to enable treatment, care, and provide support. Anti Retroviral Therapy (ART) and Opportunistic Infection drugs are issued to patients to increase their longevity. The

total number of clients tested for HIV in Tamil Nadu during 2012 was 9.84 lakh. Of which 1.08 percent were detected with zero-positive for HIV. This ratio was lower than all India (2.45%). The total number of pregnant women tested for HIV was 5.93 lakh. Among them 0.09 percent had sero-positive for HIV and it was lower than all India (0.17%). Among the southern States, the ratio was the highest in Andhra Pradesh (0.3%) and lowest in Kerala (0.05%). The mother and baby pair receiving treatment was 784 during 2012 and Tamil Nadu accounted for a share of 8.6 percent at the all India. [34]

Mental Health

The National Mental Health Programme was initiated by the Government of India to integrate Mental Health with other Health services at the field level. Since the last few decades, Psychiatrists and Psychiatric social workers are working in full strength towards rehabilitation and counselling over a period of last few years there is a revamp in the living condition of the inmates. After enactment of Mental Health Act the Board of Visitors and guidelines of State Mental Health Authority are strictly followed. All other various services in the field of Gynaecology, ENT, Dentistry are also made available with the help of Medical Officers of the Hospital. Liaison services with the help of District General Hospital and District Tuberculosis Officer and District Leprosy Officer enable provision of further specialised health services to the inmates. Already Tamil Nadu has 1,800 bedded Institute of Mental Health at Chennai. A Mental Health Rehabilitation Centre has also been started at Erwadi. Further community based District Mental Health Programme is also under implementation in 25 districts.

Immunization Programme

Tamil Nadu started the immunization programme against six vaccine preventable diseases in 1978. In order to strengthen the programme further Universal Immunization Programme was launched in 1985. Annually, around 12 lakh pregnant women and 11 lakh infants are being covered under this programme.

Integrated Child Development Services Schemes

Through the implementation of Integrated Child Development Services Schemes (ICDS) through 54,439 Child Centres (49,499 Anganwadi Centres and 4940 mini Anganwadi Centres) in 434 child development blocks (385 rural, 47 urban and 2 tribal) and Puratchi Thalaivar MGR Nutritious Meal Programme the State has envisaged to improve the nutritional status of children, pregnant women, lactating mothers and adolescent girls and thereby to attain the goal of Malnutrition free Tamil Nadu. These two schemes together had benefited 88.65 lakh persons in the State in a year. Of them as high as 87.8 percent were children, 7.6 percent pregnant women, 4.5 percent adolescent girls and 0.1 percent old age pensioners.

Tamil Nadu Medical Services Corporation

Tamil Nadu Medical Services Corporation Limited (TNMSC) was incorporated as a Company under Companies Act, 1956, in 1994. Since then, it has grown in functional importance and stature and its activities have expanded from procurement and supply of drugs, medical equipment for providing diagnostic facilities to management of high end equipment in various medical institutions. It is now an ISO 9001:2008 Certified Organization

Health Management Information System

The Health Management Information System (HMIS) to computerise and integrate all the health facilities in the State at a cost of Rs.216 crore is also implemented by the Tamil Nadu Health Services Project. During the year 2022-23, Rs.10 crore has been spent for this programme. Since the inception of the scheme so far 4,53,80,058 patients have been screened. [Ibid, 100] Strategic Information Management System (SIMS) is a web based integrated online Monitoring and Evaluation system, rolled out in Tamil Nadu, since 2023.[39]

National Rural Health Mission

The National Rural Health Mission (NRHM) was launched on 12th April 2005, to provide accessible, affordable and quality health care to the rural

population, especially the vulnerable groups. Since May 2023, the Government of India has approved the launch of National Urban Health Mission (NUHM) as a Sub-Mission of an over-arching National Health Mission (NHM), with National Rural Health Mission (NRHM) being the other Sub-Mission of National Health Mission.

Conclusion

Tamil Nadu is the seventh most populous State as per 2021 census. Tamil Nadu has already achieved the National targets and the Millennium Development goals and is marching towards achieving the goals achieved by the developed nations. Based on the request of the State Government, the Union Government has announced starting of a new AIIMS in Tamil Nadu. Tamil Nadu is a model State in addressing the diverse challenges in the Health Sector. In Tamil Nadu, the relative indicators are positive. When compared with All-India statistics, health status in Tamil Nadu is considerably above average and has also seen significant improvement, as can be seen from the health statistics. The four basic objectives of a health care system are equity, access, quality, and efficiency. The State is also in the forefront of addressing the threat of communicable and non communicable diseases. The progress in the health outcomes has become possible due to the strengthening of the public health institutions and provision of adequate qualified human resources in the State. The objective of Vision 2023 is to build a healthy society that will be able to take part in and share the fruits of economic development.

References

- Chandran, S. Public Health Policy and Governance in India: An Overview, *Social Science Research Network*, 22 February 2016, Available at: <http://ssrn.com/abstract=2736028>.
- Chandran, S. Traditional Knowledge System and its Management: The Case of India, *Social Science Research Network*, 6 June 2011, Available at: <http://ssrn.com/abstract=1858525>.

Chandran, S. *Unmaiya Thedi* (In Search of Truth), Sivaguru Pathippagam, Chennai, 2004. (Winner of Best Book Award, State Bank of India).

Crawford, D.G. *A History of the IMS 1600 -1913*, Vol. II, W Thacker and Co, Calcutta, 1914, 401.

Government of Tamil Nadu, Policy Note 2015 -16: Health and Family Welfare Department, Chennai, 2015, 28-29

A STUDY ON SUPPLY CHAIN MANAGEMENT OF SEA FOOD IN TAMILNADU

Dr. C. JESTINA JEYAKUMARI

Head & Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

V. RAJESHWARI

I-M.Com, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Abstract

The main source of wild protein in the entire world is seafood. Food that is very perishable like seafood needs to be treated carefully. With an estimated 9.58 million metric tonnes of seafood produced annually, India ranks second in the world for seafood production. The greatest category of Indian agricultural exports at the moment is seafood. In 2014–15, the sector's exports totaled 10.51 lakh tonnes in volume and were worth Rs. 33, 441.61 crore. Products made from seafood, numbering over 50 different varieties, are exported to 75 different nations. Due to the industry's economic importance, a number of disagreements over fishing rights have arisen. Governments have been pushed to approve laws intended to safeguard and preserve fish stocks due to rising worries about overfishing, pollution, and diminishing fish catches.

Keywords: Sea Food, Supply chain Management, Food Production, Fisher Men.

Introduction

The majority of wild protein in the globe comes from seafood. Seafood should be treated carefully because it is a highly perishable meal. The typical seafood composition is as follows: 65–80% of an organism is made up of water, followed by proteins (12–22%), lipids (0.5–16%), and minerals (0–3%). Due to its significant contributions to economic growth, food production, job creation, and foreign exchange earnings, the seafood industry plays a significant role in the socioeconomic development of the nation. With an estimated 9.58 million metric tonnes of seafood produced annually, India is the second-largest seafood producer in the world. The greatest category of Indian agricultural exports at the moment is seafood and seafood products. The total volume of the sector's exports in 2014–15 was 10.51 lakh tonnes, valued at Rs. 33441.61 crore, higher than its cost.

Supply Chain

All the individuals involved in fulfilling the customer's request, whether directly or indirectly, are included in the supply chain. A supply chain

encompasses every individual involved, including the transporter, retailer, warehouse provider, and so on, from the manufacturer to the final customer. A supplier, manufacturer, distributor, retailer, and the consumer make up a typical supply chain.

Supplier ↔ Manufacturer ↔ Distributor ↔
Retailer ↔ Consumer

Direct Supply Chain

In its simplest form, a direct supply chain simply involves the supplier, the business, and the customer in the product flow.

Supplier ↔ Company ↔ Consumer

Extended Supply Chain

Understanding the inflows and outflows of goods, services, money, information, and other resources is important since the extended supply chain includes the supplier's supplier and the consumer's consumer.

Supplier's supplier ↔ Supplier ↔ Company ↔
Consumer ↔ Consumer's consumer

Key Players in the Supply Chain

1. Producers: Companies that produce goods are

known as producers or manufacturers. Companies that manufacture finished goods and raw materials are considered producers. The businesses that ranch land, raise animals, or capture seafood are the ones that create the raw materials. Producers of completed goods and other producers who create the sub-assemblies for their products employ raw materials.

2. **Distributors:** are businesses that buy stuff in bulk from manufacturers and then sell a collection of related product lines to customers. Wholesalers are another name for these distributors. They typically sell their products in bulk to other businesses and exchange goods that a single buyer would frequently buy.
3. **Retailers:** Retailers hold inventory and sell a smaller quantity to the general public. This business carefully examines the needs of the customers it serves. As the most effective means of attracting customers for the goods it trades, it typically uses a combination of product selection, pricing, service, and convenience.
4. **Customers:** People who buy and use a product are called customers. A customer may buy a product to utilise it in another product that they later sell to other customers, or they may be the product's final end user who purchases it to use it themselves.

Seafood Supply Chain

The catch or harvesting, preserving, processing, selling, or marketing of fish or fish products are all included in the seafood sector. The majority of the seafood produced worldwide—85%—is consumed by humans, with the remainder being processed into fish meal or fish oil for use as animal feed. Harvesting is the process of gathering different kinds of seafood through aquaculture or commercial fishing. Because seafood is perishable, it must be preserved by methods including freezing, cold storage, and others to prevent quality loss.

Cleaning, sorting, filleting, packing, and other processing steps are included. Additionally, processing entails turning the seafood into prepared meals. Marketing processed or live fish to consumers

is done through distribution. Demand for fish is steadily rising given that India.

Key Players in the Seafood Supply Chain

The key players in the seafood supply chain includes the fishermen, intermediaries like auctioneers, commission agents, transporters, retailers, wholesalers, and so on, exporting companies and the end consumer.

1. **Fishermen:** In the seafood supply chain, fishermen are the primary producers. They use commercial fishing techniques to hunt, capture, or collect seafood from the sea.
2. **Middlemen:** Middlemen include auctioneers, commission agents, transporters, merchants, wholesalers, and so forth.
3. **Auctioneer:** The fish auctioneer serves as a go-between for the seller and the purchaser. The opportunity for grading, storing, and unloading fish in the exhibition area is provided by the fish auction. Each auction contains a bidding area with a timer. The first middleman in the supply chain for seafood is the auctioneer. The fisherman brings his catch to the auctioneer, who sells it to several agents at the landing centre.
4. **Commission Agent:** Commission agents serve as a bridge between the exporting businesses and the fishermen.
5. **Transporters:** The transporter has a fleet of vehicles to deliver goods to his facility, where they are cleaned and divided into three to four grades based on their size, quality, and flaws. Transporters are the middlemen that offer logistical support or who move fish from one location to another.
6. **Retailers:** These businesses offer seafood to customers directly. They are aware of the estimated local demand and the limitations of their purchasing power. The retailer adds the most value to the seafood. For the clients, the retailer arranges, cleans, ices, packs, displays, and dresses fish. Shops typically acquire fish from wholesalers, however in a number of instances, it has been discovered that groups of

retailers participate in auctions to buy fish directly from the auctioneer.

7. **Wholesalers:** These businesses purchase fish from auctioneers in large quantities and ship it to businesses that export it. However, it has been discovered that cost configuration is highly profit intensive. Accurate information on the marketing margin of wholesalers is not available. Typically, they are aware of the average trend of daily fish catches at landing centers as well as the demand for particular species outside of markets.
8. **Vendors:** Because they can move around, vendors can sell fish right to customers at their front doors. Typically, women sell fish in the majority. Directly involved in the bidding, they play a dynamic role. Because they lack the capacity to store or hold the fish, they are compelled to sell all the produce on a given day.

Fish Production and Exports

One of the emerging industries of our Indian economy is the fishing business. India's coastal coastline is 8118 kilometres long and has 3288 fishing communities and 1511 fish landing facilities. With approximately 14 million employees, this industry supports the livelihood of those who are economically poor, primarily in coastal areas. The fishing industry intentionally contributes to global trade and food security. With a contribution of 6.57 million tonnes from the inland sector and 3.6 million tonnes from the sea food sector, the current fish production is 10.15 million tonnes, which represents a 5% decrease from the marine fish production in 2013. India is second only to China in terms of total fish production, while it is sixth in terms of marine fish behind China, Peru, Indonesia, the USA, and Japan.

Seafood Varieties

The different seafood varieties include pelagic finfish variety, demersal finfish variety, crustaceans and molluscs.

Pelagic Finfish

Fish that reside in the pelagic zone of the ocean, i.e., far from the sea floor and far from the shore. Pelagic finfish species include, among others, tuna, mackerel, sardine, and seer fish.

Demersal Finfish

Fish that dwell in areas of the ocean's bottom that have sand, mud, and gravel. Snappers, croakers, pomfrets, and other types are examples of demersal finfish.

Crustaceans

Crustaceans are anthropod animals with a rigid, tightly fitting shell that sheds sometimes. Crustaceans include lobsters, crabs, shrimp, and squid

Molluscs

A mollusk is an organism with a soft body. Molluscs include recognisable organisms such as clams, oysters, chitons, squids, squids, octopuses, snails, and squids.

Fishing in Tamilnadu

A significant portion of the economically disadvantaged population depends on the state's fisheries sector for both food security and access to resources. In recent years, it has been given more weight, and as a result, it has made a significant contribution to the state's finances in terms of the creation of rural jobs and resource-based employment, the security of organic processes, and interchange profits. The field of fishing includes fresh, saltwater, and marine fisheries. One of the top producing states for fish is Tamil Nadu, which comes in second place to Gujarat. With 13 coastal districts, 608 marine fishing communities, and 407 fish landing centres, it has a 1076-kilometer coastline length. Tamilnadu has 802912 fishermen in its entire population (2010 census). 3 significant fishing harbours are present.

Major Fishing Districts in Tamilnadu

In Tamilnadu, there are 13 coastal fishing districts. Tuticorin, Thiruvallur, Chennai, Villupuram,

Kanchipuram, Cuddalore, Thiruvapur, Nagapattinam, Thanjavur, Ramanathapuram, Pudukkottai, Tirunelveli, and Kanyakumari are among them. The district with the highest concentration of fishermen is Ramanathapuram (193413), followed by Kanyakumari (156595), Nagapattinam (84369), Tuticorin (82560), Chennai (67464), and so on. Kanyakumari district is in first place for the amount of crafts it offers, followed by Ramanathapuram district, Nagapattinam district, and so forth. Kanyakumari, Tuticorin District, and Chennai District are in order of infrastructural availability.

Conclusion

Given the applicability of this study to the current management of the sea food supply chain, it is clear that the sea food industry lacks a well structured supply chain. Many activities in this supply chain involve a significant contribution from numerous intermediaries, including auctioneers, commission agents, retailers, wholesalers, and others. Fishermen lack knowledge of market conditions, sustainability, wastages, hygienic practises, and other issues. Poor facilities make up the infrastructure. The chain of information is not flowing properly. Numerous supply chain issues, including transportation, exist. Through the entire supply chain, there are wastes from the harvesting stage on. In order to ensure that fishermen and other important participants in these activities profit fairly, the government can take action to organise this industry effectively.

References

- American Heart Association. (2017, March). Meat, poultry, and fish: Picking healthy proteins. Nutrition Basics [Web page]. Retrieved from <https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/nutrition-basics/meat-poultry-and-fish-picking-healthy-proteins>
- Aquaculture Stewardship Council. (2020, January). Two thirds of seafood consumers call for “radical or significant” change to feed growing population. PerishableNews.Com. Retrieved from <https://www.perishablenews.com/seafood/two-thirds-of-seafood-consumers-call-for-radical-or-significant-change-to-feed-growing-population>.
- Christenson, J. K., O’Kane, G. M., Farmery, A. K., & McManus, A. (2017). The barriers and drivers of seafood consumption in Australia: A narrative literature review. *International Journal of Consumer Studies*, 41(3), 299–311.
- Clonan, A., Holdsworth, M., Swift, J. A., Leibovici, D., & Wilson, P. (2012). The dilemma of healthy eating and environmental sustainability: The case of fish. *Public Health Nutrition*, 15(2), 277–84.
- DiPietro, B. (2014, April). Why people are eating less fish. *The Wall Street Journal*. Retrieved from <https://www.wsj.com/articles/why-people-are-eating-less-fish-1397583358>
- Fishbein, M., & Cappella, J. N. (2006). The role of theory in developing effective health communications. *Journal of Communication*, 56 (suppl_1), S1–S17.

A STUDY ON JOB STRESS AND ITS IMPACTS ON THE PERFORMANCE OF WOMEN EMPLOYEES IN IT SECTOR

Dr. C. JESTINA JEYAKUMARI

Head, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

M. UTHRADEVI

(II-M.COM), Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Abstract

The COVID-19 pandemic has probably changed the way and contributed the higher levels of stress among employees. Job stress has turned into a typical term in the present workplace. In each organization, the primary reason for low productivity of women employee seems to be stress at new work environment emerged during lockdown. Workers need particular sort of motivation and occupation stress, lightening systems to beat the pressure in work environment. This study is concentrated to investigate the main problems causing work stress and made an attempt to how it influences work performance of the women employees working in IT organization. There are various types of Job stress in a women worker's regular day to day existence like outstanding work, job security, self-motivation, job roles, variations in compensations and hence forth. In the study, the central point considered is workload stress, Job security, shift work and its impact on job performance. The study also explores the effect of job stress related elements; viz. existing burden, professional stability, and move take a shot at workers' particular employment execution. A research was made to find out the Job stress causing factors that can be trailed by representatives and the organization to beat their activity stress and to improve their execution. The organization can find a way to control the activity feelings of anxiety of workers to build their activity execution. They may give directing, reflection program, motivations and so forth which improve the execution of the representatives over the long haul.

Keywords: Stress, Women Employee, Work Stress, IT Industry, Stress Management, Job Performance, Self-Motivation, Working Environment.

Introduction

Nowadays, stress has become a crucial part in every sector. Especially, the COVID-19 pandemic has presumably changed the way and contributed the more significant levels of pressure among employees working in different sectors. The condition of stress can come from various ways in which are workplace, financial, relationship, health and academic. During pandemic, the organizations, to make more efficient in use of resources, they have gone through entire restructuring and layoffs. This make unstable relationship between employer-employee and cause big deal of stress among employees. Stress alludes to the strain from the conflict between our outer climate and us, bringing about emotional and actual pressing factor.

The nature of work has gone through extraordinary changes somewhat recently and it is as yet changing at hurricane speed. They have affected most careers, going from a craftsman to a specialist, or a board pilot to a business leader. With change comes pressure will show up naturally. Job stress is negatively related to performance. In other words, higher the strain, lower the performance. The assumption valid now's that performance are going to be disrupted even by relatively low level of stress.

Tseng (2001) has proposed that work stress among hi-tech employees much higher than in traditional industries. This is because that has different work scope and environment. The employees in hi-tech industries got more pressure than traditional industries. Worker stress is defined

as the interaction between the persons and the sources of the interaction between the individuals and the sources of their work environment, it results when higher from resources (Long, 1995). Worker stress will give the direct impact to the individual and workplace.

Factors Affecting Employee Performance

An Active employee is a blend of a decent range of abilities and productive workplace. Numerous components influence employee productivity like work from home, technological resources and work life climate that administrators should know about and should attempt to improve consistently. To get the greatest exhibition from workers, one should have to give representatives the instruments they need to succeed. To get the best presentation from representatives, there should be a type of inspiration past the regularly scheduled check. Inspiration can be accessible the state of financial impetuses, the opportunity to ask associated with organization projects, a profession way that outcomes in administration and direct inclusion from the board into the everyday undertakings. Viable inspiration can make a profitable labor, however a shortage of spurring components can leave workers looking at motivations to offer their most extreme exertion.

An Effective employee is a combination of a good skill set and productive work environment. Many factors affect employee performance like work from home, technological and work life environment that administrators need to be aware of and should work to improve at all times. To get the maximum performance from employees, one should need to provide employees with the tools they need to succeed. To get the best performance from employees, there needs to be some sort of motivation beyond the monthly pay check. Motivation can be available.

Major Causes of stress in IT industry as the industry is growing so as the expectation the nature of factors which causes stress among the employees are also keep on changing over the time period. The types of stress the employees are facing that may be personal or some of them may be related

to organizational factors, Although, organizational issues may handle by the company but most of the time they failed to identify the stress that the employees may be facing due to various types of personal issues.

Problem of the Statement

The city Bangalore is that the biggest city within the south Indian state of Karnataka. It's the fast growing place where IT sectors found its place here with more IT companies surrounding. Quite 50% of girls are working in IT sector. All 50% of the ladies employees aren't have more stress in their work, therefore the researchers specialize in those women workers as have stress.

IT industries growth is tremendous. It's an enormous opportunity of employment in future. At an equivalent time stress is that the major threat for IT industries. So as to deal with the difficulty that how stress infects on the performance of girls employee in IT sector Bangalore this study is being chosen.

Literature Review

The Definition of labor Stress and therefore the Theoretical Models Sealy is that the first researcher to analyses stress via scientific methods. Although he tried to conceptualize the definition of stress, many later researchers held other views. Ivancevich and Matteson summarized and sorted the definitions of stress into three categories: stimulus, reaction and stimulus-reaction. Likewise, many researchers have had different perspectives on work stress, most of them exploring it from the connection between the work environment and therefore the worker. Stress refers to figures not having the ability to adapt to work and, therefore, involves some biological and psychological reaction. The rationale might come from the work environment or that the work does fit the worker's ability. Many researchers studying work stress had developed various models thus far. Although some differences exist, most theories are supported the method of real work stress reaction and its outcome.

Prominent Models Include

Process model of Work Stress

McGrath constructed organizational stress through a four phased, closed-cycle process. The primary phase is simply just like the objective circumstance within the social environment model. When a private encounters something happening, he/she will sense its existence by the method of cognitive appraisal then choose an adequate reaction by a process of deciding. Once a reaction is set upon, it's expressed by the method of performance. Through individual behavior, he/she may change from the first state. Negative behavior implies that stress is being experienced.

Demand-Control Model

Consistent with Karasek, the demand-control model can effectively anticipate job performance. He proposed that when individuals are under high work-demand and low work-control, some biological and psychological problems will occur. When individuals are under high work-demand and high work-control, they display more positive job performance levels.

Person-Environment Fit Model

The person-environment fit model is predicated on the concept of interactive viewpoint, and emphasizes the interaction between person and environment, that specialize in their fitness. Consistent with the model, Kristin found work stress came from different values between the worker and therefore the organization. When one takes personal performance as their own value, and group performance because the organizational value, it can evoke work stress.

The Theory of Job Performance and Its Related Literature Campbell declaimed that job performance are often easily defined as all behaviors in work. He further acknowledged that these behaviors should make some contribution to organizational goals. Additionally, he divided performance into efficiency, production and effectiveness. Efficiency can evaluate the result of an employee's work behaviors. Production is typically wont to determine the value of efficiency.

Impact of Stress on Job Performance

Majority of the articles reviewed by this researchers mentioned about the impact of stress but many of them only talk about the impact of stress on particular aspect or dimensions of job, that means the researchers has not come across any article or report that takes a comprehensive view of the subject. Hence it is pertinent to understand as to what constitutes job performance or what are the different dimensions of job that are likely to be affected by stress. Scullen (2000) described job performance comprising of four aspects;

- General performance.
- Human performance
- Technical performance and
- Administrative performance.

Objectives of the Study

The main purpose of this study is to identify the effects of the worker stress on the job performance. Other than that, this study also will find out the relationship between worker stress and job performance.

Primary Objectives

- To analysis the impact of job stress of women employee on their work performance.

Secondary Objectives

- To analyze the factors influencing job stress among women Employees working from home in IT sector.
- To measure the level of job stress of women employees in IT sector.
- To offer suggestions to the IT sector and women employees regarding the stress Management.
- To understand the influence of job stress on productivity among the womenemployees.

Sample Size

The sample size for study was 150 women employees.

Data's used

For the study both primary and secondary data were used.

Method of Data Collection

The primary data was collected from the respondents through structured questionnaire and the secondary data was collected from the published data like journals and periodicals.

Analysis of Data

Employment Position

Table 1 Employment Position Hold by the Respondents

Top Level	Mid-Higher Level	Mid-Level	Low Level
31	41	37	41

Table 1, shows that 41 number of women employees fall under mid- higher level and the same number of women employees are also into low level of employment position. Whereas 37 number of women employees are falling into midlevel and rest 31 number of women employees are into top level.

Data Analysis and Interpretation

Hypothesis

Hypothesis testing is a statistical method that is used

in making statistical decisions using experimental data. Hypothesis Testing is basically an assumption that we make about the population parameter.

Key terms and concepts:

- **Null hypothesis:** Null hypothesis is a statistical hypothesis that assumes that the observation is due to a chance factor. Null hypothesis is denoted by; $H_0: \mu_1 = \mu_2$, which shows that there is no difference between the two population means.
- **Alternative hypothesis:** Contrary to the null hypothesis, the alternative hypothesis shows that observations are the result of a real effect.

Part A: Regression Test

In statistical modeling, regression analysis is a set of statistical processes for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variable (or 'predictors'). More specifically, regression analysis helps one understand how the typical value of the dependent variable (or 'criterion variable') changes when any one of the independent variables is varied, while the other independent variables are held fixed.

Summary Output								
<i>Regression Statistics</i>								
Multiple R	0.970832							
R Square	0.9425149							
Adjusted R Square	0.9296618							
Standard Error	3.160726551							
Observations	139							
ANOVA								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	12	20802.246	1733.5	173.522	0.000			
Residual	127	1268.7544	9.9902					
Total	139	22071						
Questions use for Regression:								
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
Shortage of help at work	-1.346	0.409	-3.289	0.001	-2.156	-0.536	-2.156	-0.536

Co-Workers are inefficient	1.089	0.352	3.097	0.002	0.393	1.785	0.393	1.785
High Levels of Time Pressure	0.177	0.313	0.565	0.573	-0.442	0.796	-0.442	0.796
Responsible for too many people/projects	0.538	0.326	1.648	0.102	-0.108	1.183	-0.108	1.183
Fear of being laid off/fired	0.330	0.371	0.889	0.376	-0.404	1.064	-0.404	1.064
Concerned about low wages	0.495	0.334	1.482	0.141	-0.166	1.156	-0.166	1.156
Worry about poor pension	-0.150	0.264	-0.570	0.569	-0.673	0.372	-0.673	0.372
Need "PULL" to get ahead	0.739	0.280	2.645	0.009	0.186	1.293	0.186	1.293
Feel chronic effects on mentalhealth	0.406	0.345	1.178	0.241	-0.276	1.088	-0.276	1.088
Shift Work affects the family life	1.478	0.308	4.795	0.000	0.868	2.088	0.868	2.088
Shift work leads to social & domestic disruptions	-0.324	0.305	-1.062	0.290	-0.928	0.280	-0.928	0.280
Feel unco uncomfortable while comparing other shift workers	0.354	0.340	1.043	0.299	-0.318	1.027	-0.318	1.027

Interpretation

The researchers observes the following from the regression table:

- $P < 0.05$ is significant
- Factors that impact the performance of women employees in IT company are a). Shortage of Help at work specially working from home b). Coworker of in efficient. c). Shift work effect the family lift. d). Need "PULL" to get ahead.

Chi Square

A **chi-squared test**, also written as χ^2 test, is any statistical hypothesis test where the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true. The chi-squared test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories.

Chi Square Test

	Never	Rarely	Sometimes	Very Often	Always
I managed to plan my work so that it was done on time	30	24	40	28	28

I kept in mind the results that i had to achieve in my work	18	41	44	24	23
I was able to separatemain issues from side issues at work	9	22	56	45	18
I started new tasks myself, when my old ones are finished	7	19	61	48	15
I came up with creative solutions to newproblems	12	21	37	51	29
I actively participated in work meetings	2	29	70	30	19
I focused on the negative aspects of a work situation, instead of on the positive aspects	25	37	40	28	20
	103	193	348	254	152

Chi Square Calculated Value = 104.95 Degrees of freedom = $(R-1)*(C-1) = 24$ Significance level = 95% (0.05) Tabulated Value = 36.415

Result - Reject Null hypothesis

Interpretation

The researchers observe that from the above Chi Square test that the Chi Square calculated value 104.95 is $>$ Chi Square calculated value 36.415 (Table Value). At significant level 0.05. Hence the researchers rejects the null Hypothesis i.e., There is a

significant impact of job stress on women employee performance in IT companies in North Bangalore.

Conclusion

Majority of the women employees agree that the job stress factors or job stress is affecting their performance. They cannot able to concentrate on their work properly. Stress has become part of the day to day life. It cannot be avoided or overcome. Stresses sometimes are not bad. But it arises during working time depriving the work performance. The study reveals that women employees, experience stress at their workplace. Despite the age group they belong, many employees undergo job stress that affects their job performance.

Since the stress from job responsibility and welfare is highest for women employees, organization should pay more attention to welfare. Moreover, organization should empower staff with the responsibility to lower work stress levels. Also, the women employees should treat stress as motivator, directing stress into positive job performance.

Women employees should learn to face stress and manage it effectively. Correct stress management should start from improved health and good intrapersonal relationships. An individual needs to maintain good level of personal health, and be able to express emotions and relax. In summary, learning

how to manage stress in different working environment is an urgent issue that needs to be seriously considered not only for women employees, but also for on- the-job training.

References

- Carnes, Molly & Handelsman, Jo & Sheridan, Jennifer & Winchell, Jessica & Pribbenow, Christine. (2021). Evaluation of the gender pay equity study and equity of faculty salaries policy at the university of wisconsin-madison, *ResxearchGate.net*, 2021.
- Gharib, Moaz Nagib; Jamil, Syed Ahsan; Ahmad, Qazi Moinuddin; Ghouse, Suhail (2016) 'the impact of job stress on job performance: a case study on academic staff at Dhofar University', *International journal of economic research*, 13(2016), pp. 21-33.
- Green, Roger & Muir, Helen & James, Melanie & Gradwell, David & Green, Roger. (2017). *Stress and Stress Management*. 10.4324/9781351217545-5.
- James, Anthony. (2021). *Why include stress management in College?*. 10.4324/9781003094524-3.
- Muthuselvi, N., Saranya, N., & Rajalakshmi, S. A Study on Customer Satisfaction Level of Star Hotel Industry in Madurai City.

A STUDY ON INVESTMENT BEHAVIOUR OF SCHOOL TEACHERS IN TISAIYANVILAI @ THIRUNELVELI DISTRICT

Mrs. N. KALAVATHY

Assistant Professor of Commerce,
Mangayarkarasi College of Arts and Science for Women, Madurai

Ms. A. FRANCIS NIVETHA

I.M.Com, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Abstract

A teacher enjoys the privileged position of unleashing the human potential of students within the formal education system and thereby transforming the individuals, families, communities and society-at-large. In this research focus that the domain of savings and investment behaviour of teaching community belongs to the under researched area, and as such, it calls for a comprehensive, authoritative and well integrated empirical examination of the attitude and behaviour of teachers towards their savings and investment activities.

Keywords: Investment Pattern, Attitude, Behaviour, School Teachers

Introduction

Changes in the 21st Century and global competition are pressuring organizations to become more competitive. To encourage managers to be more responsive and adaptive to changing business requirements, organizations need to develop highly skilled and effective leaders. A teacher's Job is noble and comprehensive that it cannot be performed by anybody else. A teacher is a guide and source of reference for the entire business of education. A teacher is primarily a moral person who has learned to live with the necessity of things and one who has come to terms with the limitations of the human conditions. Only one who is well-adjusted to the realities of Social Life and one who has mastered tests are able to guide others. A teacher is a Master of Science of humanity. By Science of Humanity, we mean, an understanding of human nature its process of development, its passions, its inclinations and its potentialities. Thus management of personal finance i.e. income, consumption saving and investment has a great impact on standard of living. So attitude of teachers towards consumption, savings and investment would reflect their economic behaviour, which would influence quality of life and in turn

influence their profession and the education system. Research in this aspect of importance takes hold in the education system assumes significance in the field of educational reform.

Statement of the Problem

The ultimate objective of the investor is to derive a variety of investments that meet his preference for risk and expected return. The temperament and psychology of the investor is the another important consideration in making an investment decision by the investors. So literacy level on investment pattern of the school teachers is very high and their investment amount is permanent and temporary. This study is an attempt to study investment pattern of college teachers and influencing factor for investment.

Objectives of the Study

- To identify the factors that influence the investment pattern.
- To know about the satisfactory level of school teachers.

Scope of the Study

The coverage of the study includes into a study on investment behavior of school teachers with special reference in Tisaiyanvilai Area.

Research Methodology

The study is complied with the help of both primary and secondary data. The primary data was collected from 75 sample respondents with the help of structured questionnaire. A structured questionnaire was circulated to the respondents. The secondary data was collected from various journals, news papers, books, website.

Collection of Data

Both primary and secondary data were used in this study for collecting primary data questionnaire method was adopted. Secondary data were from books, journals, magazine, Government offices Records, website etc.,

Construction of Tools

Based on the objective, a questionnaire was constructed by the researcher to be used in this study. The questionnaire was given to 75 respondents of teaching staff member. A copy of the questionnaire is appended.

Sample Size

The sample size for this study is 75 respondents of job satisfaction of teaching staff in Tisaiyanvilai Area.

Sampling Design

The study covers the school teachers working in government and unaided schools in tisaiyanvilai area on their savings and investment behaviour. This study seeks to analysis investment avenues used by them, factors influences the investment decision, and their investment awareness.

Sample Technique

The researcher has adopted convenience sampling to this study.

Application of Tools

The information collected through the questionnaire was analyzed using percentage analysis and weighted average method.

Review of Literature

Archnav. Hegde and Deborah J. Cassidy (2009): Interviewed twelve kindergarten teachers in their study, and a constant comparative method was used to analyze the interviews. This study included a focus on academics vs. play, the importance of worksheets, the importance of groups for socialization, and the difficulties of implementing a play-based curriculum.

Bhardwaj Rajesh, Raheja Rekhand Priyanka (2011)

Analysis of Income and Savings Pattern of Government and Private Senior Secondary School Teachers. The study concluded that the major source of income of Government teachers is salary while tuition fee for private teachers. Mostly Government & Private teachers both used Bank Deposits and Life Insurance for investing their savings. Government school teachers received more perks incomparison to private teachers. The main objective of savings of Government teachers is an emergency and security while for private teachers is children education and purchase of consumer durable.

Data Analysis and Interpretation

Analysis and interpretation of data collection are necessary for any Research project undertaken by a researcher. It leads to form conclusion and make suggestions, a questionnaire was given to respondents and concrete was collected from it and the same is presented in this chapter in an analytical way.

Gender Wise Classification

S. No	Gender	No. of Respondents	Percentage %
1.	Male	47	47
2.	Female	53	53
Total		100	100

The above table shows that 47 percentage respondents were Male and 53 percentage of respondents were Female.

Marital Status Wise Classification

S. No	Marital Status	No. of Respondents	Percentage (%)
1	Married	57	57
2	Unmarried	43	43
Total		100	100

This table shows that 57 percentage of respondents were married respondents and remaining 43 percentage were Unmarried.

Age Wise Classification

S. No	Age	No. of Respondents	Percentage %
1.	Below 25	27	27
2.	25-35	49	49
3.	35-45	9	9
4.	Above 45	15	15
Total		100	100

From the above table it is clear that 27 percentage of the respondents fall in the age group of below 25 years, 49 percentage was in between 25 – 35 years, 9 percentage was in between 35- 45 and 15 percentage of the respondents were above 45 years old.

Educational Qualification

S. No	Level of Education	No. of Respondents	Percentage %
1.	UG With B.Ed	52	52
2.	PG With B.Ed	36	36
3.	TTC	12	12
Total		100	100

The above table reveals the educational qualification of UG with B. Ed respondents were 52 percentage, PG with B. Ed. respondents were 36 percentage and TTC respondents were 12 percentage.

Occupation Wise Classification

S. No	Occupation	No. of Respondents	Percentage %
1.	Government Employees	21	21
2.	Private Employees	55	55
3.	Aided Employees	24	24
Total		100	100

From the above table it is clear that Government Employees respondents were 21 percentage are Private Employees respondents were 55 percentage are Aided Employees respondents were 24 percentage.

Monthly Income

S. No	Monthly Income	No. of Respondents	Percentage %
1.	Below Rs.25000	52	52
2.	Rs.25000- Rs.50000	23	23
3.	Rs.50000- Rs.75000	15	15
4.	Above Rs.75000	10	10
Total		100	100

Table shows that 52 percentage of the respondents earned Below Rs.25000, 23% of the respondents earned Rs.25000-Rs.50000, 15% of the respondents earned Rs.50000-Rs.75000 and the remaining 10% of the respondents earned above Rs.75000.

Reason for Savings

S. No	Reason	No. of Respondents	Percentage %
1.	Safety/Security	27	27
2.	Educational Purpose	20	20
3.	Future Need	25	25
4.	Others	28	28
Total		100	100

The above table shows that 27 percentage of the respondents were choosing the reason for Safety, 20 percentage of the respondents were opt for educational purpose, 25 percentage were opt for Future Need and the remaining 38percentage of the respondents were choosing other reasons.

Satisfied Level about Rate of Interest on your Deposit

S. No	Particular	No. of Respondents	Value (x)	(wx)
1.	Highly satisfied	10	5	50
2.	Satisfied	15	4	60
3.	Average	15	3	45
4.	Dissatisfied	20	2	40
5.	Highly dissatisfied	40	1	40
	Total	100		235

$$\text{Weighted average} = \frac{\sum WX}{\sum W} = \frac{235}{100} = 2.35$$

From the above table is inferred through weighted average method that out of 100 sample respondents most of the respondents are average with rate of interest on your deposit.

Summary of Findings

- Most of the respondents are female (53%).
- 57% respond of the respondents are married.
- Majority of the respondents (57%) have completed their PG with B.E.D course.
- 55% of the respondents are earning monthly income below Rs.25,000
- Most of the respondents save for the other reason.

- 33% of the respondents consider the safety factor before making investment decision.

Conclusion

Most of the teachers us make investment of the by sell and by friend, and co- workers only drawback of the teachers us that they are reluctant to invest in modern investment schemes and majority of them are afraid to take risk. The study was confined of teachers working in various educational institutions in Tisaiyanvilai area with a special emphasis on their attitudes and behaviours towards consumption, savings and investment. Savings is very important in life.

A Life Withouts a Vings is as Useless as a Body Without Life.

References

Books

Dr Abdul Assis Korothe, *Investment management*, Glad stone Stanley, *Principles of investment management*

Journal

Asian journals of Management Research. Marketing journal of Income as correlates of buying behavior. Acritical review "Journal of Marketing Research".

Websites

<https://www.behaviouralfinance.com>
www.corporatefinanceinstitute.com
www.ecd.org
www.marketwatch.com
www.jgbm.org

A STUDY ON CUSTOMER SATISFACTION OF D-MART IN TEMPLE CITY

M. ANUSIYA

Assistant Professor, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

E. SUBASHINI

First year M.com, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Abstracts

This research paper considers the understanding of the customers's satisfaction towards and perceptions towards D'Mart;. Specifically this research will seek to identify which factors affect satisfaction. The purpose of this study is to find out overall satisfaction towards D'Mart. Some people are satisfied about the price, some people about the product variety. Research was done through questionnaires and discussions with some customers in college campus who are customers of Dmart. Retailers have recognized this trend and are of the view that customer satisfaction plays a role in the success of business strategies. Therefore it has become important for grocery retail stores to try and manage customer satisfaction. This paper was thus developed to investigate the satisfaction levels of customers in D mart The study examined the importance of overall dimensions and specific elements of customer satisfaction towards the measurement of satisfaction levels.

Introduction

D-Mart is a chain of hypermarkets and supermarkets in India started by RK Damani. As of 2015, it has 89 stores spread across Maharashtra, Gujarat, Telangana, Andhra Pradesh, Madhya Pradesh and Karnataka, and a recent purchase of property in Rajkot shows that it is well advancing towards expanding across India. Traditionally, companies have relied only on differentiation of products and services to retain their customers and also to satisfy the consumers. However, times have changed, due to fierce competition from new players entering the market, imitation of new features and increase in number of new offers, customers have acquired new choices and they have also become more price sensitive, which has forced marketers to adapt differentiated and customer oriented strategies in order to enable them to stand out in the competition and gain a competitive edge. According to Singh (2006), one of the fundamentally important drivers of organizational success is that enterprises must take the needs and wants of their customers into account. That is the reason why the researcher such as

Reicheld & Sasser (1990); Ciavolino & Dahlgaard (2007), Singh (2006); La Babera & Mazursk (1983); Carpenter (2008); Bridson et al (2008) have paid attention to the importance of customer satisfaction, loyalty and retention have been continuously paid attention worldwide. Due to the tremendous growth of the service industry in which the retailing sector plays an important role, it is vital for retailers to understand the degree of importance of listening to the inner voice of customers' needs to create, increase level of satisfaction. Ultimately, effective satisfaction leads to prospective long term relationship and loyalty through repeating purchase and recommendation, which helps retailers maintain their market share and position. Consumer's needs have become sophisticated and it is imperative that grocery stores look for building long term and stable relationships with their customers as a way of driving satisfaction up since satisfaction does translate later into loyalty and retention.

Objective

- To study the satisfaction of customers towards in D-mart.
- To find out the valuable suggestion ad conclusion.

D-Mart in Madurai: A Retail Revolution Unfolds in the Temple City

- In the bustling city of Madurai, known for its rich cultural heritage and historical significance, the arrival of D-Mart has marked a significant stride in the retail landscape. D-Mart, a popular retail chain, has woven itself into the fabric of Madurai, bringing a blend of affordability, quality, and convenience to the residents of this temple city.

The D-Mart Experience

D-Mart, with its tagline "Sasta, Sundar, Tikao" (Cheap, Beautiful, Durable), has become synonymous with a unique shopping experience. As Madurai's residents step into the welcoming ambience of D-Mart, they are greeted by well-organized shelves stocked with a diverse array of products ranging from groceries and household essentials to apparel and electronics.

Affordability Redefined

One of D-Mart's standout features is its commitment to affordability. Madurai, with its diverse socio-economic spectrum, has embraced D-Mart's cost-effective offerings. The store's strategic pricing and regular discounts resonate with a broad range of shoppers, making quality products accessible to all segments of the community.

A Wide Spectrum of Choices

D-Mart's shelves are a treasure trove of options. From fresh produce to pantry staples, from clothing to home goods, the store caters to the varied needs and preferences of Madurai's residents. The extensive product range ensures that customers can find everything they need under one roof, simplifying the shopping experience.

Customer-Centric Approach

D-Mart's success in Madurai can be attributed to its customer-centric approach. The store emphasizes a hassle-free shopping experience, offering clean and well-maintained aisles. Courteous staff members further enhance the overall experience, providing assistance and ensuring that customers feel valued and attended to.

Embracing Local Tastes

Recognizing Madurai's rich culinary heritage, D-Mart tailors its offerings to suit local tastes. From traditional spices to regional delicacies, the store ensures that its inventory reflects the unique flavor preferences of the city, resonating with Madurai's culinary identity.

Community Engagement

D-Mart's presence in Madurai goes beyond commerce; it actively engages with the local community. The store sponsors events, participates in local initiatives, and contributes to the social fabric of the city. This community-centric approach has endeared D-Mart to Madurai's residents, establishing it as more than just a retail outlet.

Challenges and Opportunities

While D-Mart has seamlessly integrated itself into Madurai's retail scene, it also faces challenges. Competition, evolving consumer preferences, and the need to continually innovate to meet the demands of a dynamic market present ongoing considerations. However, these challenges also serve as opportunities for D-Mart to adapt, grow, and further solidify its place in Madurai.

Conclusion

As Madurai continues to evolve, D-Mart's role is poised to expand. The store has the potential to become a hub for community interactions, a go-to destination for quality products, and a catalyst for economic growth in the region. With a commitment to excellence and a finger on the pulse of Madurai's diverse population, D-Mart is positioned to contribute significantly to the city's retail landscape.

In conclusion, D-Mart's journey in Madurai exemplifies the symbiotic relationship between a retail giant and a vibrant city. The fusion of affordability, choice, and community engagement has not only made D-Mart a retail leader but also a valued member of Madurai's thriving community.

References

- Abetare Prebreza, B. S. (2021). The trust in online shopping during Covid-19: Case study from Kosovo. *Open Access Library journal*, 1-15.
- Anand Thakur, R. K. (2017). An empirical study on consumer trust in online shopping in Punjab. *Indian journal of marketing*, 47-59
- Baljeet Kaur, S. M. (2013). Factors influencing trust in online shopping: an Indian consumer's perspective. *European journal of business and management*, 132-138. integrated model. *MIS Quarterly*,
- Fereshte Rasty, S. H. (2021). Trust barriers to online shopping: Investigating and prioritizing trust barriers in an intuitionist fuzzy

ENVIRONMENTAL IMPACT ASSESSMENT OF MINING AND QUARRING IN MADURAI CITY

Dr. N. MUTHUSELVI

Assistant Professor, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Ms. DEVADHARSHINI

II M.Com, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Abstract

The EIA notice was originally formulated in India in 1994, under the Environment Protection Act of 1986. It made environmental clearance a requirement for project extension, modernization, and start-up. Almost all types of mining falls under the scope of EIA study. Madurai district in Tamil Nadu is one of the hubs of mining and quarrying (especially granites) in the southern part of India. Various scales of mining and quarrying are carried out in the rural areas of this district and the adjacent districts. This study has identified key impacts, assessed them for its magnitude and significance and also pointed out the mitigation measures/management plan that are most feasible for the affected locality. The mining activities in the district is believed to impact the 10 major aspects of environment, that is, Air pollution, Noise pollution, green cover, Land degradation, Landscape alteration, Soil erosion, Grazing land, Ground water, Surface water and Biodiversity.

Keywords: Grazing Land, EIA, Mitigation

Introduction

Madurai, in the state of Tamil Nadu, is one of India's historic temple cities, located on the banks of river Vaigai and having existed for almost two millennia. It is the state's second-largest metropolis in terms of land area and third-largest in terms of population. Madurai, also called by different names like 'City of Jasmine' (Malligai maanagar), 'Temple City' (Koil maanagar), 'City that never sleeps' (Thoonga nagaram) and 'City of four junctions' (Naanmada koodal) is surrounded by several mountains. Madurai district not only has a rich history and cultural heritage but also is rich in minerals. Lime stone, granite, graphite, quartz, and other minerals are found in the district. The Geological Survey of India (GSI), on the other hand, has been investigating the district's mineral potential.

Minerals are non-renewable and finite natural resources that are used as raw materials in a variety of critical and basic industries. Mineral extraction from nature frequently causes imbalances, which have a negative impact on the environment. Mining

has major environmental consequences for wildlife and fisheries ecosystems, water balance, local temperatures and rainfall patterns, sedimentation, forest depletion, and ecological upheaval. As a result, the environmental impact assessment of mines is necessary for the mineral resource management, which must be tightly linked to a country's overall economic development and environmental protection and preservation policy.

Objectives

- To identify key impact so fmining and quarrying in Madurai.
- To identify measures for mitigating the impacts of mining and quarrying.
- To highlight these findings to decision makers.

Methodology

The general methods of impact identification and assessment are Checklists, Matrices, Networks and Overlay Maps. For the purpose of achieving the objectives framed, Matrix method (Leopold Matrix)

is taken up in this study. The acts that have an environmental impact are on the horizontal axis, and the existing environmental conditions that may be modified by those actions are on the vertical axis. The Leopold matrix comprises the major activities (7) in the three stages of mining and quarrying that has an impact on the environment and major environmental (10) and social (11) parameters being affected. This frame work allows for a thorough examination of the relationships between proposed [anthropogenic] acts and environmental traits and conditions. Then exit stage was to develop criteria for measuring impact, both in terms of magnitude and significance. Table 1 shows the criteria for allocating scores to significant levels.

Table 1 Criteria for Assigning Scores

Type of Impact (Based on Scale)	Level of Impact	Assigned Score
Minor	Extremely low	1
	Low	2
	Moderate	3
	High	4
	Extremely high	5
Major	Extremely low	6
	Low	7
	Moderate	8
	High	9
	Extremely high	10

The magnitude and significance ratings in the EIA matrix are separated by a slash (/). A number between 1 and 10 is placed above and below it, indicating the relative magnitude of the impact and the relative importance of the impact respectively. The above-mentioned EIA matrix was utilized to calculate the effects of activities on each parameter.

Description of Mining and Quarrying

The general meaning of Mining is ‘the process or business of digging in mines to obtain minerals. In Indian context, Mining is well defined in the Mines Act, 1952. The Act provides abroad definition for a

‘mine’ – it means any excavation where any operation for the purpose of searching for or obtaining minerals has been or is being carried on and includes all borings, all shafts, all open cast workings, all power stations, all workshops and stores, all machinery, railways etc. In or adjacent to and belonging to mine. In the similar manner, it also defines ‘minerals’ – it means all substances which can be obtained from the earth by mining, digging, drilling, dredging, hydraulic Ing, quarrying or by any other operation and includes mineral oils (which in turn include natural gas and petroleum). Quarrying is defined as an excavation where any operation for the purpose of searching for or obtaining minerals has been or is being carried on, not being a shaft or an excavation, which extends below superjacent ground (Mines Act, 1952).



Figure 2 Schematic Layout of a Quarry

Source: Dávid & Karancsi,1999. Legend: A) mine floor, B) mine wall, C) pillar, D) rock buttress, E) rock bench, F) out- weathered rock, G) talus slope, H) rainwater groove, I) depression with a small pond, J) debris cone.

Minerals such as rough stone, granite, gravel, sand, limestone, quartz & feldspar, graphite and garnet are mined in Madurai. The number of mines and quarrying units are mentioned in Table-1. However, the granite quarrying in the district is halted since 2022. Over 175 granite quarries were shutdown following a lawsuit regarding illegal mining activities. In addition to this problem, the official data points that’s and mining is absent in the district but the news articles that comes out every now and then proves otherwise. Il legals and mining is considered notorious to the economy as well as the environment of the district. Tamil Nadu Minerals Limited (TAMIN) is a state-government under taking of Government of Tamil Nādu located in the Indian state of Tamil Nadu. It was established in 1978 and it is the authority and contractor of granite and stone quarries in Tamil Nadu.

Table 2 Mines and Quarries in Madurai (2021-22)

Name of the Taluk	Quarries				Mines			
	Rough Stone	Granite	Gravel	Total	Limestone	Quartz & Feldspar	Graphite	Total
Madurai North	0	21	2	23	0	0	0	0
Madurai West	0	0	1	1	0	0	0	0
Thirupparankundram	3	0	2	5	0	0	0	0
Vadipatti	24	0	4	28	0	4	0	4
Madurai East	0	0	3	3	0	0	0	0
Madurai South	0	0	1	1	0	0	0	0
Melur	13	79	9	101	1	0	1	2
Usilampatti	1	3	1	5	3	0	0	3
Thirumangalam	15	1	2	8	9	0	0	9
Peraiyur	8	1	1	10	0	0	0	0
Total	64	105	26	195	13	4	1	18

Source: Assistant Director, Geology and Mining, Madurai.

Study Area

Location

Madurai district is situated in the South of Tamil Nadustate, extending from $9^{\circ}30''$ N and $10^{\circ}30''$ N latitude and from $77^{\circ}10''$ E and $78^{\circ}30''$ E longitude and covering an area of 3710 sq.km. It is bounded on the North by the districts of Dindigul.

Environmental Impact Assessment

Air Pollution

The largest sources of air pollution in mining and quarrying operations in the district are-particulate matter transported by the wind as a result of excavations, blasting, transportation of materials, wind erosion, fugitive dust from stockpiles, waste dumps, and haul roads (DHB, 2021).

Noise Pollution

Noise pollution associated with mining may include noise from vehicle engines, loading and unloading of rock into steel dumpers, quarrying equipment, and other sources. Cumulative impacts of shoveling, ripping, drilling, blasting, transport, crushing, grinding, and stock-piling can significantly affect

wildlife and nearby residents. Locals have also complained of damages that occurred in the houses and other infrastructure buildings of the nearby settlements.

Green Cover

Open-pit mining is carried out in the district, which is a type of strip mining in which the ore deposit extends very deep in the ground, necessitating the removal of layer upon layer of over burden endure. Thus, it often involves the removal of natively vegetated areas and/ or agricultural and sespecially mango grooves, and is therefore among the most environmentally-destructive types of mining.

Land Degradation

Solid waste is non-biodegradable and slow mechanical disintegration of which leads to environment of silica, sodium, potassium and calcium in soils. Soils become unproductive. Moreover, lack of vegetation removes the organic content (humus) of the soil, making it infertile.

Lands Cape Alteration

Mining and quarrying activities also affects the overall land scape of the region. The high-rise hills are cut down to flat lands or the flat lands are dug up, thereby creating pits and thus, an undulating topography is formed. These changes are mostly permanent and thus affects the natural processes.

Soil Erosion

As open-pit mining is carried out extensively in the district, removal of vegetation and excavating pits makes the top soil is more exposed to the agents of erosion like wind and water.

Table 3 Leo Pold Matrix for Environmental Impact Assessment

Mining/Quarrying Activities		Development Stage		ProductionStage	ClosureStage	
		Constructionoftra nsportsystem	Constructionof otherfacilities	Excavatingthe deposit	Depletionofmine ralinthesite	Reclamation
Atmosphere	Air pollution	-1 1	-4 2	-7 6	-2 1	+3 2
	Noise pollution	-4 1	-3 1	-6 4	-3 1	+4 3
Lithosphere	Green cover	-2 3	-6 5	-7 8	-8 9	+7 8
	Land degradation	-1 2	-3 2	-8 8	-10 10	+4 4
	Landscape alteration	-3 2	-5 3	-8 7	-10 9	+2 1
	Soil erosion	-5 6	-7 5	-9 10	-9 10	+8 9
	Grazing land	-4 2	-5 3	-5 3	-5 4	+3 2
Hydrosphere	Groundwater	-2 3	-3 2	-8 8	-8 9	+2 3
	Surface water	-2 4	-3 3	-7 6	-9 10	+5 6
Biosphere	Biodiversity	-3 1	-5 6	-7 8	-7 8	+2 1

Grazing Land

Madurai is a region with no perennial river, so cultivation is only possible in rainy season, therefore, rest of the year livestock is the main source of income for the farmers. Almost all the mines are situated in villages and it serves as an hinderance to the farmers who earlier used the mining lands and hills for cattle grazing.

Ground Water

In addition to the natural water sources getting contaminated with particulates, deepening of quarry depth intercepts ground water table. Natural topographic gradient is upset with concomitant change in drainage pattern. Deepened out quarries have become overnight perched aquifers draining away water from all the surrounding highlands.

Surface Water

Natural lakes and river channel beds have become the convenient loci to dump the overburden removed from the mining sites.

Biodiversity

The areas around most of the mines are not richly endowed with floral or faunal species owing to the semi-arid nature of the climate. But some species of reptiles especially vulnerable species of snakes like King Cobra are found in almost all the hills in and around Madurai, bordering which is the quarries and mines.

Social Impact Assessment

Health Conditions

Mild irritations such as watery eyes, coughing, and wheezing can lead to respiratory discomfort, which can lead to diseases including asthma, bronchitis, empty seme, heart disease, / and cancer. The people spend the majority of their wages on medical treatment due to their poor health (Ministry of Tribal Affairs, 2014). Silicosis is the prevalent disease that affects majority of the quarry workers and the adjoining villages.

Mortality (Duetovarious Hazards)

The solid wastes are dumped long the roads which poses potential danger for traffic hazards. The life of the workers is at stake in these mines as there have been no provisions made to ensure the safety of the workers. Most of the workers in the semines and quarries are unregistered and are daily wage workers, consequently they are more vulned able to hazards associated with mines.

Aesthetic Value

The visual impacts occur due to clearing of vegetation, large excavations, dust, and the presence of large-scale equipment, and vehicles. Inadequate space for dumping solid wastes near quarries leads to dumping of the money I ther side of the road. Granite dumps on road sides impart aesthetic displeasure.

Settlements

Ground vibration on account of blasting is at times worst, simulating seismic waves, and causing damages to the buildings nearby. Such incidents are predominantly experienced in the rural areas around the quarries of the district.

Heritage

Mining projects can affect sacred landscapes, historical infrastructures, and naturall and marks. In Keezha valavu area of Madurai, most of the hillocks are extracted for granite among which is one such hillock that carries Jain inscriptions and sculptures that are more than 1700 years old. The proximity of granite quarry (shown within red box) to the heritage site (shown within the blue box) can be seen in the picture given below.

Employment

Mining and quarrying are key economic sectors that provide jobs and opportunities, particularly in rural areas where the majority of mineral reserves are found.

Infrastructure

It results in infrastructural development, such as the construction of roads, the establishment of schools and hospitals, and the development of communication services, among other things, all of which help to improve the quality of life in the complexes.

Local Economy

Once a resource is located and a mine is created, the area has a ripple effect, attracting investment; land values rise, people and businesses flock to the area, and so on.

Illegal Granite Quarrying

In 2022, a detailed survey and inspection was conducted in 51 granite quarries of Madurai, which revealed that 45, 000 blocks of granite stones were illegally mined and all the 45,000 blocks of granite stones had been mined from government lands. This scam actually rose to pro minence after former

Madurai civil servant Sagayam wrote allotter the chief secretary of the State Industries Department on May 19, 2022, alleging major violations by many granite quarries in the Madurai district, estimating a loss to the state exchequer of more than sixteen thousand crore rupees. Some officials of the state-owned Tamil Nadu Minerals Limited (TAMIN) were accused of colluding with private companies, allowing them to commit violations. This led to the shutting down of all granite quarrying activities in the district. According to a study from the agricultural department here, illicit granite mining has devastated 65 major water resources in this district, including tanks, lakes, and ponds, as well as 20000 acres of arable land. The mining had the greatest impact on the Melur (especially Keezha valavu village) and Madurai East blocks.

The flipside to this issue is that, due to the closing of quarries, the state has been losing a revenue of Rs 4,000 crore per year. The Vice President of Federation of Indian Granites and Stone Association stated that, "Madurai region is the granite hub for the entire Indian granite industry as the region produces 25 coloursof granites and now with the production being suspended due to several factors, India has lost its market to Brazil."

Benefits of Mining and Quarrying

Direct & Indirect Employment Opportunity

Provides employment opportunities, especially to the surrounding rural population. It creates jobs in areas where there are limited opportunities and thereby provides an economic boost in communities that need it most.

Road Facility

As most of the mines and quarries are located in their mote areas, the construction of roads for the purpose of transporting the minerals also serves the settlements along the roads and around the mines. Either new metalled roads are constructed or un metalled roads are converted to metaled roads. This increases the connectivity of that area with other parts of the district and indirectly has large economic benefits.

Creation of Community Assets

Community assets/ infrastructure like provision for drinking water, construction dispensary & health center, community center, etc. This enhances the social well-being of the society.

Increase Revenue, Sales Tax, Road Tax to state government

Government gains funds from these mines and quarries in the form of tax imposed on them.

Contribution to the state economy

The revenue received by the state from mining sector is Rs.1186 crore in the financial year 2021- 22.

Environmental Management Plan

Pollution Control Measures

Reducing the Particulate Matter (PM10) pollution by laying of haul roads as per the standards, greenbelt development along the haul roads and watering of haul roads at regular intervals. Scaling down the noise pollution by ensuring to produce minimum sound during stone loading, proper training to personnel to create awareness about adverse noise level effects and timely maintenance of vehicles and their silencers to minimize vibration and Sound. The drainage around the mining is a need to be undertaken by the miners so that no rain water enters the mining pits and also carry out regular monitoring of quality in the existing hand pumps/tube wells in the vicinity to check on the ground water level and its quality.

Plantation and Soil Conservation

Development of green belt and other forms of greenery to provide a barrier between the source of pollution and the surrounding areas. The green belt he plots capture the fugitive mission and to attenuate the noise generated apart from improving the aesthetics. It also prevents soil erosion and washing away of topsoil besides helping in stabilizing the functional ecosystem and further to make the climate more conducive and to restore water balance.

Inclusion in Budget

Excise duties and other levies collected by the government are to be utilised for the development of mine workers or communities residing in the vicinity of mines, nor are any of these revenues reallocated for environmental conservation. The fiscal powers of the district administration need to be enhanced, and local authorities must be given greater say both in revenue generation at the local level and decision making on how these revenues are utilised locally.

Conclusion

Environmental Impact Assessment (EIA) of mining and quarrying in Madurai district is carried out and the purpose of the current study was to identify key impacts of mining and quarrying in Madurai and also, the measures for mitigating and managing these impacts, in the highlight these findings to decision makers. The most obvious finding to emerge from this study is that even though extensive EIA study were conducted before getting Environmental Clearance, the measures to reduce the impacts as prescribed by the government were not followed in the field. Impacts were never scaled down during the operation of the mines. The condition of mine workers was the worst of all, un reported diseases and deaths of workers, who also are not protected by law as they are not registered. Here, the Leopold Matrix method is employed to do the impact

assessment of both the environmental and social parameters. The policy makers can draw out the significance and magnitude of the impacts that are highlighted in the report for a more informed decision making for the welfare of the state. This outlines the main aspects of the study and also covers the objectives determined in the start. Though the EIA study is critically limited by the lack of transparency in the information available on mining and quarrying in India, this study has thrown up many questions regarding the important changes that needs to be addressed.

References

- Badri, A., Nadeau, S., & André Gbodossou. (2012, June 30). Mining project is a field of risks: A systematic and preliminary portrait of mining risks. Research Gate; International Information and Engineering Technology Association.
- D Clark, B., Chapman, K., Bisset, R., & Wathern, P. (1978, June). Methods of Environmental Impact Analysis on JSTOR.
- Dávid, L. (2010). Quarrying and Other Minerals. Anthropogenic Geomorphology, 113–130.
- E-LAWU.S. (2010). Guide book for Evaluating Mining Project EIAs 1st Edition.
- ILO Content Manager. (2011, March 24). Environmental Impact Assessments. iloencyclopaedia.org

EXAMINING CUSTOMER RELATIONSHIP MANAGEMENT IN THE HEALTHCARE SECTOR OF MADURAI CITY: AN IN-DEPTH ANALYSIS

Dr. N. MUTHUSELVI

Assistant Professor, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

M. MALATHI

M.Com, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Abstract

The major reason of this paper is to discover the sufferer's pleasure in non-public healthcare. A general of one hundred individuals had been decided on randomly the ones go to non-public hospitals in Madurai City for healthcare facility. This paper is an try to discover inter-relationships among purchaser's belief and purchaser pleasure. This paper evaluations and identifies critical provider great this is associated with the purchaser pleasure with inside the non-public hospitals of Madurai City. Customer pleasure be speculated to imitate the want of healthcare great call for via way of means of the clients, as immediately and now no longer direct institutions exist among employees guide and purchaser pleasure and awareness on clients and clinic services and among clinic services and purchaser pleasure. Due to this undersized pattern length and the handy technique of facts collection, there's a opportunity of biasness of the authors may also play a function with inside the end of the examiner. The maximum essential involvement of this examine is that, it proposes a manner to assess exceptional offerings with inside the non-public hospitals. This examine has projected a summary illustration that want similarly exploration and destiny research.

Keywords: Hospitals, Patient's Satisfaction, CRM, Health Services, Healthcare, Quality

Introduction

In these days global the clinical quarter is locating the want to realize increasingly approximately their modern-day and potential clients. India is witnessing a technology wherein new hospitals are being constructed at a tempo like by no means before. The fitness care enterprise is actively engaged in courting advertising and marketing and partnering activities. The extra talented provider, hospitals can provide their Customers' the in addition they'll move in keeping them. CRM offers the employer with the hazard to collect and keep patron relationships. It serves to transform nearly each patron interplay right into a opportunity. It is the everlasting fact that the extra you recognize your Customers', the higher you may reply to their modern-day desires and forecast what their destiny desires can be as well. The Health Care quarter is now choosing Customer Relationship Management (CRM). Healthcare

agencies are attempting difficult to preserve an top notch courting with their clients. 2 CRM permits the fitness care enterprise to get important patron facts and use it as efficaciously as possible. CRM accordingly permits the fitness care quarter to enhance Customers' fitness, boom Customers' loyalty and Customers' retention and upload new offerings as well. The CRM Health Care Services encompass strategic planning, conversation offerings, consulting offerings, CRM for physicians, Campaign control, Database creation, segmentation, and communications strategies. Three Its various capability permits employers, clients and personnel to get entry to not unusual place facts. 4 Millions of Customers' or clients are being contacted every day thru phone, e-mail, fax, and face-to-face interactions. All those boom they want for an affective and well-coordinated patron approach.

CRM enables corporations use human sources to advantage perception into the conduct of clients and the cost of these clients. Customer's courting control (CRM) which has overriding importance for any enterprise isn't any any much less widespread for clinic services.

Hospitals are maximum essential factors in any fitness care system. 7A clinic performs a predominant position in retaining and restoring the fitness of the people.

CRM stands for Customer Relationship Management. It is a method or technique used to research extra approximately clients' desires and behaviors a good way to increase more potent relationships with them.

There are many technological additives to CRM, however considering CRM in broadly speaking technological phrases is a mistake. The extra beneficial manner to reflect on consideration on CRM is as a method so as to assist deliver collectively plenty of portions of facts approximately clients, income, advertising and marketing effectiveness, responsiveness and marketplace trends.

CRM enables corporations use generation and human sources to advantage perception into the conduct of clients and the cost of these clients. CRM stands for Customer Relationship Management. It is a method or technique used to research extra approximately clients' desires and behaviors a good way to increase more potent relationships with them. There are many technological additives to CRM, however considering CRM in broadly speaking technological phrases is a mistake.

The extra beneficial manner to reflect on consideration on CRM is as a method so as to assist deliver collectively plenty of portions of facts approximately clients, income, advertising and marketing effectiveness, responsiveness and marketplace trends. CRM enables corporations use generation and human sources to advantage perception into the conduct of clients and the cost of these clients.

CRM will assist the agencies in Simplifying advertising and marketing and income processes, Provide higher patron provider, Increase patron revenues, Discover new patron, Sell merchandise extra correctly and additionally assist income body of workers near offers faster.

An essential aid in a clinic is a human aid. Relationship of body of workers performs an essential position in treating Customers' (clients). In fitness care, CRM practices are an basically Customers' - targeted approach that includes powerful control of clinic interface and interplay with Customers'.

The obligation of the hospitals to make the Customers' and loved ones apprehend that they may be supplying a properly treatment. These statistics call for hospitals to have a well- deliberate Customer Relation Management (CRM) programe.

There are thrilling demanding situations that those hospitals are going through at the same time as they may be being commissioned. One horrifying obligation that each clinic, new or old, small or big, is going through these days is the project of advertising and marketing. Thirteen It is instead unlucky that the majority those medical doctors had a terrible advertising and marketing approach. They had been now no longer even conscious that a advertising and marketing approach desires to be designed, at the same time as hundreds of thousands are exhausted upon creating a clinic and so minute is executed to sell them in a expert manner.

The folks who provide those merchandise are thoroughly skilled of their area. Today generation performs an essential position in typical aggressive gain of hospitals. There are forces which govern the modern-day advertising and marketing surroundings with inside the provider sector.

Rocket pace of improvements and colorful regulatory environments which has brought about the developing patron cleverness. This studies offers help and focus that make contributions closer to final essential literature gaps. But it could additionally be exploited with inside the selection making Process of managers of their attempt to compete. Various

studies research have proven sufficient hole among the patron expectancies and opinion of control and the gaps are constantly growing the fashion with inside the provider sectors especially in Hospital quarter.

CRM Employer

It way systematize the complete employer round CRM, as a way to result in issues like Organizational structure, dedication of sources and human sources control. Due to this truth a inclusive take a look at is needed to take a look at the patron conduct and the provider fine provided via way of means of the provider quarter to their capability Customers. This study is needed to calculate the perceived stage and expectation (desired) stage of the clients closer to the provider rendered via way of means of the non-public gamers of Hospital which results in predicted cause of clients. The motive of the prevailing studies is to cope with those anxieties via way of means of focusing this at a Center and constructing upon the idea of provider significance thru an discovered studies. The number one goal of the studies is to analyze the relationships amongst fine of provider, patron delight and the willpower of behavioral intentions. of each the patron and the provider vendors to keep the patron.

Objectives

In the competitive market of health care, hospitals need to understand the key factors of Customers' satisfaction which will enable them to achieve a competitive advantage over competitive hospitals. In this study, the researcher sought to raise an analytical model of satisfaction of Customers in the selected hospitals in Madurai City.

In order to do that, the researcher sought to classify the main scope of service quality of hospitals affecting Customers' satisfaction.

- To classify the key service quality factors of hospitals that affect Customers' satisfaction.
- To appraise how Customers' rate the service excellence level of hospitals.
- To examine the impact of demographic factors of customers in the Hospital.

The research focused on customers ranking all the dimensions of service quality (consistency, sensitivity, assurance, communication, understanding, procedure features, cost, entrance, billing services, and treatment outcomes) In Madurai City and to identify the key factors of a projecting model of customer satisfaction.

Research Methodology

The study is unique in many aspects. With an attempt to achieve the specified objectives the researcher will use the following methodology which will be followed by hypotheses testing.

Area of Study

The Study Was Restricted to Madurai City and Only 5 Hospitals Who Have a Minimum. Bed Capacity Of 50 Beds Were Selected. The is unique in many aspects, so far not, much work has been done on this aspect of marketing. The health care sector itself is undergoing through a competitative phase as large number of health care providers are opting India through chain of hospitals. Secondly the area is not explored. This research is an effort to study the marketing challenges faced by hospitals and finally provide some suggestions, this will the first study of its kind.

In this study survey method will be used to collect the primary data.

Primary Data

Sample Size

For this present study primary data has been collected through the questionnaire and interviews conducted by the researcher. Primary data is collected from Customers Who Visited in the Sample Hospitals to Avail Different Services and secondly the opinion from the hospital administration was recorded.

Methodology of Data Collection

Following table is the basis on which the researcher had collected the primary data.

Data Processing

After the field work was over the, data collected was through questionnaires was quantitative and qualitative which was processes using computer. The detail minute information of the observations and interviews was also analyzed, the perception, expectation and the decisions of the samples were incorporated. some respondents were found to be casual in answer the questions and the data filled in the questionnaire was incorrect. So it was necessary to erase the unwanted data.

The data was entered into the excel sheet and processed using excel. The responses to the open ended questions were coded, examined, classified and processed on the computer. The data was presented in the form of simple table's. pie charts and bar graph was also used data interpretation.

Data Analysis

Table 1 Age and Customer Relationship Management

Age Group	Respondents	%
Below 25 years	20	20
26-30 years	19	19
30-40 years	37	37
Above 40years	24	24
Total		100

It is observed from the above Table that among the respondents of age group between 30-40 categories ranged between 37%. Thus, it may be revealed that that respondent of the age group between 30-40 years are having maximum Level of satisfaction. Than those with below 25years and respondents above 40 years.

Table 2 Sex and Customer Relationship Management

	Number of Respondents	%
Male	35	35
Female	65	65
Total		100.0

It is observed from the above Table that the level of satisfaction among the surveyed were found that

the male category were less satisfied the customer relationship Management of hospitals that the female customers .almost 65% female were found to be satisfied with the customer relationship Management.

Table 3 Class and Customer Relationship Management

Category	Number of Respondents	%
Admitted	41	41
Regular	44	44
One-time drop-in patients	15	15
	100	100.0

It Is Found From the Above Table That Regular Patients Who Were Surveyed Found To Be More Satisfied On the Customer Relationship Management Initiatives Taken By Hospitals than the admitted, Secondly the One-time drop-in patients were Found less Motivated with the Customer Relationship Management initiatives.

Table 4 Occupation and Customer Relationship Management

Occupation	Number of Respondents	%
Employees	11	11
Teachers	10	10
Proprietors	18	18
Professionals	08	08
House Wives	12	12
Others	40	40
	100	100

An attempt was made to find out among the sample surveyed, what was the occupation and their satisfaction level on the CRM. It was revealed that from the category of Employees, Teachers, Proprietors, Professionals, House Wives, Others (customers from diff economic strata, job they do, etc). it was revealed that Others category (customers from diff economic strata, job they do, etc) were highly satisfied On the Customer Relationship

Management Initiatives Taken By Hospitals than of Employees, Teachers, Proprietors, Professionals, House Wives of the surveyed sample.

Table 5 Opinion about Existing Facilities in the Hospitals

Rationale	Respondents	%
Doctors treatment	35	35
Nurses job	11	11
Reception and front office	06	06
Bills	18	18
Emergency and ambulance	09	09
Pathology and other Lab Service	08	08
Pharmacist	08	08
sanitation	02	02
Canteen and stay	02	02
Total	100	100

The above desk suggests the opinion of surveyed respondents at the elements that prompted them to head a selected clinic and avail services. The respondents are requested to rank their alternatives primarily based totally at the elements that pressured them to visit a selected clinic. The information of different factors that prompted the Respondents. The elements had been Doctors, Nursing, Reception, bills, Emergency, Lab Service, Pharmacy, sanitation, Canteen, Ambulance.

It become found out that almost all of the customers 35% opined that the intent in the back of deciding on the clinic become the medical doctors they've and the remedy the medical doctors deliver to the sufferers as a primary CRM initiative, secondly the clients opined that fee of the clinic is a primary problem for them and opined that if the fee are affordable and at par with the competition they had been glad and live with the identical clinic and additionally opined that the nursing with inside the hospitals is a primary problem for them, they search for ok nursing from the staff. Thus it become found out that clients do parent out something with inside the call of CRM and price the hospitals.

Conclusion

In the fitness care business, coping with the patron each outside and inside clients and maintaining them is herculean task, which needs to be accomplished through all of the stake holders of a hospital. This is a dawn industry, in coming day's chain of hospitals and massive hospitals in small cities are inevitable on the equal time hospitals will see a massive opposition on CRM initiatives. The overall performance of the hospitals might be rated in close to destiny and the pleasant appearing gets greater clients.

References

- Ahire, S. L., Golhar, D. Y. & Waller, M. A. (1996). Development and validation of TQM implementation constructs. *Decision Sciences*, 27(1), 23-56.
- Andaleep, S.S. (1998), Determinants of Customer Satisfaction with Hospitals: a Managerial Model, *International Journal of Health Care Quality Assurance*, Vol. 11, No. 6, pp. 181-187.
- Barnes, N. G. & Movatt, D. (1986). An examination of patient attitudes and their implications for dental services marketing. *Journal of HealthCare Marketing*, 6(3), 60-63.
- Bowers, M.R., Swan, J. E. & Koehler, W. F. (1994). What attributes determine quality and satisfaction with healthcare delivery? *Healthcare Management Review*, 19(4), 49-55.
- Butcher, K. (2000). Effects of relational outcomes on customer loyalty. Unpublished PhD dissertation, Griffith University, Australia, 31.
- Choi, K. S., Cho, W. H., Lee, S. H., Lee, H. J. & Kim, C. K. (2004). The Relationships among Quality, Value, Satisfaction and Behavioral Intention in Health Care Provider Choice: A South Korean Study. *Journal of Business Research*, 57(8), 913-921.
- Dr.G.Sakthivel (2012) A Study On Factors Related To Level Of Acceptance With Respect To Causes For Medical Tourism, *asain journal of research in social science*. vol-2, issue.1. pp. 199-212
- Flint, Daniel J.; Woodruff, R., B.; Gardial, S., F. (2002), "Exploring the Phenomenon of

Customers' Desired Value Change in a Business-to-Business Context, "Journal of Marketing, 66 (4), pp. 102-118.

Websites

<http://www.tmc.or.th/privilege.php> (2/08/2012)

<http://203.157.6.200/king/ac/stat.asp> (21/09/2012)

http://www.siamturakij.com/home/news/print_news.php?news_id=5880 (1/09/2012)

STRESS MANAGEMENT OF WOMEN EMPLOYEES WORKING IN IT INDUSTRY

Dr. N. MUTHUSELVI

Assistant Professor, Department of Commerce
Mangayarkarasi College of Arts and Science for Women

Ms. S. POOVARASI

I M.Com, Department of Commerce
Mangayarkarasi College of Arts and Science for Women

Abstract

Stress is a pervasive issue in the corporate world, with women employees facing unique challenges such as balancing personal and professional responsibilities, gender-based discrimination, unequal pay, and limited career growth opportunities. This study focuses on understanding the acceptance levels of women employees towards work-related factors, withdrawal-related factors, aggressive behavior-related factors, and psychological symptoms in a manufacturing company in India. A quantitative research design was employed, recruiting 200 women employees through convenient sampling. Data collection utilized a structured questionnaire with five-point Likert scales. The majority of respondents fell within the 18-25 age group, with an equal distribution between male and female participants.

The study suggests that empowering staff to manage their workload and providing additional support during periods of change can enhance their well-being. Recommendations include creating a supportive work environment, establishing clear communication channels, and implementing training and development programs to improve the skills of women employees. The insights from this study aim to guide companies in fostering a conducive work environment, ultimately contributing to the increased productivity and job satisfaction of women employees.

Keywords: Stress Management, Women Employees, Work-Related Factors, Aggressive Behavior and IT Industry.

Introduction

The Information Technology (IT) industry is marked by intense competition and rapid transformations, imposing high productivity demands on its workforce. Women in the IT sector confront unique challenges, including gender bias, under representation, and the struggle to balance work and family responsibilities, potentially leading to elevated stress levels and burnout.

This study underscores the significance of stress management for women in the IT industry to preserve mental and physical health, job satisfaction, and overall well-being. Effective stress management strategies encompass workload management, task prioritization, coping mechanisms, and the cultivation of a healthy work-life balance. Techniques like time management, regular exercise, mindfulness practices, seeking social support, and setting realistic goals contribute to stress mitigation.

Organizations play a pivotal role in supporting female employees' stress management efforts by providing resources, fostering work-life balance, and addressing gender bias and discrimination. Prioritizing the well-being of female staff enhances retention rates, productivity, and overall business success. By delving into the stress levels experienced by women in the IT industry, this study aims to identify effective stress management strategies. The insights gathered aim to inform the development of targeted stress management programs and policies, ultimately enhancing the well-being and productivity of women employees in the IT sector.

Review of Literature

Lavina Sharma & Mallika Srivastava (2020) identify the factors determining organizational stress among women workers in the garment industry in India and to develop and validate a contextual scale

for organizational stress among women workers in the garment industry in India. It was found that, organizational stress have has been shown to have a detrimental effect on the health and well-being of employees. Organizations need to step up their effort to integrate emotional well-being, conducive work environment, workloads and job responsibilities, social connectedness and job satisfaction with their efforts to support the physical health and mental health of the workers.

Bharathi, T et.al., (2018) investigated the relationship between Job Stress and Productivity. The sample consists of 92 women employees working at all levels in select IT companies in Hyderabad. The data was collected through structured questionnaire. Correlation and regression analysis was conducted to know the influence of Job Stress on Productivity. Also, ANOVA was performed to detect the variance in demographics characteristics on Job Stress. The study results show that there is negative relation between Job Stress and Productivity implying that when there is increase in Job Stress, there is decrease in Productivity. Also, there are no significant differences between select demographic characteristics on Job Stress.

Statement of Problem

The study provided aims to gather information about stress management among women employees working in the IT industry. The problem addressed in this study is the high levels of stress experienced by women in the IT industry, which can have negative consequences on their mental and physical health, as well as their job performance and job satisfaction. The IT industry is known for its fast-paced work environment, long working hours, high workload, and tight deadlines. Women in this industry often face additional stressors such as gender discrimination, lack of diversity, and a male-dominated workplace culture. These stressors can lead to various psychological and physical symptoms such as anxiety, depression, headaches, and digestive problems.

To address this problem, organizations need to implement effective stress management programs and

policies that are tailored to the specific needs of women employees in the IT industry. These programs could include counseling services, training and development programs, health clubs, and transport subsidies. It is important to identify the most effective stress management programs that can reduce stress levels and improve job satisfaction and workperformance.

Objectives of the Study

- To assess the level of stress among women employees in the IT industry.
- To identify the signs and symptoms of stress experienced by women employees in the IT industry.
- To determine the impact of work-related factors such as job demands and working conditions on the stress levels of women employees in the IT industry.
- To explore the effectiveness of stress management programs currently offered by organizations in the IT industry.
- To gather suggestions and recommendations from women employees in the IT industry regarding additional stress management programs and interventions that can be implemented by organizations.

Scope of the Study

The scope of the study for the above questionnaire includes women employees working in the IT industry. The study aims to assess their stress levels, identify stressors, and determine the impact of work-related factors on their stress levels. The study will cover various dimensions of stress, including psychological, behavioral, and physical symptoms. The questionnaire will also gather information on women employees' satisfaction with their physical working conditions and pay package, as well as their opinion about the job and completion of work within the specified time.

Research Methodology

Research Design

The research design for this study is cross-sectional. It involves collecting data at a single point in time to determine relationships among variables.

Data Collection

The data for this study has been collected using both primary and secondary sources. Primary data has been collected through the use of a structured questionnaire, while secondary data is been gathered from various published sources like articles, books, and online databases.

Sample Design

The sample design for this study has been a stratified random sampling technique. The sample size has been 150 women employees working in the IT industry. The population has been divided into different strata based on their job levels. Then, a random sample has been selected from each stratum.

Reliability

To ensure the reliability of the data collected, a pilot study is been conducted among 10 women employees working in the IT industry who are not a part of the study sample. The Cronbach's alpha coefficient is been used to measure the internal consistency of the questionnaire. The value of the Cronbach's alpha coefficient should be 0.70 or higher to indicate that the questionnaire is reliable.

Tools Used

The tools used for data analysis will include percentage analysis, descriptive statistics, and chi-square test. The percentage analysis is been used to determine the percentage of respondents who agree, disagree or are neutral on various issues. Descriptive statistics is been used to describe the basic features of the data in the study, such as mean, median, and standard deviation. The chi-square test has been used to determine the association between different variables in the study.

Limitations of the Study

Small Sample Size

The study only includes 70 participants, which may not be representative of the entire population of women employees working in the IT industry. Therefore, the results of the study may not be generalized to other settings.

Self-Report Bias

The study relies on self-report measures, which may not accurately reflect the actual stress levels and experiences of the participants.

Limited Geographical Scope

The study is limited to a specific geographical location, which may not be representative of other regions or countries.

Limited Time Frame

The study is conducted within a specific time frame, which may not capture the seasonal or temporal variations in stress levels and experiences of women employees in the IT industry.

Analysis and Interpretation

Table 1 Shows about Demographic Variables of the Respondents

Demographic variables	Particulars	Frequency	Percent
Age	18-25	41	58.6
	26-30	29	41.4
	Total	70	100
Gender	Male	35	50
	Female	35	50
	Total	70	100
Marital status	Single	68	97.1
	Married	2	2.9
	Total	70	100
Department	HR	5	7.1
	Finance	27	38.6
	Production	38	54.3
	Total	70	100

The table shows the demographic variables of the study participants, which includes age, gender, marital status, and department. In terms of age, 58.6% of the participants were between the ages of 18-25, while 41.4% were between the ages of 26-30.

The gender distribution was equal, with 50% of the participants being male and 50% being female. Regarding marital status, the majority of participants (97.1%) were single, while only 2.9% were married. In terms of department, the largest proportion of participants (54.3%) were from the production department, followed by finance (38.6%) and HR (7.1%). This information provides an understanding of the sample characteristics and can be used to generalize the findings to similar populations.

Table 2 Shows about Mean Scores Related to Work Performance of the Women Employees

s.no	particulars	strongly agree	agree	neutral	disagree	strongly disagree	mean
Work performance							
1	Declining/inconsistent performance	16	30	76	18	0	2.69
2	Uncharacteristic	14	52	32	32	10	2.80
3	Loss of control over work	26	54	40	10	10	2.46
4	Loss of motivation/communication	22	16	26	32	44	3.43
5	Increased time at work	64	30	20	26	0	3.06

The table shows the mean scores related to the work performance of women employees. The participants were asked to rate their level of agreement on a five-point Likert scale, ranging from strongly agree to strongly disagree. The mean score for each item was calculated by summing the scores of all participants and dividing by the total number of participants.

The mean score for the factor related to declining/inconsistent performance was 2.69, indicating a neutral response from the participants. For the factor related to uncharacteristic behavior, the mean score was 2.80, again indicating a neutral response. The factor related to loss of control over work had a mean score of 2.46, which suggests a slightly negative response from the participants.

On the other hand, the factor related to loss of motivation/communication had a mean score of 3.43, indicating a positive response from the participants. Finally, the factor related to increased time at work had a mean score of 3.06, indicating a slightly positive response from the participants. Overall, the average mean value for the factors related to level of acceptance towards work performance of the women employees is at 3, suggesting a neutral to slightly positive response from the participants.

Table 3 Shows about Mean Scores Related to Withdrawal of the Women Employees

S.No	particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean
Withdrawal							
1	Arriving late to work	12	52	44	20	12	2.77
2	Leaving early	14	38	48	16	24	2.99
3	Extended lunches	12	44	42	32	10	2.89
4	Reduced social contact	10	54	42	34	0	2.71
5	Elusiveness/evasiveness	28	36	50	22	4	2.56

The given table shows the mean scores related to withdrawal of women employees. The mean scores for each factor related to withdrawal have been calculated based on the responses received from the survey.

The mean score for "Arriving late to work" is 2.77, which indicates that the respondents were in agreement that women employees tend to arrive late to work. The mean score for "Leaving early" is 2.99, which indicates that the respondents were in

agreement that women employees tend to leave work early. The mean score for "Extended lunches" is 2.89, which indicates that the respondents were in agreement that women employees tend to take longer lunch breaks. The mean score for "Reduced social contact" is 2.71, which indicates that the respondents were in agreement that women employees tend to reduce their social contact at work. The mean score for "Elusiveness/evasiveness" is 2.56, which indicates that the respondents were in agreement that women employees tend to be elusive or evasive at work.

Overall, the mean score for all the factors related to withdrawal is below 3, indicating that the respondents were in agreement that women employees tend to withdraw or disengage from work.

Table 4 Shows about Mean Scores Related to Aggressive Behavior of the Women Employees

S. No	Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
Aggressive behavior							
1	Malicious gossip	0	60	48	22	10	2.87
2	Criticism of others	16	54	34	26	10	2.71
3	Poor employee relations	0	48	50	30	12	3.04
4	Temper outbursts	4	56	58	12	10	2.77
5	Shouting while working	14	10	50	18	48	3.54

Based on the mean scores related to aggressive behavior of the women employees, the following observations can be made:

The highest mean score was obtained for the behavior of shouting while working, with a mean value of 3.54.

The other behaviors, such as malicious gossip, criticism of others, poor employee relations, and temper outbursts, had mean scores ranging from 2.71

to 3.04, indicating a moderate level of acceptance towards such behaviors among the women employees.

However, it is important to note that these behaviors are not acceptable in a professional work environment and can have negative consequences for both the individual and the organization.

Overall, it can be concluded that while the women employees in the study may exhibit some level of aggressive behavior, it is important to address and manage such behaviors through appropriate interventions and support systems.

Table 5 Shows about Comparison Between Age and Level of Acceptance towards Inconsistent Performance

H₀₁: There is no relationship between age and level of acceptance towards inconsistent performance

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.840 ^a	3	.006

The above analysis is a chi-square test that compares the relationship between age and the level of acceptance towards inconsistent performance among women employees in the IT industry. The null hypothesis (H₀₁) states that there is no relationship between age and the level of acceptance towards inconsistent performance. The result shows that the chi-square value is 1.840, with 3 degrees of freedom, and a p-value of 0.006. Since the p-value is less than the significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant relationship between age and the level of acceptance towards inconsistent performance.

Table 6 Shows about Comparison Between Age And Perception Towards Getting Tongue Tied when they Talk to Other People

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.925 ^a	4	.003

There is a relationship between age and perception towards getting tongue tied when they talk to other people (0.003) as the level of significance is less than 0.05. It reveals that who said that they are getting some of the time tied when they talk to other people.

Findings

- Major number of respondents belongs to the category between 18-25 where they would have initial experience towards their job description.
- The respondents are equally distributed with male and female respondents in our study.
- The factors Malicious gossip, Criticism of others, temper outbursts related to level of acceptance towards aggressive behavior is lesser than 3.
- The factors show their emotions to their family, hard for them to relax at home and finding it hard to talk when they get excited. related to level of acceptance towards psychological symptoms is lesser than 3 and it shows that the women employees have negative perception towards the above said factors.

Suggestions

- Implement employee assistance programs (EAPs): The company can provide EAPs that offer counseling and other support services to employees who are experiencing stress or other psychological symptoms. This can help employees to manage their stress levels and improve their overall well-being.
- Provide training and development programs: The company can offer training and development programs that help employees to improve their job skills and knowledge. This can help to boost their confidence and job satisfaction, and reduce the likelihood of inconsistent performance or withdrawal.
- Encourage work-life balance: The company can encourage work-life balance by providing flexible work arrangements such as telecommuting or flex-time schedules. This can

help employees to manage their work and personal responsibilities, and reduce stress levels.

Conclusion

In conclusion, the study highlights the myriad challenges faced by women employees in the company, encompassing inconsistent performance, withdrawal tendencies, aggressive behavior, and psychological symptoms. The low level of acceptance toward these factors underscores the urgency for remedial measures to alleviate stress among women employees.

To ameliorate the situation, the company is encouraged to empower its staff by enabling control over individual workloads and offering additional support during periods of organizational change and uncertainty. Furthermore, fostering a positive work environment and promoting open communication channels are vital steps to effectively address the concerns of women employees. Implementing such measures holds the potential to enhance the overall well-being and performance of women employees in the company.

References

- Araki, Y., Muto, T., & Asakura, T. (1999). Psychosomatic symptoms of Japanese working women and their need for stress management. *Industrial Health*, 37(2), 253-262.
- Araki, Y., Muto, T., & Asakura, T. (1999). Psychosomatic symptoms of Japanese working women and their need for stress management. *Industrial Health*, 37(2), 253-262.
- Muthuselvi, N., Saranya, N., & Rajalakshmi, S. A Study On Customer Satisfaction Level Of Star Hotel Industry In Madurai City.
- Raja, D. S., & Kanagaraj, D. M. (2020). A Conceptual Study of Work Life Balance and Stress Management among Women Employees of It Companies in Chennai. *International Journal of Management (IJM)*, 11(2).
- Raja, D. S., & Kanagaraj, D. M. (2020). A Conceptual Study of Work Life Balance and Stress Management among Women Employees of It Companies in Chennai. *International Journal of Management (IJM)*, 11(2).23–26.

A STUDY ON MOBILE BANKING TOWARDS CONSUMER SATISFACTION

Mrs. S. ANUSIYA

Assistant Professor, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

P. AATHILAKSHMI

M.Com, Department of commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Abstract

In recent year the banking sector has experienced a revolutionary transformations. In Bangladesh, as a result, first mobile banking service was launched in July 2011 keeping in mind that major portion of Bangladesh lives in rural areas where access to formal banking services is sometimes difficult for people. Today customers expect highest quality of services from the banks which whenever satisfied in kind it would show an enormous ascent in level of customer satisfaction towards mobile banking services. This study mainly shows the customers satisfaction level towards mobile banking services. This study also helps to know the area satisfaction as well as where the customers are not comfortable using the services. This study is mainly based on the customer's opinion and their feedback towards the mobile banking services.

Introduction

Customers have become more demanding nowadays. They want banking facilities to be easily accessible so that they can do their task when they are available. Thus the banks are forced to provide them with proper satisfactory answers and if they fail to provide the minimal facilities they might loose on their valuable clients.

Therefore some of the banks have introduced the mobile banking service. This might be very beneficial to the customers as it provide sustainable maintenance and availability of account to them. To transfer or withdraw money, in traditional process, the clients had to go to the bank. But now going to the bank is not must with the introduction of Mobile banking services. Transferring of funds is just one click away even without the need of any internet connection. This saves a lot of time and paperwork. Mobile banking is a miraculous life hack for the customers as it offers a lot of benefits. Now they can do their banking transactions easily by their own.

Objectives

- To know the information about mobile banking services
- To analyse the satisfaction about mobile services
- To offer the suitable suggestions

Scope

- User-friendly interfaces: Developing intuitive and easy-to-use mobile banking apps with simple navigation and clear instructions to enhance user experience and satisfaction.
- Personalization: Offering personalized services and recommendations based on user preferences, transaction history, and financial goals to meet individual needs and enhance customer satisfaction.
- Accessibility: Ensuring accessibility features such as text-to-speech, voice commands, and screen magnification to accommodate users with disabilities and provide an inclusive banking experience.
- Seamless transactions: Providing fast and reliable transaction processing, including fund

transfers, bill payments, and account inquiries, to minimize delays and frustrations for users.

- **Security features:** Implementing robust security measures such as biometric authentication, encryption, and multi-factor authentication to protect user data and instill trust in the mobile banking platform.
- **Responsive customer support:** Offering responsive customer support channels, including live chat, email, and phone support, to address user queries, concerns, and issues promptly and effectively.
- **Continuous improvement:** Soliciting user feedback and conducting regular usability testing to identify areas for improvement and enhance the overall mobile banking experience, thereby increasing consumer satisfaction over time.

Mobile Banking in India

Banks are constantly adopting technology to expand its business and to reach different level of customers. Mobile Banking is one of the services provided by banks to its customers. Astonishing growth in telecommunication sector, its penetration including rural population and technology feasibility are the major factors for the introduction of Mobile banking services. Some banks in India are started providing the mobile banking service to their customers that include State Bank of India (SBI), Union Bank of India (UBI), Punjab National Bank (PNB), HDFC, ICICI, Axis Bank, etc.

Advantages

24x7 Banking

With a Mobile Banking App, you get 24x7 access to banking solutions via your smartphone/tablet. So, whether you're at home, office, or travelling, the banking App is accessible all 365 days.

Access a Wide Range of Banking Services

A banking application allows customers to access a wide array of banking services without the need to visit the bank. You can use the Mobile Banking App to open a new Savings Account, transfer funds,

check account balance, request a new cheque book, pay utility bills, and do much more

Instantly Review Account History

Visiting the bank to update the passbook was a regular affair for most of us. But not anymore. One of the advantages of Mobile Banking is that it allows you to instantly check all the transactions of your account within seconds.

Track Your Spends

Expense tracking is critical to ensure you don't go overboard with your monthly budget. A Mobile Banking App also helps track your past spending & plan your finances accordingly. You can also switch on the automatic payment feature for bills to stay within the budget. Sure, here are some benefits of mobile banking

- **Convenience:** Access your account anytime, anywhere.
- **Quick transactions:** Transfer money, pay bills, and manage accounts instantly.
- **Alerts:** Receive notifications for account activity, helping you stay on top of your finances.
- **Security:** Many mobile banking apps offer advanced security features like biometric authentication and encryption.
- **Savings:** Some banks offer special deals and discounts exclusively for mobile banking users

Features

Mobile banking typically offers a range of features, including:

- **Account Management:** Check balances, view transaction history, and manage accounts.
- **Transfers:** Transfer money between accounts, to other individuals, or to external accounts.
- **Bill Payments:** Pay bills directly from the app, set up recurring payments, and view payment history.
- **Mobile Deposits:** Deposit checks by taking a photo of them with your phone.

- Alerts and Notifications: Receive alerts for account activity, low balances, and upcoming payments.
- ATM/Branch Locator: Find nearby ATMs and branches of your bank.
- Card Management: Temporarily freeze or cancel lost or stolen cards, order replacements, and set spending limits.
- Budgeting Tools: Categorize expenses, set budgets, and track spending patterns.
- Customer Support: Access customer service through messaging or phone calls within the app.
- Security Features: Use biometric authentication (like fingerprint or facial recognition), set up two-factor authentication, and receive fraud alerts.

Impact

- Increased financial inclusion: Mobile banking provides access to banking services for people in remote areas or without access to traditional banking infrastructure.
- Cost savings: For both banks and customers, mobile banking reduces the need for physical branches and associated operational costs.
- Empowerment: Mobile banking gives individuals greater control over their finances, allowing them to manage transactions and monitor accounts independently.
- Digital economy growth: Mobile banking contributes to the expansion of digital transactions, fostering economic growth and innovation.
- Enhanced customer experience: With features like 24/7 access and personalized services, mobile banking improves overall customer satisfaction and loyalty.
- Data security challenges: As mobile banking grows, it also brings challenges related to data security and privacy, requiring constant vigilance and investment in cybersecurity measures.

- Regulatory adaptation: Regulators must keep pace with the evolution of mobile banking to ensure consumer protection and maintain the integrity of the financial system.

Conclusion

Mobile banking has revolutionized the way individuals and businesses interact with financial services. Its widespread adoption has brought about numerous benefits, including increased convenience, accessibility, and empowerment for users. Mobile banking has also played a crucial role in expanding financial inclusion, particularly in underserved communities and developing regions.

However, challenges such as security concerns, regulatory complexities, and digital divide issues persist. Addressing these challenges requires ongoing collaboration between banks, regulators, policymakers, and technology providers to ensure the continued growth and sustainability of mobile banking.

References

- “Mobile Banking Adoption: A Literature Review” by Muhammad Salman Shabbir, Muhammad Mohsin Zahid, and Faizan Ali (Published in Journal of Internet Banking and Commerce)
- “Factors Influencing the Adoption of Mobile Banking: A Literature Review” by Murtadha Ghanim Muhadi and Nor Aziati Abdul Hamid (Published in Procedia – Social and Behavioral Sciences)
- “Factors Affecting Consumer Adoption of Mobile Banking: A Literature Review” by Ahmed M. Shurrah, Mahmoud M. Al-Moa’th, and Tarek M. Al Khayyat (Published in Journal of Internet Banking and Commerce)
- “Mobile Banking Adoption: A Systematic Literature Review” by M. A. Hannan, M. Al-Emran, and F. Islam (Published in Telematics and Informatics)
- “Determinants of Mobile Banking Adoption: A Systematic Literature Review” by KhurramShahzad, Ahmad Ghazal, and Muhammad Waqas Malik (Published in International Journal of Bank Marketing)

AN ANALYSIS OF BUSINESS LAW

Mrs. S. GEETHA

Assistant Professor, Department of Commerce
Mangayarkarasai College of Arts and Science for Women, Madurai

R. DHARAANIKA

I M.Com, Department of Commerce
Mangayarkarasai College of Arts and Science for Women, Madurai

“My Business is the enforcement of the tax law and the integrity of the tax code and making sure that trustees of charitable giving are true trustees”

Chuck Grassley

Abstract

Introduction to Business Law demonstrates the relevance of key areas of the law to a world of work that the business students can relate to. Students of business often find business law modules challenging, irrelevant their future career, and full of alien terminology and concepts. Structure in eight parts, this book provides a foundation in the key legal concepts of the English legal system, contract law and negligence before discussing how the law affects the everyday workings of businesses and their employees from protecting intellectual property rights to company formation, winding up and insolvency. It covers a variety of topics around the subjects of the English legal system, contract law, the law of torts, employment law, the structure and management of business and the major intellectual property rights.

Introduction

Business comprises all profit seeking activities and enterprises that provide goods and services necessary to an economic system.

Law refers to the principles and government, applicable to people and enforced by judicial decision.

Meaning and Definition of Business Law

Business law is that portion of the legal system which guarantees an orderly conduct of business affairs and the settlement of legitimate disputes in a just manner. It establishes a set of rules and prescribes conduct to order to avoid misunderstandings and injury in our business relationships.

Business Law Regulation

Implementation and regulation of various laws and policies concerned with businesses In all economic sectors are of paramount importance for secured sustainability and desired Development and

prosperity. For these purposes there are diverse business law regulation acts In every country, apart from the company and corporate law, commercial law, taxation law, and Laws relating to exports and imports and international business. Our discerning and reputed Law firm with worldwide prominence provides the full range of services regarding the business Law implementation and regulation, along with all supportive legal services to people and Entities in diverse economic sectors in jurisdictions worldwide. Ours flawless and rigorous Legal services cover all disciplines of the law and all areas of the legal practice, for great Benefits of businesses in all sectors. Besides, swift services for domestic business law Regulation, we also adroitly support our clients for their business management and regulation At international level worldwide, to facilitate and promote their international businesses. For punctual and perfect business law regulation in India, ours veteran and mellow Professionals have been offering legal service regarding various business regulation acts, in Every part of India. The most prominent and

signification among these acts are New Companies Act, 2013; Companies Act, 2002; FEMA, 1999; Foreign Trade (Development and Regulation) Act, 1992; SEBI Act, 1992; industrial (Development and Regulation) Act, 1951; Income Tax Act, 1961; Reserve Bank of India Act, 1934; Contracts Act, 1872; Factories Act, 1948 and the Mines Act, 1952 and several other regulation of the Government of India issued from time to Time. Ours these services to businesses in all sectors are in addition to the extensive range of legal services regarding the business and commercial law, intellectual property law and Rights, maritime and admiralty law, real estate and construction law, pollution and Environment law, labor and employment law, alternative dispute resolution, international Business laws and so on.

Types of Business Law

There are several types of business law that are recognised and followed by countries The world over. Some of these include the types of business law sections that follow.

Contract law

A contract is any document that creates a sort of legal obligation between the parties that sign it. Contract refer to those employee contracts, sale of goods contracts, lease contracts, etc.

Employment Law

Employment law is where it is imperative for business and law to meet. These laws enforce The rules and regulations that govern employee employer relationships. These cover when, How and for how much and how long employees should work.

Labour Law

Labour law also indicates the appropriate relationship between employee and employer, and Also pay grades and the like. However, an additional element to labour laws is the relationship Of the union with the employer and employee.

Intellectual Property Law

Intellectual property refers to the intangible products of the working of the human mind or Intellect, which are under the sole ownership of a single entity, such as an individual or company The validation of this ownership is provided by intellectual property law, which incorporates Trademarks, patent, trade secrets, and copyrights.

Securities Law

Securities refers to assests like shares in the stock market and other sources of capital growth And accumulation. Securuties law prohibits business persons from conducting fraudulent Activities taking place in the securities market. This is the business law section that penalizes Securities fraud, such as insider trading. It is, thus, also called capital markets law.

Tax Law

In terms of business law, taxation refers to taxes charged upon companies in the commercial Sector. It is the obligation of all companies (except a few tax-exempt small-time companies) To pay their taxes on time, failure to follow through which will be a violation of corporate tax Laws.

Objectives of Business Law

- To explain the framework within which business activities shall be carried out.
- To raise an issue to various legal and semi-legal authorities against the government in case the legal rights of the business have been violated.
- Some business laws are made to encourage business persons to achieve their goals fast.
- The business law also has social objectives to serve the society at large. The anti competition laws, pollution control laws etc. are a few examples. Recently, the control of prices of generic medicines by law also played a role of government in the interest of the society.
- Business law tries to prevent the concentration of economic power to some extent and helps in the fast settlement of claims of individuals against business house.

Conclusion

Therefore we see that laws are affecting business in numerous ways. Laws protect the business Men as well as the customers which is essential to have a good relation between these two Parties otherwise business firms will not run. Laws are necessary to incorporate a business firm, To run a business firm and to dissolve it. It should be mentioned that in this assignment only the Major laws from international perspective that are affecting business have been discussed Shortly and only a list of the laws that are applicable in field of business in South-Africa has Presented.

References

- Alchian, A. A., & Demsetz, H. (1972). Production, information costs, and economic organization. *American Economic Review*, 62, 777–795.
- American Bar Association. (2004). *Corporate director's guidebook* (4th ed.). Committee on Corporate Laws, ABA Section of Business Law. Chicago: American Bar Association.
- American Law Institute. (1994). *Principles of corporate governance: Analysis and recommendations*. Philadelphia: Author.
- Bainbridge, S. M. (1993). In defense of the shareholder wealth maximization norm: A reply to Professor Green. *Washington and Lee Law Review*, 50, 1423.
- Barrington, L. (2000). Business, government and civil society—Working together for a better world. *Asian Review of Public Administration*, 12(1).
- Bart, C. (2004). The governance role of the board in corporate strategy: An initial progress report. *International Journal of Business Governance and Ethics*, 1(2/3), 111–125.
- Bebchuk, L. (2007, May). The myth of the shareholder franchise. *Virginia Law Review*, 93(3), 675.
- Berle, A. A., Jr., & Means, G. C. (1932). *The modern corporation and private property*. New York: Commerce Clearing House.

AN ANALYSIS: E-COMMERCE

Mrs. S. GEETHA

Assistant Professor, Department of Commerce
Mangayarkarasai College of Arts and Science for Women, Madurai

R. SINDHUJHA

I M.Com, Department of Commerce
Mangayarkarasai College of Arts and Science for Women, Madurai

Abstract

E-commerce is a boom in the modern business. E-commerce means electronic commerce. E-commerce (Electronic commerce) involves buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, predominantly the Internet. E-commerce (Electronic commerce) is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe and India is not an exception. A massive internet penetration has added to growth of E-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model. Moreover E-Commerce has significant influences on the environment. Although the model is highly used in current business scenario but the option has not been explored at its fullest. The current research has been undertaken to describe the scenario of E-Commerce, analyze the trends of E-Commerce. The study further examines the key variables imperative for the success of E-commerce business models.

Keywords: E-Commerce, Internet, Self-service, Technology, Internet banking.

Introduction

E-commerce means electronic commerce. It means dealing in goods and services through the electronic media and internet. E-commerce involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). E-Commerce relates to a website of the vendor on the Internet, who trades products or services directly to the customer from the portal. The portal uses a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFT (Electronic fund transfer) payments. A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals.

Objective

The objectives of present study are:

- To understand the present status and trends of E-Commerce; and
- To reveal the key variables influencing the increased usage of E-Commerce.
- To study the importance of cloud computing in the E-commerce world.
- To study the different features and characteristics in E-commerce.
- To identify the role of E-commerce in the business market.

Type of E-Commerce

Many e-commerce business model and more are being invented every day. There are many characterize them. The five main types of e-commerce is Business-to-Business (B2B), Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), peer-to-peer (P2P) and mobile commerce (M-commerce).

- Business to business (**B2B**)
- Business to customer (**B2C**)
- Customer to customer (**C2C**)
- Peer to peer (**P2P**)
- Mobile commerce (**M-commerce**)

History of E-Commerce

The first ever online sale: on the august 11,1994 a man sold a CD by the band sting to his friends through his website Net market, an American retail platform.

This is the first example of a customer purchasing a product from a business through the world wideweb-or “ecommerce” as we commonly know it today.

Since then, ecommerce has evolved to make products easier to discover and purchase through online retailers and marketplaces.

Independent freelancers, small businesses, and large corporation have all benefited from ecommerce, which enables them to sell their goods and services at a scale that was not possible with traditional offline retail.

Global retail ecommerce sale are projected to reach **\$27 million by 2020**

E-Commerce Facilitators

E-commerce facilitators act as a hub for online retailers. They take care of all of the fine details E-commerce facilitators act as a hub for online retailers. They take care of all of the fine details surrounding shipping and order fulfilment, essentially making e-commerce easier and less demanding.

E-commerce Facilitators Helps

An nutshell, e-commerce facilitators make management of your online retail business easier and more cost-effective. Here’s how:

- Save money
- Save time
- Reduce costly Error
- Custom
- Flexibility
- Quick and easy

E-commerce Facilitators Offers

Payment Gateways

A payment gateway is an e-commerce application service provider service that authorizes credit card payments for e-businesses, online retailers, bricks and clicks, or traditional brick and mortar. The life blood of online business is the payment routes which comprises credit card, debit card, online banking payments, electronic funds transfer. The world is transforming from cash to digital money and thus there is a need of payment gateways for sustainable future ecommerce.

Analytics

Analytics is the scientific process of transforming data into insight for making better decisions. Analytics helps businesses to gather, organize, analyze, and report on everything their customers do. The massive increase in the volume of data has forced the businesses to focus on analytics to understand the behavior of the customer. E-tailor need to have real time access to information treasure return on online investments and optimize the channel mix. There are basic analytics capabilities available with the ecommerce players like basket size analysis, average order value, conversion ratio but we need deeper analytics solution for actionable insights of the consumer.

Social Media

Businesses are increasingly making use of social media in order to market their goods and services. Social media refers to websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone. Social media has played a great role in brand building and informing various offers to the customers. It also helps in getting the feedback about the product or service. It provides a platform for brand building, advertisements, developing a community of trusted users, spreading word of mouth etc.

Autonomous Vehicles

An autonomous vehicle is a motor vehicle that uses artificial intelligence, sensors and global positioning

system, coordinates to drive itself without the active intervention of a human operator. The age of the autonomous car is coming, and it's coming fast. Purchasers of autonomous vehicles will have more time to view emails, search the web, buy new products, and see advertisements all around them. With autonomous cars, vast digital marketing experience will present itself. These purchases and search patterns can be tracked to help companies tailor their marketing campaign to capture this new segment.

The scope of big data just got much bigger, but will become so tailored and predictive in the years to come that we may never have to manually adjust anything again.

3D Printing

A 3D printer is a device that's capable of making a three-dimensional object from a digital design. It uses something called "additive manufacturing" -- a layered process that bears some similarity to the way an ink-jet printer sequentially layers its colors on a flat piece of paper.

It is expected that 3D printing, might one day blow away manufacturing of the kind we've been used to since the Industrial Revolution shook up agrarian life in the early 19th century. 3D printing is creating a market in designs that are meant to be printed by the buyer -- or a third-party manufacturer unrelated to the designer. The end product isn't sold - it's the design that's sold, along with a license for it to be printed. Buried in corners of the Internet are marketplaces where budding designers are selling their plans for printing at home or in the workplace. Customers can use their own printers or they can buy the design and have it printed on the marketplace's printer and then delivered.

E-Commerce Trends -A New Business Revolution in India

According to experts, e-commerce is a major business avenue at present for both investors and entrepreneurs. The sector started in India during 1999 with companies such as Firststandsecond.com

and aspiring to become the Amazon of India - the biggest online provider of books.

Rediff was one of the earliest companies to become a part of the e-commerce wave in India and started operations with knick-knacks. At that point Apnaloan was one of the leading providers of online loans and Sify.com had become a part of the industry as well. Shaadi.com, a leading marriage portal, also started its operations at around that time.

However, the entire situation changed with the crashing of NASDAQ on April 4, 2000. The CEO of Indiaplaza, K Vaitheeswaran, states that the debacle also accounted for several venture funds that were part of India's nascent e-commerce industry -- approximately thousand such companies had to cease their operations.

Things are looking up of late as is evident from the case of Rinkal Shah, a 26 year old web designer based in Triveni Park, Kapadvanj, which is a small area comprising 50 thousand people. He has LCD television, a refrigerator, DTH set top box, a Nikon D500 digital SLR, and a laptop - amenities that can be found at the home of an affluent resident in an urban location in India.

As per statistics, companies such as Letsbuy.com, a leading online marketer of electronics products, have been earning between 75 lakh and 1 core rupees on a monthly basis. This figure has led 3 venture capital firms to put in 6 million dollars into this organization.

Hitesh Dhingra, the CEO and founder of Letsbuy. com, has stated that his website has expanded more than 10 times between January and June 2011. He expects the sales to cross the 25 core mark in the near future. He hopes to cross the 2000 core mark by 2014 itself.

Of late, several venture capital funds have been investing heavily in Indian e-commerce start-ups. Tiger Global, based in New York, has been the leader in this respect with investments of almost \$140 million between January and June 2011. This is a significant increase compared to 2010 when it invested only 48 million dollars.

Suvir Sujan, who operates as a partner of Nexus Venture Partners and had earlier established Baazee, states that his organization receives requests for financing from a minimum of one e-commerce entrepreneur on a daily basis.

Rajesh Reddy, the CEO and founder of a Bangalore based mobile solutions organization named July Systems, has said that in the last ten years the investors and entrepreneurs were limited in their ambition but presently they are looking to achieve higher rates of growth.

Reddy is among the few entrepreneurs of India who had been making their best efforts to sustain the e-commerce industry in the country in the past 10 years. However, in the last decade countries such as China, Russia, and Brazil have left India behind.

Following are some of the leading e-commerce sites of Brazil, Russia, and China.

- China – 360buy, Tencent, and TaoBao
- Russia – Mail and Yandex
- Brazil – Buscapo and Mercado Libre

One of the major reasons behind the success of e-commerce in these countries is the continued availability of funding unlike India. However, experts feel that the e-commerce industry of India is witnessing a second coming of sorts, having sustained the tough times between 2000 and 2012 and things could get better in the days ahead.

E-Commerce Success of Factors

Even though there are challenges, running an e-commerce business amidst these competitions is possible. You need to implement the following successful e-commerce strategies in order to achieve this.

Eight Keys of Factors

- Don't RUSH the launch
- Choosing a brand name
- The design of the store
- SEO(Search Engine Optimization)
- Marketing via multiple channels
- A personalized shopping experience
- A variety of payment options
- Simple check-out process

Conclusion

E-commerce still represents one of the business methods that take advantage if done the right way, even if the stock market and commodities fell, but E-Commerce still able to survive and receive high transaction. E-commerce has a tremendous opportunity in the course of or business in Malaysia. In addition, it is also to introducing new techniques and styles in a transaction. Use the extensive E-Commerce in the Internet world is actually much better to bring the goodness of the individual or the state. E-Commerce has undeniably become an important part of our society. The successful companies of the future will be those that take E-Commerce seriously, dedicating sufficient resources to its development. E-Commerce is not an IT issue but a whole business undertaking. Companies that use it as a reason for completely re-designing their business processes are likely to reap the greatest benefits. Moreover, E-Commerce is a helpful technology that gives the consumer access to business and companies all over the world.

References

- Awais Muhammad and Samin Tanzila (2012), "Advanced SWOT Analysis of E- Commerce", *IJCSI International Journal of Computer science Issues*, Vol 9, Issue 2, No 2, pp. 569- 574
- Blasio,G., D. (2008), "Urban-Rural Differences in Internet Usage, e-Commerce, and e- Banking: Evidence from Italy", *Growth and Change*, 39.2, pp. 341-367
- Chanana Nisha and Goele Sangeeta, "Future of e-commerce in India", *International Journal of Computing & Business Research*, ISSN (Online): 2229-6166
- Chou, D.,C. and Chou, A.,Y. (2000), "The E-Commerce Revolution, A Guide to the Internet Revolution in Banking" *information systems management*, pp. 51-57
- D'silva, B., D'Silva, S., and Bhuptani, R., S., K. (2010), "Behavioral Aspect of Teenagers Towards Internet Banking: An empirical study", *Indian journal of marketing*, 40.10, pp. 44-53

- Devashis pujari (2004) "Self-service with a smile?: Self-service technology (SST) encounters among Canadian business-to-business", *International Journal of Service Industry Management*, Vol. 15 Iss: 2, pp. 200 - 219
- Dutta and Dutta (2009) "A Study on Customer Perception towards HDFC Limited" *International Journal of Management Sciences and Business Research* Volume 2, Issue 4- ISSN (2226-8235)
- Hsieh, C. (2005), "Implementing Self-Service Technology To Gain Competitive Advantages" *Communications of the IIMA*, 5.1, pp. 77-83
- India to surpass US with 402 million Internet by 2016: IAMAI, (2015, Nov. 20) *The Indian Express*. Retrieved from <http://indianexpress.com/article/technology/tech-news-technology/india-to-have-402-mn-internet-users-by-dec-2015-will-surpass-us-iamai-report/>
- India's e-commerce revenue may touch \$38 bn in 2016: Assocham, (2016, January 2), – *The Indian Express*. Retrieved from <http://indianexpress.com/article/technology/tech-news-technology/indias-e-commerce-revenue-may-touch-38-bn-in-2016-assochem/>
- Internet used by 3.2 billion people in 2015, (2015, May 26), *BBC NEWS*. Retrieved from <http://www.bbc.com/news/technology-32884867>
- Jared Moore, (2015, June 30), "5 Reasons Why Autonomous Cars Will Revolutionize Ecommerce", *Blue Moon/Digital*. Retrieved from <http://bluemoondigital.co/our-blog/author/jared-m/>
- Rust,R.,T., and Chung,T.,S. (2006) "Marketing Models of Service and Relationships" *Marketing science*, 25.6, pp. 560-580

A STUDY OF THE EFFECTIVENESS AND IMPACT OF YOUTUBE EDUCATIONAL CONTENT ON STUDENT LEARNING OUTCOMES

Mrs. S. SYBIL MARGARET NAVEENA

*Assistant Professor, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai*

P. VASUKI DEVI

*M. Com, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai*

Introduction

The introduction of this research paper explores the role of social media, particularly YouTube, in communication and education. YouTube is identified as one of the most important types of social media in the educational system, offering dynamic opportunities for non-traditional teaching and learning patterns. The growing learning trend through YouTube tutorials and the importance of videos as engaging teaching tools are highlighted. YouTube is described as a popular online platform for accessing video tutorials created by people on various topics. In the past few decades, the Internet, web technologies, and Information Communication Technologies (ICT) have transformed the world into a digital village. This digital transformation has revolutionized various aspects of human life, including communication; on the other hand, excessive use of social media can lead to addiction and adversely affect mental health. Social media platforms such as Facebook, Twitter, Instagram, and YouTube have emerged as popular means of communication. The rise of social media has significantly impacted how people communicate and interact with each other. It is noted that there has been a dramatic shift from traditional internet usage to a heavy reliance on social media platforms for communication purpose. These platforms offer various possibilities for individuals, including education, entertainment, and socializing. Social media, also known as web 2.0-enabled website

applications, allows individuals to communicate their content quickly and efficiently. While social media brings several benefits, it also has drawbacks. On the one hand, it facilitates communication between individuals in similar fields, allows the broadcasting of messages within organizations, and enables sharing of photos and videos on social networking sites. Among the various social media platforms, YouTube has emerged as a powerful tool for communication and learning. With over a billion users, YouTube offers many practical and non-traditional teaching and learning opportunities. YouTube tutorials, in particular, have gained popularity as a means of learning new skills and acquiring knowledge. Videos have been recognized as an engaging teaching tool that motivates students and enhances learning. YouTube has taken advantage of this, with tens of thousands of video lessons in the form of “how-to” tutorials on various subjects. This learn-have trend through YouTube tutorials has caught on globally, with foreign colleges incorporating YouTube videos into their classrooms. While the use of YouTube tutorials for education has been extensively studied in foreign contexts, its impact in countries like Pakistan remains unexplored. YouTube is rapidly becoming a popular Web 2.0 technology and its potential as a learning tool needs to be examined. This research paper investigates the role of YouTube as an educational resource and its impact on teaching and learning. By examining the influence of YouTube

videos on knowledge acquisition and exploring ways to enhance teaching and learning, this study aims to contribute to media and communication research. By uncovering the potential and challenges associated with using YouTube as an educational tool, this research aims to provide valuable insights for educators and policymakers. In conclusion, social media, particularly YouTube, has revolutionized communication and learning. Its impact on education and its potential as an educational resource must be understood and explored. This research paper aims to contribute to the existing literature by examining the role of YouTube in teaching and learning and providing insights into its practical usage in educational settings.

Objective

To what extent do students depend on YouTube to meet their educational learning requirements?

To what extent do students perceive YouTube as a credible and effective educational tool?

This study examines how much students favor YouTube-based learning over traditional physical learning methods.

To investigate gender differences in using YouTube as an educational resource and determine its effectiveness in facilitating learning among male and female students.

Importance of the study This study was conducted about student's usage of educational content of YouTube for seeking it as effective learning. This study will help students studying in College which is unaware from YouTube learning, and it will be good for instructors as a helping tool in their classes/study.

Research design For this research paper, we used a research design called inferential quantitative survey. This means that we collected data through surveys and used statistical analysis to make inferences about a larger population. In simpler terms, we asked people questions and used their responses to draw conclusions about a bigger group of people.

Population The participants in this study were the students enrolled at Madurai City. These individuals formed the population from which our sample was drawn.

Sample The sample for this study consisted of students from various academic levels at Madurai City. This included bachelor's, master's, MPhil, and PhD students. They were selected to represent a diverse group of participants for our research.

Sample type In this study, the researcher employed a non-probability sampling technique called purposive sampling. Purposive sampling involved selecting participants based on a specific purpose or criteria that aligned with the objectives of the study. It is also known as judgmental, selective, or subjective sampling, as the researcher relied on their own judgment to choose individuals from the population who were most relevant to the research topic. This approach allowed for a targeted and purposeful selection of participants who could provide valuable insights for the study.

Sample size For this study, a total of two hundred students were selected as the sample from the larger population. These individuals were chosen to represent a diverse range of perspectives and backgrounds, providing a meaningful sample for the research.

Sampling technique In this study, an online questionnaire was employed as the data collection tool. The questionnaire was designed using Google Forms, a digital platform that allowed for convenient distribution and collection of responses. The questionnaire was shared with a targeted population of two hundred individuals who were specifically selected to participate in the study. This sampling technique facilitated efficient and effective data collection for the research.

Tool for data collection In this study, an online questionnaire was employed as the data collection tool. The questionnaire was designed using Google Forms, a digital platform that allowed for convenient distribution and collection of responses. The questionnaire was shared with a targeted population of two hundred individuals, who were specifically

selected to participate in the study. This sampling technique facilitated efficient and effective data collection for the research.

Data analysis Data analysis in this research paper involved calculating the percentage for each surveyed question. Before delving into the main analysis, the researchers computed three demographic variables: Gender, Age, and Education Level, for all respondents. The findings of this demographic analysis are summarized in (Table 1), providing an overview of the participant characteristics. This meticulous approach to data analysis allowed for a comprehensive examination of the research objectives and a deeper understanding of the patterns and relationships within the collected data.

Demographics of study participants In relation to the participants' demographics, the researchers discovered that most respondents, comprising 95.5% (n=91), fell within the age range of 18-25 years, as displayed in Table 1. Additionally, six participants (2.3%) were between 26-35 years old, while three respondents (1.2%) were 36 years old or older. Furthermore, the data revealed that a larger proportion of female participants, accounting for 70% (n=140), were part of the study, whereas 41.5% (n=83) of the participants were male. Regarding educational qualifications, the majority of respondents held a bachelor's degree (89%, n=78), followed by 9.5% (n=19) with a master's degree. Interestingly, a small percentage had an M.Phil. degree (1%, n=2) and only one participant (0.5%) possessed a PhD degree.

Moving onto the usage of YouTube for video search, it was found that all respondents reported using YouTube. However, the frequency of usage varied among students. The highest percentage of students (41.5%, n=83) indicated using YouTube for one hour daily, followed by 31.5% (n=63) using it for 2-4 hours and 23% (n=46) using it for 4-6 hours. A very small number of participants (4%, n=8) reported using YouTube for 8 hours per day.

Table 1 Demographic of Study

Variable	Constructs	No of Students	Percentage %
Age	18-25	91	95.50%
	26-35	6	3%
	36 and above	3	1.50%
Gender	Male	17	41%
	Female	83	58.50%
Education	Bachelor	78	89%
	Master	19	9.50%
	M.Phil	2	1%
	Ph.D	1	0.50%

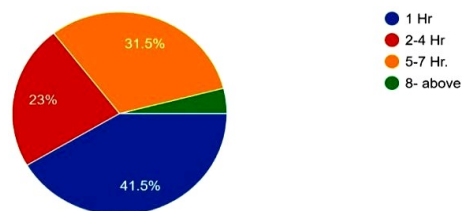


Figure 1 How Much Time you Spent to Watch YouTube in a Day?

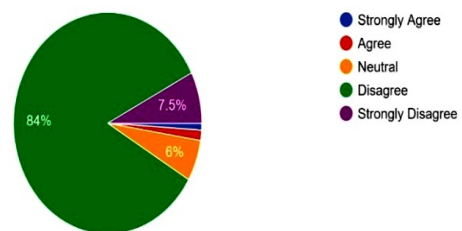


Figure 2 Students are Watching YouTube for Entertainment Purpose

A graphical representation of the data (Figure 2) highlights that a majority of participants, 84%, expressed disagreement with the statement that students watch YouTube for entertainment purposes. Conversely, 15% of participants strongly disagreed, signifying a stronger rejection of this notion. A small percentage, 6%, remained neutral in their response, while 1.5% agreed and only 1% strongly agreed with the statement. These findings shed light on the differing perspectives regarding the entertainment value of YouTube among the surveyed participants.

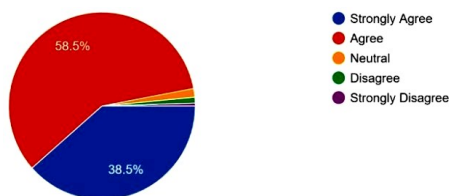


Figure 3 Students are Watching YouTube for Educational Purpose

Figure 3 presents the data illustrating the participants' perspectives on watching YouTube for educational purposes. Only 0.5% of participants strongly disagreed with this statement, while 1.5% remained neutral. Similarly, 2% of participants disagreed. On the other hand, a significant majority of 58.5% agreed, indicating their belief that students do watch YouTube for educational reasons. Additionally, a substantial portion, 38.5% of participants, strongly agreed with this statement. These findings emphasize the prevalent perception among participants that YouTube serves as a valuable platform for educational content and learning purposes.

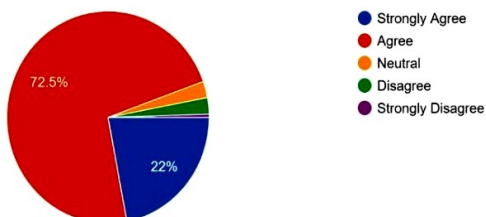


Figure 4 Watching Educational Videos on YouTube can help Students Learn the Material more Rapidly

Figure 4 presents the analysis of participants' perceptions regarding the statement suggesting that watching educational videos on YouTube can facilitate faster learning of the material. The data indicates that only 0.5% of participants strongly disagreed with this statement, suggesting minimal opposition to the notion. Additionally, 2.5% of participants remained neutral, indicating a lack of firm opinion. Similarly, 2.5% of participants expressed disagreement with the statement, pointing to a slight divergence in viewpoints.

On the other hand, a substantial majority of 72.5% of participants expressed agreement, recognizing the potential of educational videos on YouTube to contribute to accelerated learning. Impressively, an impressive 72% of participants strongly agreed with this belief, highlighting a strong statement acknowledging the efficacy of YouTube videos in improving their grasp of course material. Remarkably, 22% of participants strongly agreed with this notion, underscoring a noteworthy consensus on the positive impact of YouTube videos in promoting a deeper understanding of academic subjects. These outcomes validate the widely held belief among participants that YouTube serves as an advantageous platform for students to augment their comprehension of course content.

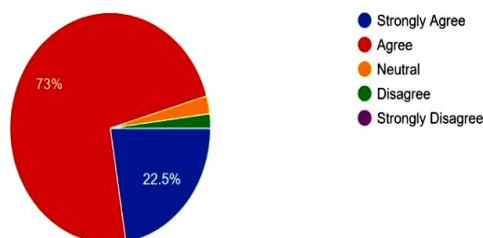


Figure 6 YouTube Provide Opportunity to Watch Video Lectures more than One Time in a Day

Figure 6 illustrates the analysis of participants' responses concerning the statement that YouTube provides the opportunity to watch video lectures multiple times in a day. The data indicates that no participants strongly disagreed with this statement, indicating a unanimous acknowledgment of this aspect. Moreover, 2.5% of participants remained neutral, signifying a lack of strong opinion on the matter. Additionally, a small percentage of 2% of participants expressed disagreement, showcasing a minor difference in perspectives.

In contrast, a considerable majority of 73% of participants agreed with the statement, recognizing the ability of YouTube to offer the opportunity to revisit video lectures throughout the day. Notably, 20.5% of participants strongly agreed, reflecting a significant consensus on the value of YouTube in providing such flexibility. These findings validate

the widely held perception among participants that YouTube enables students to access and review video lectures multiple times within a given day, facilitating a comprehensive understanding of the subject matter.

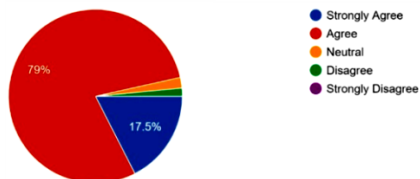


Figure 11 Students get help from YouTube for their Academic Courses

Figure 11 presents the analysis of participants' perspectives regarding the statement that students receive assistance from YouTube for their academic courses. The data exhibits that 2% of participants maintained a neutral standpoint, indicating a lack of strong opinion on the matter. Furthermore, 1.5% of participants expressed disagreement, showcasing a minor opposing viewpoint. Conversely, a substantial majority of 79% of participants agreed with the statement, acknowledging the valuable support that students derive from YouTube concerning their academic courses. Remarkably, 17.5% of participants strongly agreed, emphasizing a robust consensus on the significant aid provided by YouTube in addressing educational needs.

These outcomes authenticate the widespread perception among participants that YouTube serves as a helpful resource, aiding students in their academic pursuits. This underscores the instrumental role of YouTube in enhancing students' learning experiences and underscores its relevance as a platform for academic support in the contemporary educational landscape.

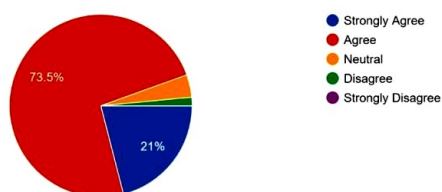


Figure 16 There are Few Students in Class who Concentrate Less when Teacher is Giving a Lecture but, Pay more Attention to Visually Stimulating Activities

Figure 16 demonstrates that 4% of the participants remain neutral, whereas 1.5% disagree and a significant majority of 73.5% agree with the statement that there is a subset of students in the classroom who exhibit less concentration during traditional lectures by teachers but show heightened attention towards visually engaging activities. Moreover, 21% of the participants strongly agree with this assertion.

Figure 17 showcases that a mere 0.5% strongly disagree, while 3.5% remain neutral and 1% disagree with the statement. However, a substantial majority of 76% agree that YouTube serves as an alternative educational tool.

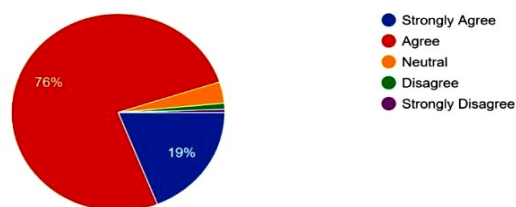


Figure 17 Sometimes there are Complex Theories or Topics, YouTube gives us an Alternative Educational Tool to Learn and Obtain Effective Results

Figure 16 demonstrates that 4% of the participants remain neutral, whereas 1.5% disagree and a significant majority of 73.5% agree with the statement that there is a subset of students in the classroom who exhibit less concentration during traditional lectures by teachers but show heightened attention towards visually engaging activities. Moreover, 21% of the participants strongly agree with this assertion.

Figure 17 showcases that a mere 0.5% strongly disagree, while 3.5% remain neutral and 1% disagree with the statement. However, a substantial majority of 76% agree that YouTube serves as an alternative educational tool.

Conclusion

The researcher devised a questionnaire based on the research objectives, questions, and hypotheses. The survey questionnaire was distributed among 100

students at Madurai City. Data analysis was conducted using Percentage analysis, focusing on the completed questionnaires. Among the respondents, 58.5% were male and 41.5% were female students. The majority (89%) of respondents were enrolled in bachelor's programs, while 19% were pursuing master's degrees, 1% were enrolled in MPhil programs, and a small number (0.5%) were pursuing PhD studies.

Analyzing the data, it was evident that YouTube videos play a significant role in both supporting and supplementing the learning process for students. Students find YouTube videos enjoyable and believe that these educational resources enhance their understanding of academic courses and improve their performance. Notably, students actively engage with YouTube videos as educational tools by taking notes and demonstrating a strong motivation to utilize them in the classroom.

Furthermore, students firmly believe that YouTube videos contribute to their academic knowledge and help them in their courses, mainly due to the availability of authentic and relevant material. As such, YouTube videos are crucial for the educational learning process, and future research should explore ways to enhance their effectiveness and expand their utility in serving additional purposes.

References

- Baird, Carolyn Heller and Gautam Parasnis. "From social media to social customer relationship management." *Strategy Leadership* 39 (2011): 30-37.
- Bik, Holly M and Miriam C. Goldstein. "An introduction to social media for scientists." *PLoS Biol* 11 (2013): e1001535.
- Castronovo, Cristina and Lei Huang. "Social media in an alternative marketing communication model." *JMDC* 6 (2012): 117-134.
- Kietzmann, Jan H., Kristopher Hermkens, Ian P. McCarthy and Bruno S. Silvestre. "Social media? Get serious! Understanding the functional building blocks of social media." *Bus Horiz* 54 (2011): 241-251.
- Leonardi, Paul M., Marleen Huysman and Charles Steinfield. "Enterprise social media: Definition, history, and prospects for the study of social technologies in organizations." *JCMC* 19 (2013): 1-19.
- Miller, Daniel, Jolynna Sinanan, Xinyuan Wang and Tom McDonald, et al. "How the world changed social media." UCL press (2016).
- Rao, N.H. "A framework for implementing information and communication technologies in agricultural development in India." *Technol Forecast Soc Change* 74 (2007): 491-518.

A STUDY ON THE CHALLENGES FACED BY THE WOMEN FISH VENDORS WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT

Dr. B. THENMOZHI

Assistant Professor, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Miss R. KANNISELVI

II M.Com, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Abstract

Since ancient period increase of the fisheries population there still exist the poverty and financial instability in the life of fish women vendors in Tamil Nadu. Women fish vendors are always physically and mentally weaker and affected by the local rowdies and policemen in sometime, they lose their earnings to such policemen and rowdies in force. The current law is not much effective to the fisheries and their family. Fishers are commonly uneducated and poor in the society and they are put hard work to make their children educated. Most of the women fish vendors are treated differently by the society, the workplace of them is not clean and hygiene. The present study is an attempt to analyze the highlights the challenges faced by the fisher women with special reference to Thoothukudi district.

Keywords: Fish Vendors, Population, Society, Challenges, Financial Instability

Introduction

Women play a key role in the development of the fisheries sector in addition to their role of sole household managers in most fisher families. Although the involvement of women is limited in capture fisheries, their supportive role in active fishing has increased manifold with the advent of mechanization and enhancement of multi-day fishing in marine fisheries. Women fish vendors are a small portion of this fisherfolk who believe in building up their status and giving education to their children by way of their hard work. Though these fish vendors work hard and are supported by the Government by way of financial inclusiveness there is no prosperity and development in the life of this section.

Women are currently working in all the phases of fish production, processing and distribution across the world and contribute to the generation of wealth, the preservation of aquatic ecosystems, and the family maintenance and communities in rural and coastal regions areas. They make up half of the workforce and play a vital role in fisheries and

aquaculture economies. However their hard work and dedication never recognized by official statistics, sector policies and development programs. The 2014 Voluntary Guidelines for Securing Sustainable Small-Scale Fisheries (VGSSF) in the Context of Food Security and Poverty Eradication was the first major fisheries instrument to incorporate gender equality. The most relevant Sustainable Development Goal (SDG), which focuses on Life below Water, is one of the few SDGs not to contain gender targets Entity for Gender Equality and the Empowerment of Women. Women face many inequities in wages and access to productive resources, technology and markets. Despite decades of research documenting women's economic contributions, collective action to advance women's interests and rights, and more recent institutional efforts to mainstream gender inclusion in fisheries development programs, achieving gender equality and women's empowerment in this sector remains a challenge. This special issue advances this non doctrinal research that focused more on the gender division of

labor in fisheries and aquaculture toward a wider and deeper of how gender constructs and unfolds in multiple dimensions of the sector. India occupies the topmost position in contributing to the fish production.



Review of Literature

B.Ahilan, and P. Selvaraj (2001), in an article titled “Levels and Patterns of Earnings of Fisher Women in the state of Tamil Nadu” have made a comparative analysis of fishing related and non-fishing related activities in the state of Tamil Nadu. The fisher women respondents could earn 48.98% of their income from non-fishing wage employment.

Arundhati R. (2002) Choudhury in a research study titled “Common Property Resource Management: Gender, Equity and Participation – A Case Study of the Fish vendors of Thoothukudi district” has analyzed the problems encountered by the fisher women community in the small scale fisheries sector. She expressed that the survival of artisan’s fisheries stands threatened due to increasing pressure on resources. This is mainly a result of the ongoing nature of development and lack of adequate management and regulatory measures. Women not only shoulder all the responsibilities, but face increasing workloads as men migrate to cities in search of labour, leading to a feminization of fisheries.

Statement of the Problem

Since most of the fishes marketed by women fish vendors are low value fishes, the intrinsic problems like back of infrastructure, and basic amenities invariably affect the marketing of low value fishes. Low Value fishes are mainly preferred by a narrow spectrum of low and middle income consumers and

the demand often fluctuated with reason and availability. So the women fish traders are facing problems in selling of fishes. The fish trading women face severe competition not only from the men folk who use two-wheelers in domestic marketing but also from the agents of export companies resulting in the non-availability of quality fishes which commands high demand and price. Heavy expenses involved in storing of fishing and bringing the fishes to local market is an important problem faced by women fish vendors. Women fish traders are facing financial problems. They are exploited by the exorbitant rate of money lenders. Family burden also affect the women fisher folk. Hence this study focused on the challenges faced by the women fish vendors with special reference to Thoothukudi district

Objectives of the Study

The fishermen community is economically weak, and most of the fishermen and fisher women are ill-educated in spite of moderate earnings. They find it difficult to run the family, as their income is unsteady and they have wrong spending habits. This results in poverty. To compensate this, they seek the help of money lenders for their economic needs. The fishermen have lot of provision under the Indian legislation and state government schemes but most of the fishermen not aware about those provisions due to ill-educated and most of them have not using any social media or Tele-communication to aware about the existing provision. The focus of the study is to evaluate the challenges by the fisher women who are un aware about their rights and provisions available in statue. The study has been made from the point of view of all types of fisherwomen such as small, medium and large community of fisheries. The study is conducted in different areas of the major fishing areas in Thoothukudi district, Tamilnadu State.

Methodology

The present study is an empirical study based on survey method. This study is based on primary as well as secondary data. The primary data were collected from the fisherwomen in Tuticorin district.

For collecting the primary data a multistage stratified random sampling method was used. The Tuticorin district constitutes the universe. The fishing villages in this district are the stratus.

Source of Data Collections

Data Collection

- Primary data
- Secondary data

Primary Data

Primary data were collected through questionnaire.

Secondary Data

The secondary data was collected through website, books, journals and magazines.

Sample Technique

A random sampling method is used in this study.

Sample Size

A total of 30 fish vending women were selected for the study and the collected data were shown in percentage.

Data Analysis and Interpretation

Table 1 The Main Challenges Faced by Women Fishing Vendors in Thoothukudi Districts

S. No	Main challenges faced in women vendors	No. of respondents	Percentage
1	Over fishing	8	27%
2	Climate change	12	40%
3	Boat damage	10	33%
	total	30	100%

Interpretation

The table shows that the main challenges face in fishermen in 27% of the respondents from over fishing, 40% of the respondents from climate change, 33% of the respondents from boat damage.

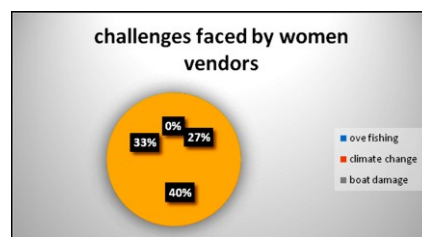


Table 2 Work Satisfaction of Women Vendors

S.No	Work Satisfaction	No. of Respondents	Percentage
1	Fully satisfied	5	17%
2	Satisfied	9	30%
3	Not-satisfied	15	43%
	total	30	100%

Interpretation

The table shows that the work satisfaction of the people 17% of respondents were fully satisfied, 30% of the respondents were satisfied, 43% of the respondents were nonsatisfied.

Chart 2



Table 3 Respondents Attain Daily Needing the Day of Food

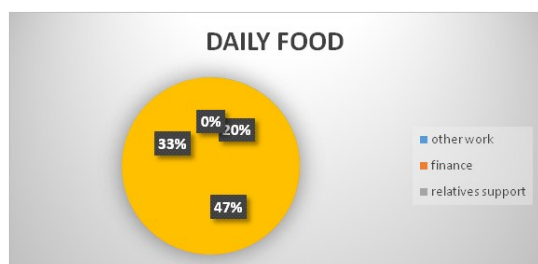
S. No	Daily Food	No. of Respondents	Percentage
1	Other work	6	20%
2	Finance	14	47%
3	Relatives support	10	33%
	Total	30	100%

Interpretation

The table shows that the needing the day of food of the people 20% of the respondent from the other

work, 47% of the respondents from finance, 33% of respondents from relative support.

Chart 3



Finding and Suggestion

Finding

- 40% of the respondents classification in the main challenge face in fishermen of climate change
- 45% of the respondents were in the work satisfaction of non-satisfied.
- 47% of the respondents that majority of sample respondents daily needing in day of finance.

Suggestion

- **Explore the Gulf of Mannar Marine National Park:** Thoothukudi district is home to the Gulf of Mannar Marine National Park, which is a haven for fishermen. They can explore the diverse marine life, coral reefs, and enjoy activities like snorkeling and scuba the Thoothukudi Fishing Harbor: The Thoothukudi Fishing Harbor is one of the largest fishing harbors in Tamil Nadu. Fishermen can witness the bustling activity of the fishing community, see different types of fishing boats, and even try their hand at fishing.
- **Learn Traditional Fishing Techniques:** Thoothukudi district is known for its traditional fishing techniques like shore seining and catamaran fishing. Fishermen can learn these techniques from the local community and experience the traditional way of fishing
- **Visit the Hare Island:** Hare Island, also known as Pamban Island, is located nears Thoothukudi district. It is a popular spot for fishing and offers

a serene environment for fishermen to relax and enjoy their time.

Conclusion

Fishermen in Thoothukudi district have a wide range of activities and opportunities to explore and enjoy. From exploring the marine life in the Gulf of Mannar Marine National Park to participating in fishing festivals and learning traditional fishing techniques, there is something for every fisherman in this district. Additionally, visiting coastal villages, trying local seafood delicacies, and supporting sustainable fishing practices are all ways for fishermen to immerse themselves in the rich fishing culture of Thoothukudi district. Overall, Thoothukudi district offers a unique and fulfilling experience for fishermen, allowing them to connect with nature, learn from the local community, and enjoy the bounties of the sea.

References

- Asha latha, C.Ramachandren, Sheela Immanuel. A.D.Diwan and R.Sathiadhas - “ Changing roles of fisher women of India – Issues and Perspectives” Proceeding of international conference on women in Fisheries, thoothukudi 2002.
- Aswathy.N, Sathiadhas.R, Narayankumar.R and Shyam.S.Salim “Marketing And Utilisation of Marine By Catch: Problems And Prospects” Journal of Fisheries Economics and Development Volume 111(2) July Dec.2011, pp.1-10.
- Ayyappan.S and Krishna, “Fisheries Sector in India: Dimensions and Development” Indian Journal of Agricultural Economics Conference Number July-Sept 2004, pp.393-409.
- Mrs. C. Jeny Delcy ,Dr. R. Immanuel, a study on the problems of women fish vendors in thoothukudi district, IJFANS international journal of food and nutrition science.

A STUDY ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO SMART BAZAAR PVT LTD, MADURAI

Dr. B. THENMOZHI

Assistant Professor, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Miss S. LOGANAYAKI

I M.Com, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Abstract

Employee retention involves taking measures to encourage employees to remain in the organization for the maximum period of time. Corporate is facing a lot of problem in employee retention these days. Hiring knowledgeable people for the job is essential for an employer. But retention is even more important than hiring. There is no dearth of opportunities for talented person. There are many organizations which are looking for such employees. If a person is not satisfied by the job he's doing, he may switch over to some other more suitable job. In today's environment it becomes very important for organizations to retain their employees.

Keywords: Retention, Organization, Hiring, Employee, Corporate

Introduction

Employee retention is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project. Employee retention is beneficial for the organization as well as the employee. Employees today are different. They are not the ones who don't have good opportunities in hand. As soon as they feel dissatisfied with the current employer or the job, they switch over to the next job. It is the responsibility of the employer to retain their best employees. If they don't they would be left with no good employees. A good employer should know how to attract and retain its employees

Most employees feel that they are worth more than they are actually paid. There is a natural difference between what people think they should be paid and what organizations spend in compensation.

When the difference becomes too great and another opportunity occurs, turnover can result. Pay is defined as the wages, salary or compensation given to an employee in exchange for services the employee performs for the organization.

Importance of Employee Retention

Why is retention so important? Is it just to reduce the turnover costs? It's not only the cost incurred by a company that emphasizes the need of retaining employees but also the need to retain talented employees from getting poached.

1. **Loss of Company Knowledge:** When an employee leaves, he takes with him valuable knowledge about the company, customers, current projects and past history (sometimes to competitors). Often much time and money has been spent on the employee in expectation of a future return. When the employee leaves, the investment is not realized.
2. **Interruption of Customer Service:** Customers and clients do business with a company in part because of the people. Relationships are developed that encourage continued sponsorship of the business. When an employee leaves, the relationships that employee built for the company are severed, which could lead to potential customer loss.

3. **Turnover Leads to More Turnovers:** When an employee terminates, the effect is felt throughout the organization. Co-workers are often required to pick up the slack. The unspoken negativity often intensifies for the remaining staff.
4. **Goodwill of the Company:** The goodwill of a company is maintained when the attrition rates are low. Higher retention rates motivate potential employees to join the organization.
5. **Regaining Efficiency:** If an employee resigns, then good amount of time is lost in hiring a new employee and then training him/her and this goes to the loss of the company directly which many a times goes unnoticed. And even after this you cannot assure us of the same efficiency from the new employee

Statement of the Problem

Employee retention has become a major concern for corporate in the current scenario. Individuals once being trained have a tendency to move to other organizations for better prospects. Lucrative salary, comfortable timings, better ambience, growth prospects are some of the factors which prompt an employee to look for a change. Whenever a talented employee expresses his willingness to move on, it is the responsibility of the management and the human resource team to intervene immediately and find out the exact reasons leading to the decision.

- This study helps us to identify the importance of employee retention in the organization.
- It is essential for the organization to retain the valuable employees showing potential.
- The employees working for a longer period of time are more familiar with the company's policies, guidelines and thus they adjust better.
- It helps to determine various strategies to employers to improve employee retention

The study aims to understand the employee retention with special reference to smart bazaar pvt ltd at madurai city.

Scope of the Study

- For an organization to do well and earn profits it is essential that the high potential employees stick to it for a longer duration and contribute effectively.
- The employees who spend a considerable amount of time tend to be loyal and committed towards the management and always decide in favors of the organization.
- If an employee gets emotionally bonded with an organization, it strives hard for furthering the brand image of the organization.

Objectives of the Study

- To study about the employee retention in Big Bazaar.
- To study and explore the factors that influencing decision to leave the organization.
- To analyze the job and company environment activities that lead to employee retention in Big Bazaar.
- To identify the individual performance and qualifications related activities and characteristics among employees.
- To suggest suitable measures to cope up with reason of employee retention.

Review of Literature

1. Milind Jambatkar (2008), This study is made to employer and development Opportunities in the year of 2008. Author was conveyed the suggestions includes, Interview stage itself clear cut job description is shared along with get of Expectations are shared from them and hired. Even company vision, Mission, Core values growth, targets and organizational structure are shared to potential Employers. Once employer introduced slide well performance is appraised yearly in current process. In order to employee perform. Continuous Review and periodic monitors followed closely. For interaction between Top and Middle rest there are meetings to issue 15 days to discuss customer issue.

2. **Shailesh Pandit (2009)**, The study was based on employee retention by the author in the year of 2009. He said plenty of opportunities to motivate and retain talented employers through well designed career plans. In employee satisfaction survey incentive is not objectively awarded. Promotion did not discriminate between performers and non-performers. The author concluded that retaining is the understanding of company vision and average salary at each level. Special rewards are given to boost retention efforts.

Research Methodology

Research methodology is a way to systematically solve the research problem as it guides how research is done effectively. It consists of different steps that are generally adopted by the researcher to study the research problem along with the logic behind them.

Research Design

Research design is the blue print for the collection, measurement and analysis of data. Thus, research design is a conceptual framework within which the research is conducted.

Descriptive Research

The research type used for this study is descriptive research. The descriptive is typically concerned with determining frequency of something that occurs or how variables vary together. It is used when the purpose of research is to describe the characteristics of certain groups like customers of a product with different backgrounds.

Methods of Data Collection

Primary data

Primary data collected through questionnaire from the employee retention at Big Bazaar.

Secondary data

Secondary data was collected through various magazines and also the website of the company.

Methods of Sampling

Sampling is the process of selecting a sufficient number of elements from the population. The techniques of sampling used in this study are convenience sampling.

Convenience Sampling

A convenience sample is a sample where the subjects are selected in part or in whole, at the convenience of the researcher. The researcher makes no attempt or only a limited attempt, to insure that the sample is an accurate representation of some larger group or population.

Sample Size

Only a few units of population under the study are considered for analysis and this is called sampling data. It is collected from 100 respondents.

Tools and Techniques

Statistical tools

To analyze the data the following tools are applied.

Simple Percentage Method

Chi-Square Test

Analysis and Interpretations

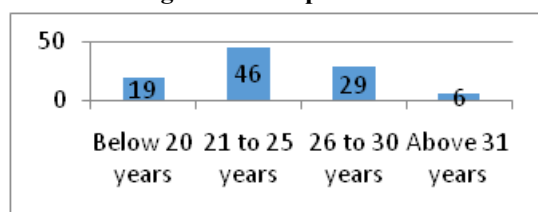
Table 1 Age of the Respondents

Particulars	No. of Respondents	Percentage
Below 20 years	14	14
21 to 25 years	46	46
26 to 30 years	29	29
31 to 35 years	6	6
Above 36 years	5	5
Total	100	100

Source: Primary data

Interpretation

The above table reveals that 14% of the respondents are under 20 years of age group, 46% of the respondents are between 21-25 years of age group, 29% of the respondents are between 26-30 years of age group and 6% of the respondents are over 30 years of age group.

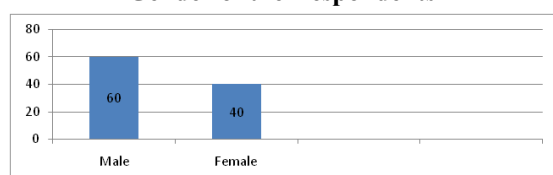
Exhibit 1**Age of the Respondents****Table 2 Gender of the Respondents**

Particulars	No. of. Respondents	Percentage
Male	60	60
Female	40	40
Total	100	100

Source: Primary data

Interpretation

The above table indicates that 60% of the respondents are male, 40% respondents are female.

Exhibit 2**Gender of the Respondents****Relationship between Job Satisfaction vs. Salary and Benefits****Aim**

To find out the relationships between the job satisfaction vs. salary and benefits regarding the employee retention

Hypothesis**Null Hypothesis (Ho)**

There is no significant relationship between the job satisfaction vs. salary and benefits regarding employee retention.

Alternative Hypothesis

There is a significant relationship between the job satisfaction vs. salary and benefits regarding employee retention.

Table 3 Relationship between Job Satisfaction vs. Salary and Benefits

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Job Satisfaction	9	14	7	28	42	100
Salary & Benefits	11	16	4	23	46	100
TOTAL	20	30	11	51	88	200

$$\frac{(O-E)^2}{E}$$

$$\text{Chi-square} = X^2 = \frac{\sum \frac{(O-E)^2}{E}}{\text{Grand Total}}$$

$$\text{Row Total} \times \text{Column Total}$$

$$E = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$

Grand Total

O = Observed Frequency

E = Expected Frequency

Calculation of chi-square test

Degree of Freedom = (C-1) × (R-1)

$$= (5-1) \times (2-1)$$

O _i	E _i	O _i -E _i	(O _i -E _i) ²	(O _i -E _i)/E _i
9	10	-1	1	.100
11	10	1	1	.100
14	15	-1	1	.060
16	15	1	1	.060
7	5.5	1.5	2.25	.409
4	5.5	-1.5	2.25	.409
28	25.5	2.5	6.25	.2450
23	25.5	-2.5	6.25	.2450
42	44	-2	4	.0909
46	44	2	4	0.0909

$$\text{CHI-SQUARE} = \frac{\sum (O_i - E_i)^2}{E_i}$$

$$\text{Chi-square} = 1.8218$$

Result

Here, the calculated value chi-square is 1.8218 and the table value for degree of freedom is [D.F = (n-1) = (5-1) = 4] at 5% level of significance is 9.488.

Since Table value < Calculated Value $9.488 < 1.8218$

Alternative Hypothesis, H1 is accepted (i.e.) there is a relationship between the job satisfaction vs salary and benefits regarding employee retention.

Chi Square Test

Factors	Calculated X ² Value	Table Value	Degree of Freedom	Level of Significant	Remark
Job Satisfaction vs Salary and Benefits	1.8218	9.488	4	Significance at 5% Level	Ho rejected

Inference

It is cleared from the above table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence the Null Hypothesis is rejected. From the analysis it is identified that there is a close relationship between the job satisfaction vs. salary and benefits regarding employee retention. Hence we conclude that there is significant relationship between the job satisfaction vs. salary and benefits regarding employee retention.

Findings

- Majority (46%) of the respondents are in under the age group of 21 to 25 years.
- Majority of the respondents (60%) are male.
- From the chi-square analysis, we conclude that there is a significant relationship between the job satisfaction vs. salary and benefits regarding employee retention in the organization.

Suggestions

- Many problems with retention and morale occur because management is not paying attention to people's needs and reactions. The magic truly is in the mix of the three.
 1. Rewards
 2. Recognition
 3. Respect
- Employers shall give a way to provide employees with extra incentive income that is earned through the achievement of cash generating business goals..

Conclusion

It is clear that the objective of any industry is to enhance the effectiveness of human involvement in the production and distribution of goods and services. To attain goals, factors like men, money, materials, and machines are involved. Of these factors manpower is the most important among them. Since industrial employees' forces create a number of problems and the employees assume key importance to get the best form them and retain those employees for longer period. The research gives a clear impression that the majority of the employees are feels that good working conditions, satisfaction in present job, their work life balance, right promotion and bigger salary make an effort to retain best talented employees.

References

- Garry dessler – Human Resource Management, Preventive hall of India Pvt Ltd, 7th Edition 2007
www.chromglobal.com
www.citehr.com

A STUDY ON CUSTOMER ATTITUDE TOWARDS USAGE OF DIGITAL PAYMENT SYSTEMS IN MADURAI DISTRICT

Dr. B. THENMOZHI

Assistant Professor, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Miss. SANGAVI

II M.Com, Department of Commerce
Mangayarkarasi College of Arts and Science for Women, Madurai

Abstract

Technology has immense contribution to the growth and development of the banking sector. There have been massive changes in the concept of banking after the digitalization of India's banking sector. Computerized Payment strategies are currently more generally accessible to Madurai Customers on the grounds that to the multiplication of cell phones and the universal accessibility of web connectivity. Thus, advanced choices like portable wallets, web banking, contactless cards, and shared Payment frameworks have placed strain on customary Payment techniques like money and checks. Surveying requirement is pointed of computerized payments strategies on money related scene in Madurai regions. The meaning of this paper decides the effect insight and demeanour towards advanced Payment among Madurai customers and to comprehend to the obstructions and difficulties obstructing the broad utilization of online Payment draws near and to find out the angles impacting the acknowledgment of computerized payments among Madurai customers. The paper focuses on the consumer attitude towards the adoption of digital payment in Madurai district.

Keywords: Mechanical Headways, Web Based Business, Advanced Economy, Computerized Payments, and Banking.

Introduction

A computerized Payments, some of the time called an electronic Payment, is the exchange of worth starting with one installment account then onto the next utilizing a computerized gadget, for example, a cell phone, POS (Retail location) or PC, a computerized channel correspondences like versatile remote information or Quick (Society for the Overall Interbank Monetary). The Computerized India is the Indian Government's lead program with a vision to change over India into a carefully engaged country. "Anonymous, Paperless, Credit only" is one of assumed capability of Advanced India as a feature of government changes State head Mr. Narendra Modi demonetized the high worth money of Rs. 500 and 1000 in November 2016 and furthermore sent off the Advanced India drive in 2015. These drives have given broad lift up to the advanced installment framework in the country. Government's different drives like BHIM also, UPI are supporting on the move and quicker reception of computerized

Payments. Hardware Shopper exchange made at retail location (POS) for administrations and items either through web banking or versatile financial utilizing advanced cell or then again card Payment are called as advanced Payment.

Digital Payments

Digital payment is a way of payment which is made through digital modes. In digital payments, payer and payee both use digital modes to send and receive money. It is also called electronic payment. No hard cash is involved in the digital payments. All the transactions in digital payments are completed online. It is an instant and convenient way to make payments.

Consumer Behaviour: Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the

marketplace and the underlying motives for those actions

Digital Payment Systems in India

1. **Banking Cards:** Cards are among the most broadly utilized installment strategies and accompany different highlights and advantages like security of Payments, accommodation, and so forth. The primary benefit of charge/credit or prepaid financial cards is that they can be utilized to make different kinds of advanced payment. For instance, clients can store card data in advanced installment applications or portable wallets to make a credit only installment.
2. **USSD:** One more kind of computerized installment strategy, *99#, can be utilized to do portable exchanges without downloading any application. These kinds of payments can likewise be made with no versatile information office.
3. **AEPS:** Extended as Aadhaar Empowered Installment Framework, AEPS can be utilized for all financial exchanges, for example, balance enquiry, cash withdrawal, cash store, installment exchanges, Aadhaar to Aadhaar reserve moves, and so forth. All exchanges are brought out through a financial journalist in light of Aadhaar confirmation.
4. **Mobile Wallets:** A portable wallet is a sort of virtual wallet administration that can be utilized by downloading an application. The advanced or portable wallet stores financial balance or then again debit/Mastercard data or ledger data in an encoded organization to permit secure Payment. One can likewise add cash to a portable wallet and utilize something similar to make Payments and buy labour and products.
5. **Bank Pre-Paid Cards:** A pre-loaded card is a kind of installment instrument on to which you load cash to make buys. The sort of card may not be connected to the financial balance of the client. In any case, a charge card gave by the bank is connected with the ledger of the client.
6. **POS Terminals:** Customarily, POS terminals alluded to those that were introduced at all stores where buys were made by clients utilizing credit/charge cards. Typically a hand held gadget peruses banking cards. In any case, with digitization the extent of POS is extending and this help is moreover accessible on portable stages and through web programs.
7. **Internet Banking:** Web banking alludes to the method involved with completing banking exchanges on the web. These may incorporate many administrations, for example, moving assets, opening another fixed or repeating store, shutting a record, etc. Web banking is likewise alluded to as e-banking or virtual banking. Internet banking is generally used to make online asset moves by means of NEFT, RTGS or Demons.
8. **Portable Banking:** Versatile banking is alluded to the method involved with completing monetary exchanges/banking exchanges through a cell phone. The extent of portable banking is just extending with the presentation of numerous versatile wallets, computerized installment applications and different administrations like the UPI.
9. **Bharat Point of Interaction for Cash (BHIM) Application:** The BHIM application permits clients to make Payments, utilizing the UPI application. This likewise works in a joint effort with UPI furthermore, exchanges can be completed utilizing a VPA. One can connect his/her bank account with the BHIM interface without any problem. Connecting various banks is additionally conceivable accounts. The BHIM application can be utilized by any individual who has a versatile number, charge card and a substantial financial balance.
10. **Bharat Interface for Money (BHIM) App:** The BHIM app allows users to make payments using the UPI application. This also works in collaboration with UPI and transactions can be carried out using a VPA. It is also possible to link multiple bank accounts. The BHIM app can

be used by anyone who has a mobile number, debit card and a valid bank account. Money can be sent to different bank accounts, virtual addresses or to an Aadhaar number. There are also many banks that have collaborated with the NPCI and BHIM to allow customers to use this interface. One can link his/her bank account with the BHIM interface easily.

Statement of the Problem

The existing state of affairs in the domain of digital payments among urban customers reveals a growing shift towards cashless transactions because of the proliferation of digital payment platforms. Though, in spite of the tendency, there remain challenges in the widespread adoption and usage of digital payment methods. The problem under thought for this research is to explore the perception and attitudes of urban customers towards digital payment systems. Specifically, the study aims to understand the factors influencing customers' adoption of digital payments and to analyse the barriers that hinder their widespread usage.

Review of Literature

Shamsher Singh & Ravish Rana (2015) - A study of consumer perception of digital payment mode. The last decade has seen tremendous growth in use of internet and mobile phone in India. Increasing use of internet, mobile penetration and government initiative such as Digital India are acting as catalyst which leads to exponential growth in use of digital payment.

Dr. P. S. Venkataraman (2016) - "The Impact of Demonetization on Urban Customer Behavior." This study analyzes the drastic shift in urban customer behavior towards digital payments following a significant demonetization event. It explores the long-term effects on perception and attitude towards digital payment methods.

Dr. M. R. Rao (2017) - "Digital Payment Security Concerns Among Urban Customers." Rao's study focuses on urban customers' perceptions and concerns regarding the security of digital payment platforms. The research highlights the measures

needed to alleviate security anxieties and enhance adoption.

Objectives of the Study

- To measure the satisfaction level of the customers from the service quality of digital payments
- To find out the factors influencing the consumer behavior towards digital payments.
- To identify the problems faced by consumers in the adoption of digital payments.

Methodology

Descriptive research is a survey method that focuses on describing and documenting the characteristics, behaviours, patterns, and trends of a particular phenomenon or subject of interest. Descriptive Research is used in this research because it helps to analyse the perception and attitude towards digital payment among urban customers in views of cost saving, time saving, easy adaptability and various factors.

Sources of Data Collection

Primary Data

Primary data is the data that is collected by survey directly from main origins through interview.

Secondary Data

Secondary data was collected through various magazine and also website of the company.

Sampling Design

Sampling Method

Random sampling is used because the selection of units from the population is been executed randomly who uses digital payments applications and convenience sampling is positioned on availability and accessibility by forwarding questionnaire.

Sampling Units

Sampling units- Survey has been conducted for the people of Madurai South who were using digital payments for cashless transactions and easy payments for the money transactions.

Sample Size

Sample size is the amount of sampling units chosen from population of people who uses digital payments, here the sample size is 100. According to its limitations 100 respondents are chosen as sample size for the study.

Statistical Design

The data collected is represented in a tabular form and analysed using statistical tools such as percentage analysis.

Percentage = $\frac{\text{individual respondents}}{\text{total respondents}} \times 100$

Data Analysis and Interpretation

Table 1 User-Friendly Digital Payment Method

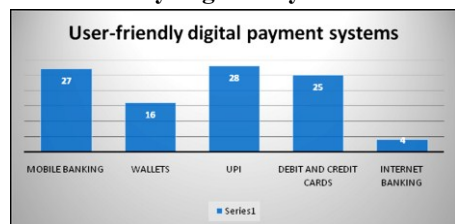
Factors	No. of Respondents	Percentage (%)
Mobile Banking	27	27%
Wallets	16	16%
UPI	28	28%
Debit and Credit Cards	25	25%
Internet Banking	4	4%
Total	100	100

Sources: Primary data

From the table above, it can be observed that Online Banking and Mobile Wallets are the most preferred methods, with 27% and 28% respondents respectively. UPI is a close third at 28%. Debit and Credit Cards at (25%) and Internet Banking methods have lesser preferences (4%).

Graph 1

User-Friendly Digital Payment Method



Inferences

From the above chart, it suggests that Majority of the respondents find traditional online Banking and mobile wallets user-friendly. The Popularity of UPI is also evident, hinting at a diverse Preference among digital payment users.

Table 2 Reasons for using Digital Payment Methods

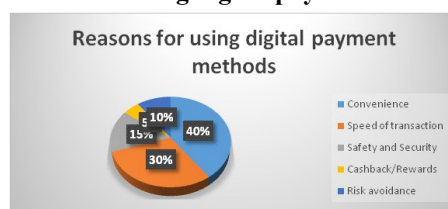
Factors	No. of Respondents	Percentage (%)
Convenience	40	40%
Speed of transaction	30	30%
Safety and Security	15	15%
Cashback/Rewards	5	5%
Risk avoidance	10	10%
Total	100	100

Sources: Primary data

From the above table indicates, the primary reason People use digital payment methods is for Convenience, with 40% of the respondents citing this Reason. The speed of transactions came in second at 30%, followed by cash back/rewards at 5%, safety and security at 15% and Risk avoidance at 10%.

Graph No 2

Reasons for using digital payment methods



Inferences

From the graph over, it's clear that most of the respondents Reason for using digital payment methods is convenience (40%) mostly prefer digital payment for Convenience.

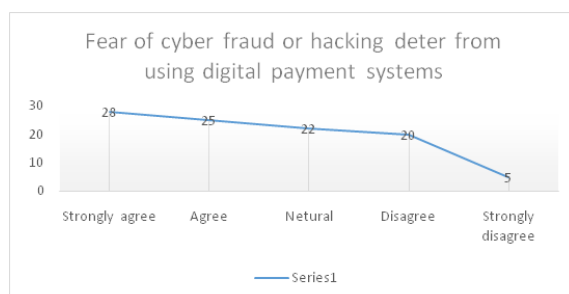
Table 3 Frequently consider Cyber Fraud or Hacking Deter from Using Digital Payment Platforms

Factors	No. of Respondents	Percentage (%)
Strongly agree	28	28%
Agree	25	25%
Netural	22	22%
Disagree	20	20%
Strongly disagree	5	5%
Total	100	100%

Source: Primary data

From the table above, it is evident that the Majority, which is 53% (combining Strongly Agree and Agree), express concerns over cyber fraud or Hacking when considering the frequent use of digital Payment platforms. However, 20% of the respondents disagree, suggesting they might have a higher level of Trust or confidence in the security of these platforms.

Graph 6 Frequently Consider Cyber Fraud or Hacking Deter from Using Digital Payment Platforms



Inferences

From the chart above, one can deduce that while more than half the respondents harbour fears of cyber threats, a significant proportion (20%) doesn't share these concerns. It indicates a divided opinion on the perceived safety of digital payments.

Findings

In India, Presently we see each little sub-locale and banks even introduced close to towns to give most ideal advanced instalment administration to India people groups. Advanced instalments are simply through ATMs as well as through internet banking also, UPI. Our review tracked down following discoveries:

- Out of 100 respondents most of the respondents chosen UPI digital payment systems for their money transactions. Here by mostly respondents prefer UPI for their daily transactions.
- Out of 100 respondents most of the respondents are using digital payment methods for its convenience (40%), and next mostly prefer for its speed of transactions (30%).
- Out of total respondents (28%) of the respondents strongly agree the fear of cyber fraud or hacking deter from using digital payment methods. Most of the respondents or have fear of using digital payment methods.

Suggestions

Government ought to work more on secure payment of individuals. Promulgation and Mindfulness programs are required in rustic regions to embrace the equivalent. Taking on computerized instalment offices at apportion shops and manure shops to empower advanced payment. Confidential instalment channel ought to be completely checked by RBI. Promote Security Believing that digital payments are more secure than cash, emphasizing the security features in marketing campaigns might appeal to an even broader audience so they should improvise to secure the Digital payments.

Conclusion

The study examines the consumer attitude towards digital payment. The E-transfer of money has been around us for few years now and the country has greatly benefited from this technological advancement. The usage, comfort ability is being wider and wider day by day Government support e-payment system for the development. Made human

life convenient as a person can pay his payments Online.

References

- Basha, S. M., & Ramaratnam, M. S. (2017). Construction of an Optimal Portfolio Using Sharpe's Single Index Model: A Study on Nifty Midcap 150 Scripts. *Indian Journal of Research in Capital Markets*, 4(4), 25-41.
http://cashlessindia.gov.in/digital_payment_methods.html
- <http://www.diva-portal.org>
Krishnamoorthy, D. N., & Mahabub Basha, S. (2022). An empirical study on Construction portfolio with reference to BSE. *Int J Finance Manage Econ*, 5(1), 110-114.
- Sekhar, M. S. C., Ashalatha, D., & Gorkhe, M. (2022). Corporate Governance Impact on Financial Performance of Selected IT Companies in City. *Journal of Contemporary Issues in Business and Government Vol*, 28(03).
www.diva-portal.org

A MARXIST ANALYSIS OF CLASS STRUGGLE AND GREED IN LEO TOLSTOY'S "HOW MUCH LAND DOES A MAN NEED?"

Dr. R.M. VASANTHI

Associate Professor and Head

Department of English

Nazareth Margoschis College at Pillaiyanmanai

Abstract

This article uses a Marxist literary perspective to analyze Leo Tolstoy's short story "How Much Land Does a Man Need?" to examine its socio-economic problems and the themes of class struggle and economic exploitation. Marxist view, based on the ideas of Karl Marx and Friedrich Engels, analyses literature from the viewpoint of material conditions and ideological influences, which thus shows the power relations in society. The examination of Tolstoy's novel shows how the author criticizes the capitalist greed and the greed for private property through the character of Pahom, a peasant who is always after more land and this finally leads to his failure. The narrative shows the corrupting effect of materialism and the isolation which comes with the capitalist function of the endless accumulation of wealth. The paper, through the analysis of the economic oppression that the peasants suffered and the dissociation of the proletarian, reveals the Marxist themes of class struggle and exploitation. In addition to this, it also distinguishes the collective life of the Bashkirs from the personal ambitions of Pahom, which are the principles of the Marxist doctrine of the ownership of the belongs to the community and the inequality of the means. Fundamentally, Tolstoy's story is a bitter criticism of the bourgeois values and capitalist society and shows the way to a fair and equal distribution of resources.

Keywords: Exploitation, Marxism, Greed, Alienation, and Land.

Introduction

Marxist literary theory is based on the writings of Karl Marx and Friedrich Engels and it interprets literature from the angle of class struggle and the socio-economic factors. This method proposes that literary texts are not the independent actors but rather the results of the material circumstances and ideological streams of their time. The author of the book, Terry Eagleton, states that "The history of all hitherto existing societies is the history of class struggles" (Eagleton 47). This viewpoint demonstrates the fact that literature is not only the mirror but also the agent of the power relations in the society. Thus, Fredric Jameson also states that "the political view of class struggle completes the analysis of ideology" (Jameson 25), which means the idealers is the essential link between literary production and the capitalist system. Marxist criticism helps to reveal the socio-economic aspects that influence literature, thus it is seen how texts are serving the interests of the ruling classes while at the

same time it provides the knowledge of the ways of the resistance.

Marxist literary theory also brings to the fore the function of ideology in the formation of both literature and its interpretation. According to Louis Althusser, a well-known Marxist theorist, ideology is the imaginary relationship between the individuals and their real conditions of existence "represents the imaginary relationship of individuals to their real conditions of existence" (Althusser 162). This implies that literature is a tool of oppression as it hides the real socio-economic conditions by displaying a fictional reality that is in the favor of the dominant class. Williams, Raymond, adds more to the statement that culture is ordinary and that literary texts are a component of the common cultural practices that either support or sometimes are in conflict with the status quo (Williams 93). By the way, literature is the medium of communication; thus, the analysis of literature can reveal the ideological basis that the society has of these norms and power structures. The Marxist critics unearth this

ideological background, by which texts are revealed as both reflecting and shaping the societal norms and power structures. This is the approach that proves the literature to be a powerful medium both in confirming and in challenging the existing ideologies.

Leo Tolstoy's stories, deeply infused with social and moral concerns, reflect significant Marxist themes, particularly the critique of socio-economic inequalities and the exploration of class struggle. Tolstoy's works, such as "Resurrection" and "What Is to Be Done?", highlight the exploitation and dehumanization of the lower classes, echoing Marxist critiques of capitalist societies. In "Resurrection," for instance, Tolstoy exposes the corruption and moral decay of the aristocracy, while emphasizing the nobility and resilience of the peasantry. As G. A. Christensen notes, "Tolstoy's narratives frequently explore the inherent contradictions of class divisions, revealing the moral and spiritual crises of the privileged against the backdrop of the oppressed" (Christensen 112). Through his vivid portrayals of the struggles faced by the working class, Tolstoy's stories underscore the profound impact of socio-economic conditions on individuals' lives and advocate for a more equitable society, resonating with Marxist ideologies.

The present paper discusses Leo Tolstoy's short story "How Much Land Does a Man Need?" from the Marxist point of view, thus showcasing the socio-economic issues embedded in the story. The story is about Pahom, a peasant whose never-ending yearning for land is the main cause of his own ruin, thus, it is a strong example of the harmful character of capitalist greed and the class conflicts that it triggers. Tolstoy's portrayal of Pahom's way of life conveys the idea that materialism is the uprooting of the human nature and the fixation on what is more of what they have, which is the same thing that is done by the Marxist critics. Kropotkin, who is the author that has observed Peter, understands that the story of Tolstoy is a sad saga of the bourgeois values that push men to their disastrous destiny, means that it is the folly of the people to look for the happiness

through the money (Kropotkin 57). Through showing the alienation and moral degradation from the pursuit of private property, Tolstoy's story is in line with Marxist thought, they are in favor of the distribution of resources in a more just and equal way.

Class Struggle and Economic Exploitation

Pahóm's desire to own more land is driven by his dissatisfaction with the limited resources available to him as a peasant, a reflection of the Marxist view of the proletariat's struggle against the bourgeoisie, who control most of the means of production and resources. This struggle is evident when Pahóm overhears his wife's conversation and thinks, "Busy as we are from childhood tilling mother earth, we peasants have no time to let any nonsense settle in our heads. Our only trouble is that we haven't land enough. If I had plenty of land, I shouldn't fear the Devil himself!" (Tolstoy 1). The portrayal of Pahóm's constant fines by the lady's steward, who "burdened the people with fines" (Tolstoy 2), further exemplifies the oppressive economic conditions imposed by the landowning class. Pahóm's subsequent actions to purchase land, as he reflects, "Other people are buying . . . we must also buy twenty acres or so. Life is becoming impossible. That steward is simply crushing us with his fines" (Tolstoy 3), highlight his response to economic exploitation and his attempts to escape it by becoming a landowner himself. This pursuit of land ownership symbolizes the proletariat's aspiration to overcome their subjugation by the bourgeoisie, who monopolize resources and maintain economic control.

The lady and her steward symbolize the oppressive landowning class. The fines imposed by the steward highlight the economic exploitation of peasants, a common theme in Marxist critique. Tolstoy describes how the lady "engaged as her steward an old soldier, who took to burdening the people with fines" (2), demonstrating the arbitrary and punitive measures used to maintain control over the peasantry. This economic exploitation is further emphasized when Pahóm reflects on his troubles, noting that "the steward is simply crushing us with

his fines" (3). The persistent imposition of fines not only depletes the peasants' resources but also perpetuates their dependence on the landowning class, illustrating the broader Marxist theme of class struggle and the exploitation inherent in capitalist systems.

When the peasants attempt to collectively buy the land, their failure to cooperate and the resulting discord illustrate the challenges of proletarian unity against capitalist forces. Tolstoy notes, "the peasants tried to arrange for the Commune to buy the whole estate so that it might be held by them all in common," but ultimately, "the Evil One sowed discord among them, and they could not agree" (2). This failure to unite and work collectively undermines their efforts to secure the land and protect themselves from further exploitation. The inability to overcome internal disagreements exemplifies the difficulties faced by the proletariat in achieving solidarity, a key challenge highlighted in Marxist theory. The disunity among the peasants serves to perpetuate their subjugation under the capitalist landowning class, preventing them from effectively challenging and altering their oppressive conditions.

Capitalist Drive and Private Property

Pahóm's acquisition of land, initially a means to secure his family's future, quickly becomes an insatiable quest for more. This mirrors the capitalist drive for accumulation and expansion, which Marx criticizes as inherently exploitative and dehumanizing. After securing his first forty acres, Pahóm feels a sense of contentment, noting, "When he went out to plough his fields, or to look at his growing corn, or at his grass-meadows, his heart would fill with joy" (Tolstoy 3). However, this satisfaction is short-lived as Pahóm soon becomes troubled by his neighbors' trespasses and begins to desire even more land to achieve greater security and comfort. This desire intensifies when he hears of opportunities to acquire larger tracts of land cheaply, leading him to remark, "Why should I suffer in this narrow hole, if one can live so well elsewhere?" (Tolstoy 4). Pahóm's relentless pursuit of land

acquisition exemplifies the capitalist ethos of ceaseless accumulation, which Marx critiques for fostering greed, alienation, and ultimately self-destruction. Pahóm's story highlights how the pursuit of material wealth, driven by capitalist values, can lead to moral and existential ruin.

The Bashkírs, who live communally and are willing to give away land, represent a stark contrast to Pahóm's individualistic and capitalistic mindset. Their way of life aligns more closely with Marxist ideals of communal ownership and equality. Tolstoy describes the Bashkírs as living "on the steppes, by a river, in felt-covered tents," leading a simple, communal life where "they neither tilled the ground, nor ate bread" but instead shared their resources and lived harmoniously (5). When Pahóm expresses his desire for land, the Bashkírs respond generously, stating through their interpreter, "They will gladly give you as much land as you want. You have only to point it out with your hand and it is yours" (Tolstoy 5). This willingness to share their land freely contrasts sharply with Pahóm's insatiable drive to acquire more land for personal gain. The Bashkírs' communal approach to land ownership reflects Marxist principles, emphasizing collective well-being over individual accumulation and highlighting the potential for a more equitable and harmonious society.

Consequences of Greed and Alienation

Pahóm's relentless pursuit of more land leads to his physical exhaustion and eventual death. This illustrates the Marxist notion that capitalism's focus on material gain leads to alienation and self-destruction. Tolstoy depicts Pahóm's final, desperate attempt to claim as much land as possible, noting, "His legs were giving way as if they did not belong to him...Pahóm was seized with terror lest he should die of the strain" (7). Despite his fear, Pahóm continues to push himself beyond his physical limits, driven by the insatiable desire for more land. As the sun sets, signaling the end of his quest, Pahóm collapses and dies just as he reaches the starting point, a poignant culmination of his misguided ambitions. Tolstoy's narrative demonstrates how

Pahóm's single-minded pursuit of material wealth alienates him from his community, his family, and ultimately, from his own humanity. In the end, the land he so desperately sought becomes his grave, underscoring the Marxist critique that capitalism's relentless focus on accumulation and expansion leads to profound alienation and self-destruction.

The Devil's manipulation of Pahóm's greed can be seen as a metaphor for how capitalist society entices individuals into a cycle of endless accumulation, ultimately leading to their ruin. Tolstoy introduces the Devil early in the story, noting how he overhears Pahóm's boast that with enough land, he "would not fear the Devil himself" and resolves to tempt him through this very desire (1). The Devil's role becomes evident as Pahóm's ambitions grow, driving him to acquire more land at the expense of his well-being and relationships. Each new opportunity for land acquisition, whether through the steward's fines or the tempting offer from the Bashkírs, is a step further into the Devil's trap. Tolstoy writes, "The Devil was pleased that the peasant's wife had led her husband into boasting" (1), highlighting how Pahóm's initial contentment is transformed into an insatiable greed. This manipulation reflects the capitalist system's ability to lure individuals with the promise of wealth and success, only to ensnare them in a cycle of perpetual dissatisfaction and alienation. Ultimately, Pahóm's death is the final act in the Devil's plan, illustrating the destructive consequences of unchecked capitalist ambition.

Marxist criticism focuses on the socio-economic conflicts and power structures within a text, often highlighting the struggles between different classes. In Tolstoy's *How Much Land Does a Man Need?*, this perspective is evident in Pahóm's relentless pursuit of land, symbolizing the proletariat's struggle against the bourgeoisie. The story portrays the economic exploitation of peasants by the landowning class, as seen when Pahóm grumbles about the steward's fines: "That steward is simply crushing us with his fines" (Tolstoy 2). This situation exemplifies the Marxist concept of class oppression, where the

wealthy landowners exert control over the working peasants. Pahóm's insatiable desire for more land, driven by his initial dissatisfaction with his limited resources, reflects the capitalist drive for accumulation and expansion. As Pahóm himself notes, "If I had plenty of land, I shouldn't fear the Devil himself!" (Tolstoy 1). His eventual downfall and death underscore Marxist critiques of capitalism, illustrating how the relentless pursuit of material gain leads to alienation and self-destruction.

Coda

To sum up, the analysis of the text "How Much Land Does a Man Need?" by Leo Tolstoy in the framework of the Marxist theory shows the important socio-economic critiques hidden in the story. Tolstoy, through the depiction of Pahóm's greed and the resulting effects, creates a compelling metaphor for the harmfulness of the capitalist way. The story highlights the exploitation and alienation which are part of the capitalist systems which aligns with the Marxist ideologies that are based on the class struggle and the desire for more equal distribution of resources. Tolstoy, through the motivation of the moral and existential costs of the materialism, demands the society to be based on community values and social justice. This analysis realizes the long-lasting importance of Marxist literary criticism in the discovery of the socio-economic background of literary texts.

References

- Althusser, Louis. *Lenin and Philosophy and Other Essays*. Monthly Review Press, 1971.
- Christensen, G. A. "Tolstoy and the Theme of Social Justice." *Russian Literature*, vol. 45, no. 2, 2001, pp. 109-125.
- Eagleton, Terry. *Marxism and Literary Criticism*. Routledge, 2002.
- Jameson, Fredric. *The Political Unconscious: Narrative as a Socially Symbolic Act*. Cornell University Press, 1981.
- Kropotkin, Peter. *Ethics: Origin and Development*. Black Rose Books, 1993.

Tolstoy, Leo. *How Much Land Does a Man Need?*
Maggie McNeill,
[https://maggiemcneill.files.wordpress.com/2013/03/h](https://maggiemcneill.files.wordpress.com/2013/03/how-much-land-does-a-man-need1.p)
[ow-much-land-does-a-man-need1.p](https://maggiemcneill.files.wordpress.com/2013/03/how-much-land-does-a-man-need1.p)

df. Accessed 15 May 2024.

Williams, Raymond. *Culture and Society: 1780-1950*. Columbia University Press, 1983.

AN ECONOMIC STUDY OF DEVELOPMENTAL AND NON-DEVELOPMENTAL EXPENDITURE OF INDIAN GOVERNMENT – A POST-REFORM APPROACH

M. SANTHI

(Reg.No. 11630), Ph. D. Research Scholar, Department of Economics
Aditanar College of Arts and Science, Tiruchendur
Affiliated to Manonmaniam Sundaranar University, Tirunelveli

Dr. C. RAMESH

Associate Professor and Head (Retd), Department of Economics
Aditanar College of Arts and Science, Tiruchendur
Affiliated to Manonmaniam Sundaranar University, Tirunelveli

Abstract

This study analyses the growth trends of developmental and non-developmental expenditure of the Indian government from 1991-92 to 2019-20. It aims to analyze whether non-developmental expenditure grows faster than developmental expenditure, alongside the elasticity of social and economic service expenditures. The findings indicate a substantial growth in both types of expenditure, with notable disparities in per capita allocations.

Introduction

Government expenditure can be categorized into two main groups: developmental and non-developmental. Developmental expenditure is aimed at sectors that promote economic growth and social welfare, such as health, education, and infrastructure. On the other hand, non-developmental expenditure includes defence, interest payments, and subsidies. In recent years, both types of expenditures have increased, highlighting the need for a more in-depth analysis of their trends and effects on economic growth and welfare. This study aims to examine these patterns of expenditure growth in post-reform India to gain a better understanding of their long-term implications.

Statement of the Problem

Modern government has a great role to play in shaping an economy. Private capitalists are utterly incapable of financing economic development of a country. This incapacity of the private sector has prompted modern governments to invest in various sectors so that economic development occurs. Economic development is largely conditioned by the availability of economic infrastructure. Only by

building up economic infrastructure, road, transport, electricity, etc., the structure of an economy can be made to improve. Obviously, for financing these activities government spends money.

The public expenditure regulates the economic activities and helps to attain long-run and short-run objectives of economic development. This is the reason that there is continuous upward trend in both revenue and capital expenditure of the Indian Government. The main items under developmental expenditure are on social community services, economic services, loans to States and Union Territories for developmental projects and public enterprises. Non – developmental expenditure on defence, state trading schemes, currency, mint, security and printing press etc.

Due to increased public expenditure, the Indian government faced many problems like, unfavourable balance of payment, high inflation, increased fiscal deficit, etc., This made the Indian Government to stepped into Economic Reforms in 1990. The fiscal deficit of India should be reduced to 3.5% in national income is the main aim of the economic reforms. There are two ways to reduce the

fiscal deficit. The first one is to increase public revenue in the way of increasing through taxation and the second one is to reduce the public expenditure. The first method is not preferable because it leads to burden on the society which affects the ability and willingness to save and invest. The second method is not possible due to the nature of public expenditure which is committed. The main focus of this paper is to find whether the Indian Government has reduced the development expenditure or non-developmental expenditure during the post-reform period. This study tries to answer the following research questions.

1. Is the growth trend of developmental expenditure in India increase during the post-reform period?
2. Whether the developmental expenditure grows faster than the non-developmental expenditure?
3. Whether there is any relationship between National Income and Developmental Expenditure?
4. Whether there is any relationship between National Income and Developmental Expenditure?

Objectives

This study based upon the following four objectives

1. To investigate the growth trend of developmental expenditure in India.
2. To study the growth trend of non - developmental expenditure in India during the post-reform period.
3. To compare the growth trend of developmental expenditure and non-developmental expenditure during the post-reform period.
4. To find out the relationship between economic growth and expenditure growth of India.

Hypotheses

This study is based upon the following two hypotheses

1. Non-developmental expenditure grows faster than Developmental expenditure
2. The elasticity of non-developmental expenditure is greater than unity.

Methodology

This study used secondary data which was collected from RBI Bulletin and Handbook of Statistics on

Indian Economy. The data related to growth rate of population were collected through Census of India. The individual year-wise population data is estimated by the researcher. By using semi-log, the compound annual growth rate of expenditure is estimated. In order to estimate the yearly compound growth rate, the functional

form $Y = ab^t$ is used.

Whereas,

Y = Dependent Variable

T = Independent Variable

a and b – Parameters to be estimated.

Analytical Discussion

Developmental expenditure of India

The basic objectives of a less developed economy are to bring about some type of steady balanced growth. For this purpose, determination of priority between the various development projects is essential. Other things being given, priority-determination should guarantee a maximum rate of balanced growth. Development expenditure has increased considerably in less developed countries since the end of the Second World War.

Developmental expenditure is divided into three sub-heads. First one is, social and community services comprise education, arts and culture, science and research, medical and health services, family planning, labour and employment. Second one is, the economic services comprise agriculture and allied services, industries and minerals, foreign trade and export promotion, and transport and communications. And the third one is, the Grants-in-aid to State and Union Territories are transferences of resources to them for development activities.

Table 1 Developmental Expenditure of India from 1991-92 TO 2019 -20

Year	Absolute Expenditure (Rs. in Crores)	Per-Capita Expenditure (In Rs.)	Percentage to Total Expenditure
1991 – 92	57723	681.98	51.81
1992 – 93	63690	736.64	51.94
1993 – 94	70382	797.25	49.62
1994 – 95	80565	894.07	50.12

1995 – 96	82221	894.38	46.12
1996 – 97	91730	978.45	45.63
1997 – 98	107852	1128.39	46.48
1998 – 99	133336	1368.95	47.73
1999 – 00	125355	1263.40	42.06
2000 – 01	134725	1333.25	41.38
2001 – 02	154045	1497.47	42.52
2002 – 03	178287	1703.16	43.14
2003 – 04	209895	1970.84	44.54
2004 – 05	224128	2069.32	44.98
2005 – 06	222890	2023.88	44.07
2006 – 07	249889	2232.35	42.83
2007 – 08	319516	2808.68	44.83
2008 – 09	463230	4008.22	52.40
2009 – 10	519193	4422.80	50.68
2010 – 11	655012	5495.07	54.71
2011 – 12	690482	5705.99	52.94
2012 – 13	729537	5914.36	51.73
2013 – 14	770605	6165.83	49.42
2014 – 15	798785	6308.52	48.01
2015 – 16	819277	6386.14	45.75
2016 – 17	899369	6919.29	45.53
2017 – 18	998201	7679.06	46.60
2018 – 19	1025979	7891.54	44.32
2019 – 20	1153187	8868.62	42.93
CAGR	12.19	10.41	
Note : CAGR - Compound Annual Growth Rate Source: i) Absolute Expenditure – indiabudget.gov.in ii) Per – Capita Expenditure iii) Percentage to Total Expenditure iv) CAGR Computed by the researcher			

The table 1 shows the developmental expenditure growth of India from 1991 – 92 to 2019 – 20. The developmental expenditure has shown a steady increase over the years. From the initial figure Rs. 57723 crores in 1991-92 to the current value Rs. 1153187 crores in 2019-20 with the annual growth rate of 12.19, the increase is substantial, driven by sectors such as health, education, and infrastructure development. Per capita developmental expenditure has also seen consistent growth which is Rs. 681.98 in 1991-92, Rs. 8868.62 in 2019-20 and the compound growth rate was 10.41. The share of development expenditure in total expenditure is 51.81 percent in 1991-92 and it is 42.93 percent in 2019-20. A continuous rise in expenditure on development indicates the government's efforts to boost long-term economic productivity and improve the quality of life of its citizens. It is surprising to

rate that the share of developmental expenditure in the total expenditure tends to fall.

Non-Developmental Expenditure of India

Non- developmental expenditure is one which has no relation with the development activities of the country. This comprises of outlay on a large variety of services and activities. These include tax and duty collection, payments of interest, administrative services, grants to States and Union Territories for non-developmental purpose, defence expenditure, etc.,. Over the years, these kinds of services rapidly increased.

Table 2 Non-Developmental Expenditure of India from 1991-92 To 2019-20

Year	Absolute Expenditure (Rs. in Crores)	Per – Capita Expenditure (In Rs.)	Percentage to Total Expenditure
1991 – 92	53691	634.35	48.19
1992 – 93	58928	681.57	48.06
1993 – 94	71471	809.60	50.38
1994 – 95	80174	889.74	49.88
1995 – 96	96054	1044.86	53.88
1996 – 97	109277	1165.63	54.37
1997 – 98	124201	1299.45	53.52
1998 – 99	146004	1499.02	52.27
1999 – 00	172698	1740.56	57.94
2000 – 01	190867	1888.84	58.62
2001 – 02	208265	2024.54	57.48
2002 – 03	234961	2244.56	56.86
2003 – 04	261308	2453.60	55.46
2004 – 05	274123	2530.91	55.02
2005 – 06	282848	2568.31	55.93
2006 – 07	333498	2979.26	57.17
2007 – 08	393155	3456.01	55.17
2008 – 09	420726	3640.44	47.60
2009 – 10	505294	4304.41	49.32
2010 – 11	542316	4549.63	45.29
2011 – 12	613883	5072.99	47.06
2012 – 13	680835	5519.54	48.27
2013 – 14	788842	6311.75	50.58
2014 – 15	864888	6830.58	51.99
2015 – 16	971506	7572.73	54.25
2016 – 17	1075825	8276.85	54.47
2017 – 18	1143772	8798.92	53.40
2018 – 19	1289134	9915.65	55.68
2019 – 20	1533142	11790.68	57.07
CAGR	13.66	10.52	

Year	Absolute Expenditure (Rs. in Crores)	Per – Capita Expenditure (In Rs.)	Percentage to Total Expenditure
CAGR - Compound Annual Growth Rate			
Source: i) Absolute Expenditure – indiabudget.gov.in			
ii) Per – Capita Expenditure			
iii) Percentage to Total Expenditure			
iv) CAGR Computed by the researcher			

Table 2 presents the non-developmental expenditure of India from 1991 – 92 to 2019 – 20. In 1991-92, the absolute non-developmental expenditure is Rs.53691 crores and it increased to Rs. 1533142 crores in 2019-20 at the growth of 13.66 per cent. Non-developmental expenditure has increased sharply during the period of 29 years, driven largely by rising subsidies, interest payments and defence. The per-capita expenditure of non-developmental expenditure is Rs. 634.35 in 1991-92 and it rose to Rs. 11790.68 in 2019-20 at the growth of 10.52 per cent. This trend could have long-term consequences for sustainable growth, as developmental investments are critical for future economic growth, while non-developmental expenditures often represent immediate, but less productive, financial obligations.

Elasticity of Developmental and Non-Developmental Expenditures

This study tries to measure the relationship between the growth of developmental and non-developmental expenditure and national income. This will be done by working out the income elasticity of developmental and non-developmental expenditure. Income elasticity of government expenditure is defined as the percentage by which government expenditure grows if national income increases by one per cent.

The relationship between the changes in government expenditure and Net National Product (NNP) at factor cost reveals by the elasticity of developmental and non-developmental expenditure. The following formula is used to calculate the income elasticity of developmental and non-developmental expenditure of India.

$$(E_1 - E_0) / E_0$$

$$\text{Elasticity of expenditure} = \frac{(Y_1 - Y_0) / Y_0}{(E_1 - E_0) / E_0}$$

Whereas,

E_0 – Expenditure in 1991-92

E_1 – Expenditure in 2019-20

Y_0 – NNP at factor cost in 1991-92

Y_1 – NNP at factor cost in 2019-20

Table 3 Elasticity of Developmental and Non-Developmental Expenditure

S. No	Types of Expenditure	Elasticity
1.	Total Expenditure	0.92
2.	Developmental Expenditure	0.75
3.	Non – Developmental Expenditure	1.09

Source: Computed by the Researcher

The elasticity of Total Expenditure is 0.92, Developmental expenditure is 0.75, Non-Developmental expenditure is 1.09 from 1991 – 1992 to 2019 – 2020. The low elasticity of developmental expenditure suggests that spending on critical areas like health and education has not kept pace with income growth, potentially hindering improvements in human capital. The higher elasticity of non-developmental expenditure during the study period indicates that government spending in these areas is more aligned with economic growth, which focuses on infrastructure and industry during periods of higher revenue inflows.

Conclusion

This study found that the developmental expenditure and non-developmental expenditure are increasing continuously. But the rate of growth of non-developmental expenditure is higher than developmental expenditure. The reason for this is the nature of non-developmental expenditure which is unavoidable by the Government of India.

References

- Hussain, M.M. “An Analysis of the Growth, Pattern, and Determinants of Public Expenditure in Assam”, European Academic Research, 2014, 11(2), 2093–2136.

- Madhavi Nighoskar and Sunita Jain, "A study on New Developments and Changing patterns in India's Public Expenditure", *Journal of Advances and Scholarly Research in Allied Education*: 2019: 16(9), 1225 – 1231.
- Padmanaban.K, "Development of Social Sector in Tamil Nadu", *Southern Economist*: 2001; (1) 15, 24 – 32.
- Ramakumar, "Levels and Composition of Public Social and Economic Expenditures in India between 1950-51 and 2005-06", the *Journal of Development Studies*; 2008: 34 (1), 182 – 198.
- Sunita and Sharma, *Public Finance* Y King Books, N.B.C. Jain Bahwan, Shanti Nagar, 22 Godam, Jaipur. Pp-75-77.
- Zagler, M. (2009). "Long-run growth implications of government expenditures in Austria", *Journal of Economic Surveys*; 2009: 133(3), 617–634.



Bodhi International Journal is assigned
by ISSN National Centre, India
National Science Library, New Delhi



Journal Indexed and Impact Factor by
International Institute of
Organized Research (I2OR)

Information of Bodhi Journal

Subjects for Papers

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, entrepreneurship, bioscience, 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.

Hosted by



AUXILIUM COLLEGE (Autonomous)

(Affiliated to Thiruvalluvar University, Vellore)
(Accredited by NAAC with a CGPA of 3.55 out of 4 in the third cycle)
Gandhi Nagar, Vellore - 632 006, Tamil Nadu | www.auxiliumcollege.edu.in

MANGAYARKARASI COLLEGE OF ARTS AND SCIENCE FOR WOMEN

(Affiliated to Madurai Kamaraj University, Madurai)
ISO 9001-2008 Certified Institution Approved by UGC under section 2(F)
Accredited with 'B' Grade by NAAC
Mangayarkarasi Nagar, Paravai, Madurai 625402, Tamil Nadu. www.mcw-madurai.com

ST. ANTONY'S COLLEGE OF ARTS AND SCIENCES FOR WOMEN

(Approved under 2(f) & 12(B) Status of UGC)
(Affiliated to Mother Teresa Women's University, Kodaikanal)
Thamaraipadi, Dindigul, Tamil Nadu

Articles should be mailed to
bodhijournal@gmail.com



BODHI

International Journal of
Research in Humanities,
Arts and Science

www.bodhijournals.com



Powered & Published by
**Center for Resource, Research and
Publication Services (CRRPS) India.**
www.crrps.in