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Special Issue on

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

Special Issue Editors

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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.



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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.



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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.



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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.



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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.



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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.



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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-provoking 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

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REFINING THE SVM CLASSIFIER THROUGH THE UTILIZATION OF T-SNE AND BAYESIAN OPTIMIZATION FOR THE EARLY DETECTION OF DIABETES

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Abstract

A Support Vector Machine (SVM) is a supervised learning algorithm utilized in Machine Learning (ML) to address both classification and regression tasks. Past research on SVM for diabetes identification shows lower accuracy and significantly higher running times than other classifiers. The primary focus of this paper is to create a refined SVM model for the early prediction of diabetes in patients using their medical history and demographic data. These predictions can be incredibly beneficial for healthcare practitioners in identifying individuals who might be prone to developing diabetes. Additionally, pharmaceutical firms are keen on such predictions as they can facilitate customer profiling and the creation of customized treatment strategies. In this study, SVM classifiers come with their unique set of hyper parameters that can be fine-tuned to enhance their effectiveness. By employing similar t-SNE and hyper parameter optimization methods to this model, we can unleash its full capability and pinpoint the most optimal parameter combinations. And also, we use Bayesian optimization and exploratory data analysis to allow for iterative optimization of hyper parameters to find out the final tuning model. The tuning model is evaluated using a diabetes prediction dataset obtained from the Kaggle platform. Observations are made through 58522 rows of female and 41430 rows of male data, while the classification model shows around 97.58% testing accuracy. Comparatively, this tuning model provides the highest predictive accuracy and reliability compared to the original format of SVM that was applied with the same dataset samples.

Keywords: Support Vector Machines (SVM), Exploratory Data Analysis (EDA), Bayesian, Kaggle, Machine Learning (ML), Hyper Parameter, Diabetes, t-Distributed Stochastic Neighbor Embedding (DNE).

Introduction

Over 500 million individuals worldwide are currently living with diabetes, impacting individuals of all ages, genders, and backgrounds across the globe. This number is anticipated to surpass 1.3 billion within the next three decades (Online, 18, 20). Sri Lanka is one of the six countries in the Southeast Asia (SEA) region with the fastest growth of diabetes. 9.8% of adults have affected diabetes in the total adult population (Akhtar et al., 2023; Online, 19). Detecting diabetes at an early stage can mitigate the likelihood of individuals developing severe complications. These predictions are crucial for healthcare providers as they enable the early identification of individuals predisposed to diabetes, facilitating the adoption of preventive measures and personalized treatment strategies (Sinha et al., 2023; Choudhury et al., 2019). Moreover, pharmaceutical

firms are also intrigued by these predictions as they can assist in creating customer profiles and devising customized treatment strategies (Kim et al., 2021). In recent times, numerous techniques have been suggested and documented for forecasting diabetes. The SVM framework was proposed by several researchers, and it has been analyzed in the diabetes prediction dataset (Thaiyalnayaki, 2021; Soni et al., 2020; Hasan et al., 2020; Khanam et al., 2021; Hassan et al., 2020; Sivaranjani et al., 2021; Kaur et al., 2020). While, they got a lower accuracy proportion and spent too much time taking process when running the SVM in the same dataset. In the present situation, the usage of SVM is drastically reduced for healthcare disease predictions (Cervantes et al., 2020). We moderated a best and time-consuming automated diagnosis model to analyze the patients' records from the digital dataset

to find out the possibilities of diabetes for each individual.

Methods

The database data is analyzed at the initial stage of the process. After that, we apply t-SNE to gain a better understanding of the data's structure and identify potential clusters that may exist in the dataset. Next immediate step, database data divided into two different categories, one is training set and other one is testing set. Bayesian optimization selected the best optimized values using training samples while testing samples using optimized parameters during the testing periods. Moreover, we used Bayesian optimization to find the optimal set of parameters for the SVM model while unlocking their full potential and identifying the best parameter combinations for the SVM model. Finally, this fine-tuning of the model shows the highest improvement in accuracy. Fig.1 displays the moderated version of the SVM model.

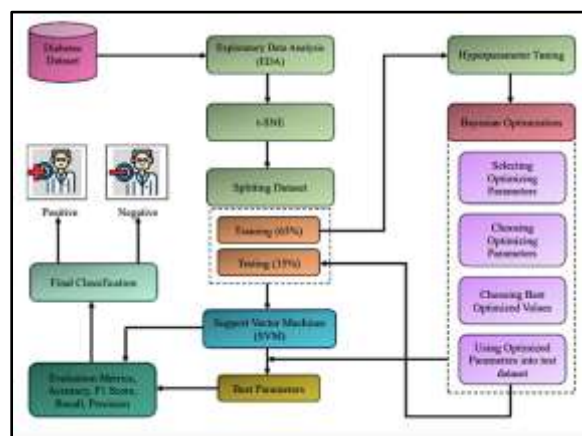


Figure 1 The Proposed Model Diagram

Exploratory Data Analysis (EDA)

This analysis approach aims to identify common patterns within the Diabetes Prediction Dataset, including outliers and unexpected data features. Understanding the occurrence of outliers and the relationships between variables can assist in designing statistical analyses that produce meaningful results (Rani et al., 2020; Suganyadevi et al., 2022). Data cleaning tasks involve addressing

missing values, eliminating duplicates, and rectifying inconsistencies or errors present in the dataset (Verbeeck et al., 2020). We will thoroughly examine the variable data types and make corrections if needed. Furthermore, we will detect and manage null values in the dataset. When handling null values, we adopt a careful strategy. For predictors with less than 5% missing values, we will employ the median technique to impute those missing values. We found the data type of each column, and the data type of age changed from float to int. Similarly, blood-glucose-level from into float. Moreover, remove the gender and smoking-history because these are string data. In our data visualization process, our goal is to reveal patterns, connections, and trends present within the dataset. To enhance our understanding of the dataset, we draw the following graphs such as diabetes vs. blood glucose level, diabetes vs. age, and hypertension vs. age, respectively. Created the correlation between the data fields within the dataset, while the heatmap analysis suggests that there is no discernible indication of collinearity among the predictors in the dataset.

t-Distributed Stochastic Neighbor Embedding (t-SNE)

Dimensionality reduction is a crucial process in extracting the most relevant features from complex expression profiles encompassing numerous genes simultaneously sampled from various samples, treatments, or sources (Cieslak et al., 2020). It involves transforming high-dimensional state vectors into a lower-dimensional space while preserving vital information about the relationships among the constituent samples. t-SNE, owing to its nonlinearity and its capability to balance local and global relationships among data points, typically generates visually striking clusters compared to other methods. It can be readily employed in transcriptomic datasets as well as other large datasets with high dimensionality.

Support Vector Machines (SVM)

The SVM serves as a robust technique for constructing a classifier. Its objective is to establish a

decision boundary between two classes, facilitating the prediction of labels based on one or multiple feature vectors. This decision boundary, referred to as the hyper plane, is positioned to maximize the distance from the nearest data points of each class (Huanget al., 2018). Support Vector Machines come with a specific set of hyper parameters that can be fine-tuned to enhance their performance. In a non-linear problem, a kernel function could be employed to introduce extra dimensions to the raw data, thereby transforming it into a linear problem within the resulting higher-dimensional space. Essentially, a kernel function facilitates certain calculations to be performed more efficiently, which would otherwise require computations in a high-dimensional space.

Bayesian Optimization (BO)

Hyper parameters constitute a collection of elements employed during testing and training to facilitate the learning process. Examples of hyper parameters include the learning rate, number of iterations, batch size, hidden layers, momentum, regularization, and activation functions. These parameters can vary in type, being either integer, categorical, or continuous variables with values spanning from lower to upper bounds. Hyper parameters remain constant throughout the training process, enhancing model accuracy while concurrently minimizing memory usage and training duration (Victoria et al., 2021). BO is a technique employed sequentially to optimize the parameters of any black-box function, denoted as $f(x)$. BO incorporates prior beliefs to assess a response surface function, $f(x)$, and utilizes it to select the configuration, x_n , for experimentation. It then evaluates $f(x_n)$ using the actual $f(x)$, updates its belief based on the observed performance of $f(x_n)$, and iterates this process sequentially until a stopping criterion is met. This iterative approach aims to refine the test sample to achieve improved parameters that collectively enhance classification (Cho et al., 2020).

Findings and Results

The dataset utilized in this study is the Diabetes Prediction Dataset sourced from the Kaggle cloud

platform. It includes a thorough array of medical and demographic information from patients, alongside their diabetes status (either normal or abnormal). Table 1 displays various crucial attributes encompassed within the dataset.

Table 1 Sample of the Dataset Features

gender	age	hypertension	heart_disease	smoking_history	fasting_sugar_level	blood_glucose_level	diabetes	
Female	33.0	0	0	never	25.18	9.6	140	0
Female	34.0	0	0	No info	27.52	9.6	89	0
Male	38.0	0	0	never	27.32	9.7	108	0
Female	36.0	0	0	current	33.45	9.6	105	0
Male	35.0	1	0	current	33.14	4.8	105	0

We employ data visualization methods to visually investigate and convey insights from the dataset. Initially, the box plot representing Diabetes versus Blood glucose level exhibits consistency across all genders, as depicted in Figure 2. Secondly, the box plot illustrating Diabetes versus Age indicates that individuals with diabetes generally have a higher median age compared to those without diabetes, as shown in Figure 3. Lastly, Figure 4 displays the box plot for Hypertension versus Age, segmented by gender, demonstrating a resemblance to the previously noted Diabetes versus Age plot.

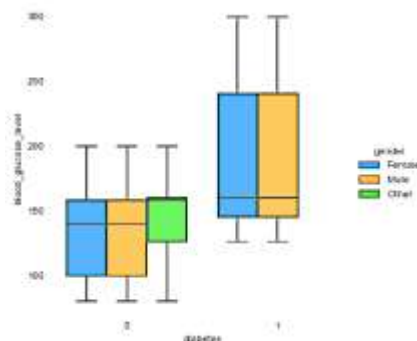


Figure 2 Blood Glucose Level

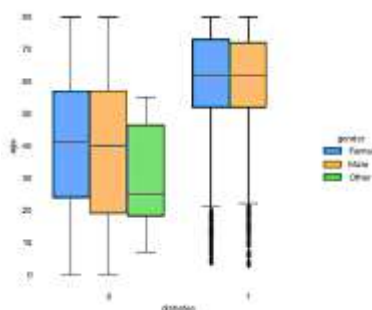


Figure 3 Age Category

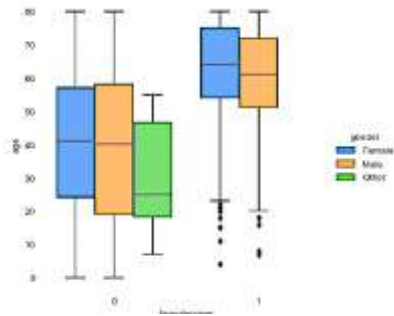


Figure 4 Hypertension vs. Age

The heatmap analysis indicates that there are no notable correlations among the predictors present in the dataset. This suggests that the dataset can be used to create different models without worrying about significant correlations that could impact the models' effectiveness or introduce biases. Results are shown in Table 2 and Figure 5.

Table 2 Correlation of the Dataset

	age	hypertension	heart_disease	sex	HbA1c_level	blood_glucose_level	diabetes
age	1.000000	0.257090	0.203284	0.307747	0.101328	0.119021	0.287825
hypertension	0.251093	1.000000	0.121262	0.147856	0.080203	0.264429	0.187825
heart_disease	0.203284	0.121262	1.000000	0.081198	0.050589	0.079066	0.171731
sex	0.307747	0.147856	0.081198	1.000000	0.080967	0.091281	0.210367
HbA1c_level	0.101328	0.080203	0.050589	0.080967	1.000000	0.188723	0.403840
blood_glucose_level	0.119021	0.264429	0.079066	0.091281	0.188723	1.000000	0.478556
diabetes	0.287825	0.187825	0.171731	0.210367	0.403840	0.478556	1.000000

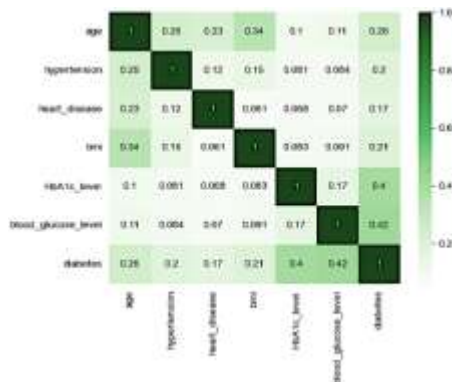


Figure 5 The Heatmap Analysis

The output of the t-SNE performed on the data structure and identified any possible clusters or patterns within the dataset using two various perplexities such as 30 and 100, given in Figure 6 and Figure 7, respectively.

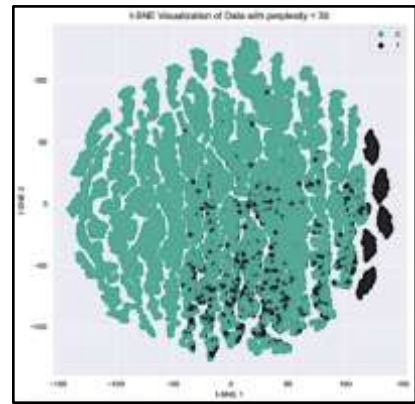


Figure 6 T-SNE with perplexity = 30

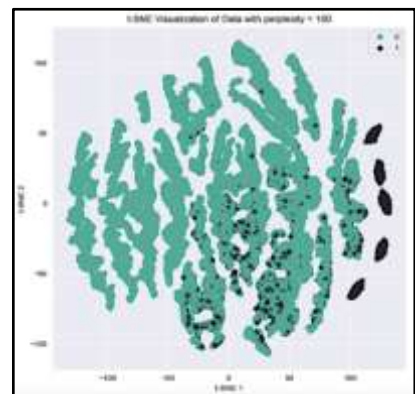


Figure 7 T-SNE with Perplexity = 100

We employ Bayesian optimization, a method for hyper parameter tuning, to identify the optimal parameter set for the SVM model. Fine-tuning the model can improve its predictive performance and overall accuracy. Bayesian Optimization demonstrates its efficiency by swiftly fine-tuning the model with fewer search iterations compared to traditional methods. The testing accuracy of the tuned model is 97.58%, with a precision of 0.971554, recall of 0.97885, and an F1-score of 0.968233, as illustrated in Table 3 below.

Table 3 Tuning SVM Result

	Accuracy	Precision	Recall	F1-Score
Tuning Support Vector Machines	0.975885	0.971554	0.97885	0.968233

Interpretation and Discussion

We compare the results and performance of different SVM classifiers that have already been tested by researchers in the past. We assess the accuracy and other pertinent metrics to evaluate previous SVM models for early diabetes prediction. This comparison aids in selecting the SVM model with the highest predictive accuracy and reliability for further application of hyper parameter tuning. The final result data grid provides score, time taken, precision, recall, and F1 values for the SVM tuning model. The score indicates the accuracy achieved on the test dataset. SVM is one of the more complex models in machine learning, while typically requiring more time. From the data, the time taken represents the duration of one iteration for our classification model, which is 31.34 seconds. This is a comparably shorter time limit than other approaches for SVM. The F1 score, which combines precision and recall, stands at 0.968233, 0.971554, and 0.97885 for the respective metrics. A superior F1 score indicates improved performance across both metrics, rendering it an ideal measure for evaluating models. In addressing our early diabetes prediction challenge, our tuned model emerges as the most fitting predictor, showcasing an accuracy of 0.975885 and demonstrating efficient training and inference capabilities compared to previously tested SVM models.

Conclusion

In this literature, early prediction of diabetes has been achieved through the implementation of a refined SVM model from the diabetes prediction dataset. Hyper parameter optimization techniques are highlighted as pivotal in ensuring robust and accurate predictions. This SVM model demonstrates the highest accuracy of 0.97240 and the highest F1 score of 0.970088. Additionally, it's crucial to note that the time required for tuning the SVM model is remarkably brief, even for a single iteration, with a total runtime of only 31.34 seconds. In the future, the proposed tuning model will be added to other collections of models, while this approach is called

explorative model stacking. Employing stacked models can serve as a potent method to augment the precision of our predictions. Furthermore, the suggested framework will be implemented on additional diabetes datasets to compute the prediction accuracy for each class.

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THE IMPACT OF PHYSICAL ENVIRONMENT ON PRESCHOOL CLASSROOM (A STUDY FOCUSING ON SELECTED PRESCHOOLS IN THE CENTRAL ZONE OF BATTICALOA DISTRICT)

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Abstract

This study aims to explore the impact of the physical environment on preschool, and the importance of the physical environment in Batticaloa central zone. The physical environment plays an essential role in the lives of preschoolers. A learning environment, which is called the third teacher in the Reggio Emilia schools (Gandini, 2002), plays one of the most critical roles in the education and development of children. A learning environment has been broken into many aspects, such as the social/emotional environment, the behavioral environment, and the physical environment. The main objective of this research was to investigate the impact of the physical environment on preschool children. The research design of the study is a mixed method. The research is focused on studying a sample of 10% of 119 (12 pre-schools) pre-schools in the zone, which was selected stratified random sampling method. In this research, a questionnaire was administered to 5% of the teachers selected from the 112 pre-schools (14 teachers). Additionally, all 12 school principals participated in interviews as part of the data collection process. Questionnaires and interview schedules were used as instruments in data collection. The analysis of this study involved employing the descriptive analysis method for quantitative research to examine the obtained information. Additionally, narrative analysis a qualitative research method was used to examine the qualitative data. In conclusion, limited resources and inadequate infrastructure were also identified, suggesting the need for targeted interventions and investments in creating conducive physical environments for preschool education. The study highlights the importance of considering the physical environment in educational policy and practice, emphasizing its potential to optimize the early learning experiences of children in the Central Zone of the Batticaloa District. By identifying specific aspects of the physical environment that significantly impact preschoolers' development, the study aims to provide actionable recommendations for improving preschool settings in the Central Zone of the Batticaloa District and beyond.

Keywords: Physical Environment, Pre-School, Classroom

Introduction

A learning setting, which is named the third teacher in the Reggio Emilia schools (Gandini, 2002), plays one of the most important roles in the education and development of children. A learning setting has been fragmented into many characteristics, such as:

- The social/emotional environment
- The behavioral environment
- The physical environment.

Many aspects of the school children's attitudes and mood such as their concentration, interest, attention, stress, fatigue, and arousal probably affect their scholastic performance. These qualities may in turn, be affected by psychosocial factors, work

organization, educational methods as well as the physical environment as climate, light, and noise (Lundquist, Kjellberg & Holmberg, 2002). Environments can be defined based on their objective, hard, and quantifiable physical properties. Specific aspects of the physical environment include: lighting, noise, color, and air quality (Spivack, Askay & Rogelberg, 2009)

Purpose and Objectives of the Study

The purpose of this study is to explore the impact of the physical environment on preschool and the importance of the physical environment in the Batticaloa central zone. The main objective of this

research was to investigate the impact of the physical environment on pre-school children

Empirical Literature Review

The literature specifies that the physical environment of preschools has an important influence on the educational process and development of pre schoolers, Greenman (1988) states:

"More than the physical space, it [an environment] indicates the way time is structured and the roles we are expected to play. It conditions how we feel, think, and behave; and it dramatically affects the quality of our lives"

Caples (1996) also highlights the significance of the physical environment in preschoolers' education process and states:

"The better the architect understands the school's philosophy, schedule, and operations, the more likely the design will embody the school's fundamental goals

Accordingly, it is important to examine how the physical environment influences preschoolers with special needs if it is well-designed or poorly designed. Dukes and Lamar-Dukes (2009) state that:

"...when thinking about the issues involved in designing an environment for children with special needs, it is important to define the parameters of the issue first."

Theoretical Framework of the Study

Bailey and Wolery (1992) stated that diverse theorists such as Skinner, Piaget, and Bronfenbrenner consider relevant the designing and the arranging of classroom environments for young children with and without special needs.

According to Bailey and Wolery, Skinner suggests that "our interactions with the environment shape our behavior".

For example, the physical environment should be free of impediments, so that a child can move around the room more easily and frequently with self-confidence. Otherwise, bumping and hurting himself might discourage that child from moving and discovering things around.

In addition to Skinner's behaviorist theory, the role of environment in development and learning can also be explained by Piaget's cognitive theory. According to Piaget:

...children build their knowledge through working with the materials in the environment

Bronfenbrenner is another theorist who enlightens us about ecology, developmental psychology, and early intervention (Bailey & Wolery, 1992). His theory, called the "Ecological Theory of Development," consists of four environmental systems:

- Microsystem
- Mesosystem
- Exosystem
- Macrosystem

In this model, the center is the individual -the child in our case- surrounded by different systems. The microsystems are the immediate settings in which the child lives, such as school.

Methodology

The research design of the study is a mixed method.

The research is focused on studying a sample of 10% of 119 (12 pre-schools) pre-schools in the zone, which was selected stratified random sampling method.

In this research, a questionnaire was administered to 5% of the teachers selected from the 112 pre-schools (14 teachers).

Additionally, all 12 school principals participated in interviews as part of the data collection process. Questionnaires and interview schedules were used as instruments in data collection.

The analysis of this study involved employing the descriptive analysis method for quantitative research to examine the obtained information.

Additionally, narrative analysis a qualitative research method was used to examine the qualitative data.

Result & Discussion

In conclusion, limited resources and inadequate infrastructure were also identified, suggesting the need for targeted interventions and investments in

creating conducive physical environments for preschool education. The study highlights the importance of considering the physical environment in educational policy and practice, emphasizing its potential to optimize the early learning experiences of children in the Central Zone of the Batticaloa District. By identifying specific aspects of the physical environment that significantly impact preschoolers' development, the study aims to provide actionable recommendations for improving preschool settings in the Central Zone of the Batticaloa District and beyond

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EXPLORING SCHOOL ALIENATION: A SURVEY AMONG TULU STUDENTS IN KASARAGOD DISTRICT

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Abstract

Tulu Nadu is the common term for the Tulu-speaking regions of Kasaragod district in Kerala and Karnataka. Tuluva is the collective term for persons who speak Tulu. Their primary language is Tulu, with sporadic usage of Kannada. Though Malayalam is the official language in Kerala and Kannada in Karnataka, Tulu is the primary language spoken in this region. Tulu Nadu is a bilingual region where Tulu and Kannada are spoken side by side. Some people speak three languages. Tulu is now fading in Tulu Nadu mainly due to the use of Kannada for Tulu. Because the schools in their area are Kannada-medium, students in Kasaragod's Tulu Nadu areas primarily study in Kannada. Language-related problems are among the most common ones in the region. Tulu students read Kannada and speak Tulu. They wouldn't be able to gain knowledge about Kerala's educational opportunities or government appointments as they couldn't access Malayalam. The government order designating Kannada and Malayalam as the official languages of communication in border regions, particularly in Kasaragod's Tulu Nadu sections, is still considered a fantasy. Since official interactions are carried out in Malayalam, this creates a communication barrier between the government and the Tulu linguistic minorities. Tulu Nadu's inhabitants are linguistically isolated in Kerala, which prevents them from benefiting from state support. In fact, linguistic alienation—the sense of being cut off from others because of language barriers—can exacerbate school alienation, which makes it difficult for students to interact or establish connections with their peers and their education. The act of a person disengaging or being detached from something or someone to which they were previously attached is known as alienation. Peer pressure, scholastic difficulties, social isolation, communication impediments, and other obstacles might befall alienated students in language minorities. Understanding the degree of school alienation experienced by Tulu-speaking pupils in the Kasaragod district is crucial. So, the investigators selected a representative sample of 64 Tulu linguistic minority students of Kasaragod district. The investigator found that 17.18% of Tulu linguistic minority students show high level of school alienation, 18.75 % students show low level of school alienation and 64.06 % students show moderate level of school alienation. Majority of students show moderate level of school alienation. The “t” value obtained for school alienation of Tulu linguistic minority students in the secondary level based on gender is 0.0022 which is less than table 2.58 and not significant at 0.01 level. Mean scores shows that boys have more alienation than girls.

Keywords: School Alienation, Tulu Linguistic Minority Students

Introduction

Kasaragod is the northernmost district in Kerala. After the states were reorganized, it was established on May 24, 1984. It is bordered by Karnataka. As to the 2011 census, 13% of the district's populace regards Kannada or Tulu as their mother tongue. The Tulu dynasty, which ruled from the North Karnataka district all up to Neeleshwaram, originally included Kasaragod and all Kannada-speaking

regions. Malayalam, Kannada, Tulu, Konkani, Marathi, and Beary, a Malayalam dialect, are among the languages spoken in this district. Tulu is one of these; according to the constitution, it is not scheduled.

Generally speaking, Tulu Nadu refers to the Tulu-speaking regions of Kasaragod district in Kerala and Karnataka. The Tulu Nadu people have their own distinct identity, language, mythology, and

culture in addition to their distinctive geographical area. Tulu is the predominant language spoken in the Tulu Nadu region, where rites and ceremonies are observed in a unique way. Tuluva is the collective term for persons who speak Tulu. They are mostly bilingual. A situation in which two languages coexist is known as bilingualism.

The area exhibits a remarkable degree of language maintenance and continuance through the use of Tulu. They have revitalized the language, Tulu as a viable medium of communication among them. Their primary language is Tulu, with sporadic usage of Kannada. Though Malayalam is the official language in Kerala and Kannada in Karnataka, Tulu is the primary language spoken in this region. Tulu Nadu is a bilingual region where Tulu and Kannada are spoken side by side. Some people speak three languages. Kannada is now primarily used for Tulu, which is why Tulu is dwindling in Tulu Nadu.

Tulu script known as the Tigalari script bears partial similarity to the Malayalam script. Even though there is a script, there is not much written documents in Tulu (Subrahmanya, 2015). Presently, Tulu writings are using Kannada script. Since Kannada is the primary language of instruction in the Tulu Nadu parts of Kasaragod, most students study in this language. They read Kannada newspapers. Linguistic concerns are among the most significant problems in the region. They read Kannada and speak Tulu. The fact that they couldn't access Malayalam prevented them from learning about Kerala's government appointments and educational prospects. The Tulu Nadu people should be given more protection by the State machinery since they are a linguistic minority group, particularly by allowing communication in Tulu. However, the residents of Kerala's Tulu Nadu districts are not receiving this kind of protection from the state apparatus. Tribal people get a reservation in Kerala PSC (Public Service Commission) recruitment, however their limited access to Malayalam publications and language makes it difficult for them to get government jobs. As a result, the communities lose out on their constitutionally guaranteed right to government assistance in Kannada.

Those who want to study Tulu would not have an alternative because most schools only offer Kannada instruction. Tulu students forced to study Kannada medium schools since state did not offer Tulu medium schools. Additionally, the notice identifying the beneficiaries is always posted in Malayalam in all government offices. These once more abandon their opportunity to get the advantages. The government order designating Kannada and Malayalam as the official languages of communication in border regions, particularly in Kasaragod's Tulu Nadu sections, is still considered a fantasy. Because official contacts are conducted in Malayalam, this creates a communication barrier between the government and the Tulu linguistic minorities. Although it is possible to appoint Kannada-speaking individuals to positions in local government agencies and educational institutions, most appointments do not follow the prescribed procedures. This again hardens the situation in Tulu Nadu.

Language-related problems are among the most common ones in the Tulu Nadu region. Because of their linguistic isolation from Kerala, Tulu Nadu's population is unable to take advantage from state support. It might also prevent someone from receiving development, educational, and social assistance. As part of the planning for the 1990 census (Siegel, 1991), the idea of linguistic alienation was created to estimate the number and make-up of households that would require help communicating with the government and social services. It is true that linguistic alienation—the sense of disconnection brought on by language barriers—can exacerbate school alienation, which causes students to find it difficult to interact or relate to their peers and their education.

Alienation is the disengagement or detachment of a person from an item or positions of past attachment. People may display alienation symptoms in response to rejection. Additionally, they could exhibit feelings of alienation and exclusion, including from their own emotions. People who feel alienated could experience helplessness and the

illusion that life has no purpose or value. They find it challenging to approach and communicate with others. School alienation is connected to ideas about motivation like disengagement. School alienation is defined by Schulz and Rubel (2011) as "a student's level of academic and social disengagement from school." They define alienation as the absence of a sense of belonging and involvement among students in a classroom. Also describe alienated students in terms of specific disruptive and destructive activities as well as their perceptions of themselves as social misfits and/or academic outcasts.

Alienated students in linguistic minorities may face challenges such as:



1. **Communication Barriers:** Difficulty in expressing themselves or understanding instructions due to language differences can hinder effective communication.
2. **Social isolation:** Feeling excluded or isolated from peers who share a common language can lead to a sense of alienation, impacting social interactions and relationships.
3. **Academic struggle:** Limited proficiency in the dominant language may result in academic difficulties, making it challenging for students to excel in their studies.
4. **Cultural Disconnection:** Alienation may extend beyond language, causing students to feel disconnected from the dominant culture, which can affect their sense of identity and belonging.

5. **Bias and discrimination:** Linguistic minorities may experience prejudice or discrimination, further contributing to a sense of alienation within the school community.
6. **Limited support service:** Inadequate resources or support for linguistic minority students may exacerbate their difficulties, hindering their overall academic and social well-being.

Tulu students in Kannada medium education may encounter challenges related to the preservation of their native language and cultural identity. The focus on Kannada as the medium of instruction might lead to limited exposure and practice of Tulu. This could impact their proficiency in Tulu and their connection to Tulu culture. Efforts to incorporate Tulu language and cultural elements into the curriculum or extracurricular activities could help address these concerns and maintain a balanced linguistic and cultural development for Tulu students in Kannada medium schools. It is important to study school alienation among Tulu linguistic minority students in secondary level. So, the investigators collected data from 64 Tulu linguistic minority students of secondary level in Kasaragod district. This paper focuses on the Alienation from school experienced by Tulu-speaking pupils who live near this linguistic border.

Objectives

- To find out the level of school alienation among Tulu linguistic minority students in secondary level in Kasaragod district.
- To find out whether there exist any significant differences in school alienation among Tulu linguistic minority students in secondary level in Kasaragod district based on gender

Materials and Methods

Method

Survey method was used

Sample

The study was carried out on a representative sample of 64 Tulu linguistic minority students in the secondary level in Kasaragod district.

Tools Used

- The Scale on school alienation
- It consists of 66 items, including 45 Positive and 21 Negative items.

Statistical Techniques Used

- Preliminary analysis
- Test of significant difference between means- t test

Results and Interpretation

Analysis of the Level of School Alienation among Tulu Linguistic Minority Students in Secondary Level in the Total Sample

The level of school alienation among Tulu linguistic minority students in the secondary level in the total sample was calculated by the percentage analysis.

Table 1

Table showing the level of school alienation among Tulu linguistic minority students in the secondary level in the total sample

Sample size	Mean	SD	Level	sample size	Percentage
64	174.36	33.74	High	11	17.18 %
			moderate	41	64.06 %
			Low	12	18.75 %

Table 1 shows that 17.18% of Tulu linguistic minority students show high level of school alienation, 18.75 % students show low level of school alienation and 64.06 % students show moderate level of school alienation. Majority of students show moderate level of school alienation.

Mean Difference Analysis

Comparison of School alienation among Tulu linguistic minority students in the secondary level based on gender using 't' test.

Table 2

Table showing the mean scores of school alienation among Tulu linguistic minority students in secondary level based on gender

Gender	N	Mean	SD	t - value	Level of significance
Male	25	189.64	30.96	0.0022	Not Significant
Female	39	165.38	31.99		Significant at 0.01 level

From the table, t value obtained for school alienation of Tulu linguistic minority students in the secondary level based on gender is 0.0022 which is less than table 2.58 and not significant at 0.01 level. Mean scores shows that boys have more alienation than girls.

Conclusion

From the result, it is clear that most of the Tulu Linguistic minority students are moderately alienated from the school environment. Some students showed alienation from teachers while others exhibit alienation from peers. Some Tulu students show alienation towards learning. In the Tulu Nadu areas of Kasaragod, students are mainly study in Kannada medium, mainly because the schools in their area are Kannada medium schools. They don't have access to Malayalam medium schools. They also face difficulties while communicating with peers and teachers. They may feel linguistic alienation from other students in the school. Linguistic alienation can indeed contribute to school alienation, where students may struggle to engage or connect with their peers and education. Deccan Chronicle (2016) reported that linguistic minorities in Kasaragod district were alienated by the dominance of Malayalam in terms of language, culture and governance. During adolescence, students' positive attitudes and motivation towards school and learning decreases and they face motivational conflicts between leisure activities and school task (Hascher, 2010). Adolescent is at risk of developing school alienation (Calabrese, 1987). From the table 2, it is clear that the "t" value obtained for school alienation among Tulu linguistic minority students based on gender is 0.0022, which is less than the table value 2.58 and is not significant at 0.01 level. Tulu boys and girls may encounter similar linguistic challenges, including limited educational resources for Tulu language learning, potential influence of other dominant languages, and reduced exposure to Tulu literature and cultural contexts. Gender-specific linguistic problems are less common, as language-related issues tend to

be shared experiences regardless of gender. To address these challenges, promoting Tulu language education, encouraging cultural activities, and fostering an environment that values linguistic diversity can contribute to the linguistic development of both Tulu boys and girls. The mean score revealed that boys have more school alienation when compared to girls. Comparatively high School alienation among Tulu speaking male students can result from a combination of factors, including: Social Dynamics: Difficulty in forming connections with peers, experiencing bullying, or feeling excluded from social groups can contribute to alienation. Academic Challenges: Struggles with academic performance or not feeling adequately supported in their studies can lead to a sense of detachment from the school environment. Identity and Masculinity: Pressures to conform to stereotypical notions of masculinity can make male students feel isolated if they don't fit into these expectations or if they have interests and identities that differ from the mainstream. Addressing these factors through supportive environments, inclusive policies, and mental health resources can help mitigate school alienation among secondary school male students. Researches suggested that more negative attitudes towards school seen in male students (Hascher & Hagenauer, 2010). According to the findings of Hadjar et.al (2015), boys tend to be more alienated from school. To reduce school alienation among Tulu students, ensure student's voluntary participation in various activities. Also provide small school, classroom or group size. Schools should practice innovative teaching methods to draw students towards education and spark interest in them. Schools should encourage peer involvement through mentoring groups, discussion clubs and collaborative projects. Government should improve the quality of education by appointing well trained, competent and passionate teachers. Schools should create an inclusive environment in classrooms. Provide public library system for Tulu students. Provide enough books and other learning materials for Tulu students in their school libraries.

Government should appoint language teachers for specific languages in schools Career guidance and counseling cell should support the Tulu students. Schools should provide alternative training options such as evening classes, online learning programs, vocational training programs etc. to Tulu students.

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VILLA TRISTE : UN RÉCIT D'ÉVASION ET DE RETOUR

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Abstract

Villa Triste est l'histoire émouvante du voyage de Victor Chmara à la découverte de lui-même dans les années 1960, dans le style évocateur de Patrick Modiano. Victor se réfugie dans une ville tranquille et rencontre Yvonne Jacquet et René Meinthe. Ensemble, ils vivent un été de plaisirs éphémères et d'évasion. Cependant, les réalités de la vie et le caractère inévitable du passé percent peu à peu l'illusion d'une existence insouciant. Ce récit explore les thèmes de l'identité, de la mémoire et de la quête humaine d'un refuge, reflétant la lutte universelle pour trouver un sens et une appartenance dans un monde en perpétuel changement. Modiano invite les lecteurs à réfléchir sur l'équilibre délicat entre la recherche de l'évasion et la confrontation, sur l'essence de chacun, à travers le retour introspectif de Victor pour faire face à ses réalités. Villa Triste : Un récit d'évasion et de retour est un essai qui commente de manière métaphorique la Villa Triste en se concentrant sur la condition humaine contemporaine.

Mots clés : Refuge, Plaisirs Ephémères, Evasion, Realites De La Vie, Passe, Identite, Memoire, Quete Humaine, Sanctuaire, Sens, Appartenance, Retour Introspectif, Condition Humaine Contemporaine

Villa Triste est un roman captivant de l'éminent auteur français Patrick Modiano. Publié pour la première fois en 1975, il explore les thèmes de la mémoire, de l'identité et du passage du temps. Ces éléments ont fini par définir l'illustre carrière littéraire de Modiano. Le roman émerge d'une période de profonde réflexion dans la France de l'après-guerre. Le pays est alors aux prises avec les conséquences des événements tumultueux du XXe siècle. Ces événements comprennent l'Occupation, la guerre d'Algérie et les changements sociétaux des années 1960. Patrick Modiano, qui a reçu le prix Nobel de littérature en 2014, est célèbre pour son style narratif unique. Ce style brouille souvent les lignes entre le passé et le présent, la réalité et la mémoire. *Villa Triste* incarne cette approche, invitant les lecteurs à pénétrer dans un monde méticuleusement élaboré. Les personnages naviguent dans les ombres de leur passé dans un contexte apparemment tranquille. Le roman se déroule dans une ville tranquille au bord d'un lac, à la frontière de la Suisse, loin des troubles politiques des années 1960. Cependant, il est profondément lié à l'histoire personnelle et aux chagrins secrets de ses habitants.

L'histoire de Victor Chmara, un jeune homme en exil volontaire, est au cœur de *Villa Triste*. Avec l'énigmatique actrice Yvonne Jacquet et le charismatique mais mystérieux docteur René Meinthe, il crée un refuge temporaire contre les réalités menaçantes du monde extérieur. Modiano explore l'interaction complexe entre la fuite et la confrontation au passé, la recherche d'un sentiment d'appartenance et la nature éphémère du bonheur. Le roman *Villa Triste* a été publié au milieu des années 1970, à une époque de transformations culturelles et politiques importantes en France et dans une grande partie du monde occidental. Cela donne au roman un sens du contexte historique qui enrichit son exploration de la mémoire personnelle et collective. Modiano mêle admirablement les courants historiques sous-jacents aux parcours personnels de ses personnages, offrant une réflexion sur l'impact de l'histoire sur les vies individuelles et sur la manière dont nous cherchons à trouver, et parfois à fuir, notre place au sein de cette histoire.

Les échos du refuge : Piloter le réseau complexe de la vie moderne

« Le narrateur de Villa triste, le pseudo Victor Chmara, qui revient en hiver dans une petite ville de

Haute-Savoie où il avait passé l'été de ses 18 ans (vers 1960) et aimé une jeune fille, Yvonne. Le récit est construit sur un retour en arrière.¹» La ville où se trouve 'La Villa Triste' est située à proximité des frontières pacifiques entre la Suisse et la France. Au cœur d'un été du début des années 1960, ce récit suit l'histoire de Victor Chmara, un jeune homme qui cherche à se réfugier dans l'anonymat serein de la ville, un « lieu de refuge²». Le narrateur a choisi de dissimuler son identité en utilisant un pseudonyme³. Il fuit les ombres de son passé et les courants tumultueux de l'agitation politique en France. Dans sa tentative d'échapper à la guerre d'Algérie, Victor abandonne son identité et prend l'apparence d'un fugitif non seulement de la loi, mais aussi de sa propre essence.

Il s'imprègne de la tranquillité trompeuse de la ville et fait la connaissance d'Yvonne Jacquet, une actrice de cinéma captivante et mystérieuse, et de René Meinthe, un médecin extravagant. Victor est introduit dans le monde de la villa par deux personnages mystérieux. Ce monde est un microcosme d'élégance, de plaisirs éphémères et de l'illusion séduisante d'une vie non marquée par les blessures de la réalité. Chaque personnage porte son propre voile de mystère. Les journées à la Villa Triste se déroulent comme dans un rêve. Victor, Yvonne et René forment une alliance qui semble défier l'impermanence des circonstances. La villa a un charme qui crée un sanctuaire où le temps semble s'arrêter. Cela permet aux habitants d'oublier leurs soucis et de s'amuser. Victor est entraîné dans un tourbillon d'émotions. Son affection pour Yvonne s'intensifie sur fond de soirées, de rires et de beauté éphémère de leur environnement.

« Je n'ai jamais connu de nuits aussi belles, aussi limpides qu'en ce temps-là. Les lumières des villas du bord du lac avaient un scintillement qui éblouissait les yeux et dans lequel je discernais quelque chose de musical.⁴»

Cependant, au fur et à mesure que l'été s'éloigne, la surface de ce monde idéal commence à se briser, révélant les fondations fragiles sur lesquelles leur vie à la Villa Triste a été construite. La relation entre Victor et Yvonne se complique en raison de vérités non dites et des ombres de leurs passés cachés. Le

style de vie extravagant de René et ses entreprises secrètes laissent entrevoir une implication plus profonde dans les tensions sociopolitiques de l'époque, jetant une ombre sur les aventures du trio. Le monde extérieur pénètre dans le paradis isolé de Victor et de ses compagnons, le forçant à confronter l'illusion de leur existence à la Villa Triste. Les nouvelles du monde extérieur, les murmures de changement et l'inévitable marche du temps annoncent la fin de leur été d'ignorance heureuse. Le voyage de Victor, qui n'était qu'une fuite de la réalité, se transforme en une exploration profonde de l'identité, de la mémoire et de l'irrésistible attraction des racines. « Le protagoniste de Villa Triste traverse une ville, mais celle-ci ne renvoie pas uniquement aux souvenirs qui lui sont liés, elle fait signe vers une autre ville de ses souvenirs, disparue depuis longtemps.⁵»

À la fin de l'été, Victor est confronté à la réalité du départ. La villa, autrefois symbole d'évasion et de liberté, lui rappelle maintenant que le refuge est temporaire. Victor décide de retourner aux réalités qu'il a essayé d'éviter, réalisant qu'il ne peut pas fuir le monde ou lui-même pour toujours. Les relations formées à la Villa Triste, en particulier avec Yvonne, ont eu un impact durable sur son âme. Elles lui ont appris les leçons douces-amères de l'amour, de la perte et de l'inévitable passage du temps.

Le retour de Victor dans son 'monde réel' n'est pas seulement un voyage physique, mais aussi un voyage métaphysique. Il représente une réconciliation avec son passé, une acceptation de son présent et un pas timide vers un avenir incertain. Villa Triste, avec ses joies et ses peines, devient un souvenir précieux, une vision d'une vie qui aurait pu être, gravée à jamais dans les couloirs de son esprit.

En bref, Patrick Modiano raconte une histoire d'évasion et de retour qui transcende le temps et l'espace. Le lecteur est invité à réfléchir à la nature fugitive du bonheur, à la nature transitoire de l'abri et à la quête éternelle de soi dans les paysages toujours changeants de la vie. *Villa Triste* est une réflexion sur la condition humaine, la quête de sens et le retour à l'essence de l'existence. L'épigraphe indique le thème essentiel du roman : « Qui es-tu, voyeur d'ombres? »

(Dylan Thomas)⁶. *Villa Triste* marque le début d'une nouvelle phase dans l'écriture de Modiano. Son style s'est imposé et sa "petite musique" mélancolique est désormais immédiatement reconnaissable, tout comme ses personnages - des jeunes des années 1960 qui ont perdu leur chemin dans le monde⁷.

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A STUDY ON PROFESSIONAL COMPETENCY AMONG PROSPECTIVE B.ED TEACHERS

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Abstract

The investigator studies about the Professional Competency among Prospective B.Ed Teachers. Survey method was used for the study. A sample of 100 B.Ed students were taken for the study. A Professional Competency Scale prepared by the investigator was used for the study. The results of the study shows that Prospective B.Ed Teachers have high Professional Competency. The investigator also find the difference in Professional Competency among Prospective B.Ed Teachers from Government and Un aided Colleges. The result shows that there is no significant difference in Professional Competency among Prospective B.Ed Teachers from Government and Un aided Colleges..

Keywords: Professional Competency, Prospective B.Ed Teachers, Professional Competency Scale.

Introduction

The primary aim of a school is to offer a disciplined learning environment that stimulates a child's intellectual growth. Apart from the particular requirements of any era and place, a school's primary goal is to guarantee both high academic achievement and equitable access to opportunities for every student. Schools are expected to perform these duties, particularly in light of the challenges of the modern world, which include the coexistence of many cultural groups, the predominance of technology, the advancement of the sciences, and the quick renewal of knowledge. Simultaneously, schools strive to prepare pupils for the dynamic future in addition to the present. The main goal of education is to help children reach their full potential and grow into capable adults who can handle difficult situations. A child receiving a proper education will continue to comprehend society and adapt to their social surroundings for their own development.

A teacher can become competent and effective in their profession by participating in a teacher education programme. The calibre, competency, and

character of educators are without a doubt the most important aspects that affect the standard of education and it contributes to the growth of the country also. Ensuring an adequate supply of highly qualified candidates for teaching positions, giving them the finest professional preparation available, and setting up acceptable working conditions are of utmost importance in order to enable teachers to perform to the best of their abilities. An essential tool for raising the standard of education in schools is the teacher education system. Therefore, a potent tool for raising educational standards is the revival and improvement of the teacher education system. It equips teachers with the pedagogical competencies and skills they need to meet societal demands and elevates their professional standards. For all teacher education programmes, including pre-primary, primary, secondary, physical education, and distance learning, NCTE has developed norms and standards.

Need and Significance of the Study

A teacher's ability, aptitude, and attitude towards teaching, among many other factors, are critical to the success of any educational process. Teaching competency refers to an educator's ability to organise

and prepare lessons for instruction, manage a classroom, have subject-matter expertise, build relationships with students, use teaching aids effectively, and manage their time effectively while teaching and learning. What makes a teacher successful are their competencies—their abilities and knowledge. According to Jackson (1990), in order to optimise student learning, educators need to possess proficiency in a broad range of competencies within a particularly intricate setting where hundreds of crucial decisions must be made daily. Teaching is one of the few professions that emphasises the combination of expert judgement and skilful use of evidence-based competencies.

We are entering the modern technocratic era and experiencing an explosion in knowledge in the scientific and technological world of today. A person needs to achieve intellectual achievement in order to adapt to his surroundings and lead a meaningful life. The process of assisting a youngster in adjusting to a changed environment is known as education.. Therefore, we could characterise education as "the reconstruction or reorganisation of experience, which adds to the meaning of experience and increases the ability to direct the course of subsequent experiences." One should be conscious of the need to be creative and explore innovation in the current workplace. It won't occur until our teachers are able to instruct with the appropriate level of competency. The articulation of the goals and behavioural objectives of instruction, the specification of assessment pertinent to the learning objectives, the selection and preparation of equipment and materials for instruction, the consideration of student individual differences in the planning of instruction, the organisation of teaching-learning activities to meet the objectives, and the planning of activities to support students' personality development are all examples of teaching competencies. In view of the fact that the teacher can interact with students of different ages from infants to adults, students with different abilities and students with learning disabilities. If a student is to be prepared for their future, then the essential attribute of effective teacher

is awareness of the realities of the world in psychology and technology. Then only the prospective B.Ed. teachers can mould future generation. Teaching competency is the ability of a teacher manifested through a set of overt teacher classroom behaviours. Teaching competency is defined as "knowledge, attitude, skill, and other teacher characteristics" (Haskew, 1956; Wilson, 1973). Teaching is a skill that must be gradually developed with practice, mainly via experience. The most important elements in classroom education are the teachers. They should exhibit good teaching behaviours and appropriately apply the curriculum materials and grouping methods. Taking into account the real world, where teachers play a major role in delivering education, it is imperative that teachers receive training or practice. Thus the investigator concentrates on the teaching competency of aspiring teachers.

Objectives

1. To find the extent of Professional Competency among Prospective Teachers.
2. To find whether there exist any significant difference in Professional Competency among Prospective Teachers from Govt. and Unaided Colleges.

Methodology

Method

Survey method was used

Sample

The study was carried on a sample of 100 B.Ed. Students.

Tools Used

A scale on Professional Competency among Prospective Teachers. (by Mahitha & Meera, 2023). It is a three point scale with components of Professional Competency such as Planning, Presentation, Closing, Evaluation, and Managerial skills. It consists of 20 items including 13 positive items and 7 negative items.

Statistical Techniques Used

Preliminary Analysis

Test of Significant difference between two means

Findings and Discussions

Analysis of Extent of Professional Competency among Prospective Teachers

The extent of Professional Competency among Prospective Teachers was calculated by using Mean Score.

The Mean Score for Professional Competency among Prospective Teachers is 48.37 which is greater than 40 which is the normal value. Therefore the Mean value for professional competency among Prospective Teachers is significant.

Table 1 Data and Results of Extent of Professional Competency among Prospective Teachers

Variable	N	Mean	Neutral Value
Professional Competency	100	48.37	40

Table 1 revealed that the Mean value for Professional Competency among Prospective Teachers is 48.37 which is significant as it is greater than the neutral value 40.

Analysis of the Comparison of Professional Competency among Prospective Teachers from Government and Un Aided Colleges

The significant difference in the Professional Competency among Prospective Teachers from Government and Un Aided Colleges was calculated by using t test. The t value obtained for the comparison of Professional Competency among Prospective Teachers from Government and Un Aided Colleges is 1.19 which is not significant.

Table 2 Data and Results of Test of significant Difference in Professional Competency among Prospective Teachers from Government and Un Aided Colleges

Category	Subgroups	N	Mean	SD	t	Level of Significance
Type of Colleges	Govt	52	47.74	4.98	1.19	Not Significant
	Un Aided	48	48.90	4.70		

Table 2 revealed that there is no significant difference in the Professional Competency among Prospective Teachers from Government and Un Aided Colleges as the t value is 1.19 which is not significant.

Conclusion

When educators obtain professional competencies and commitments, as well as the ability and authority to carry out their various responsibilities in the classroom, a series of events might start, beginning with an effective teaching performance enhanced by high-quality learning among students in the cognitive, emotional, and psychomotor domains of human development. Enthusiasm, fluency, neatness, originality, flexibility, thrift, and higher level conceptualizations are the attributes of the competency. Professional competency in teaching necessitates both intellectual and theoretical backgrounds in addition to performance skills. The study shows that Prospective Teachers have higher Professional Competency. The study also shows that there is no significant difference exist in Professional Competency among prospective teachers from Government and Un Aided colleges.

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A STUDY ON LEADERSHIP CHALLENGES OF CYBER SECURITY OFFICERS AT SAFE PRISONS PROJECT KERALA

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Abstract

The adoption of information and communication technology (ICT) in prisons and corrections activities facilitates and simplifies the security and surveillance systems. With the growth of digital services, the cyber attacks are also becoming dominant in their day to day surveillance operations. Cyber security refers to practices and procedures taken to combat cyber attacks that may cause potentially devastating data breaches and consequences to any services offered through ICT techniques. Cyber security leadership is an organisation role assigned with the responsibility of protecting an organization's critical data, hardware infrastructure and to secure the information networks. This study has been done to identify the changing job roles and challenges faced by the cyber security officer in delivering his duties at the prison headquarters in the safe prisons project.

Keywords: *Cyber Security, Data Breach, Information, Leadership*

Introduction

The safe prisons project is executed and operated by Kerala prisons and corrections department. With the adoption of ICT, Jails and prisons are using comprehensive cyber protection systems in their daily surveillance and operations. The different tools like internet, cell phones, web based applications, body cameras, biometrics & face recognition tools, radio jammers, drones, monitoring systems, GPS, x-rays and scanners are deployed in prisons to deliver high technology security services. Both physical and cyber security in prisons are increasingly adapted to incorporate and link gadgets effectively. Hence the need for monitoring and implementing efficient cyber defence mechanism has become a crucial need in jails and correctional facilities. Cyberattack can cause devastating effect on the government run departments and private sector organisations alike and interrupt the citizen service functions like health care, power supplies, education and law enforcement works in the country. The Cybersecurity officer holds a significant role in combating the Cybersecurity needs in the prisons department. The Cybersecurity team monitors the

system availability and alarms of security devices 24 hours a day, to identify security threats and plan for quick mitigation. Hackers will take benefit of these vulnerabilities and flaws in the jails hardware and networks to launch cyberattacks which may result in shutting down the video surveillance system or lose of data. The cyber security officer has to prepare his employees to filter out various alarms, ensure the use of best practices, and insist on adhering to safe and standard policies to safeguard critical assets in the office.

Cyber Security Leadership

Leadership is a process of influencing the behaviour, beliefs and feelings of the members of a team. The functions of leader cover wide range of activities like coordinating, decision- making, policymaking, group representing, controlling, arbitrating etc. In cybersecurity related projects, leadership is affected by many variables. It involves different skills like technical, human, conceptual, designing, creative, communication and fast decision making while working in team. The cyber security job role consists

of recognising and protecting data networks, equipments, and software's from attackers, prevent potentially devastating data breaches and improve availability of the systems. An effective cyber security leadership requires, the ability to equip with the latest technologies and trends, skills to successfully lead a team of technical professionals, guide them in safe data handling practices, allow them to follow the policies based on changing threats and landscape evolving in short intervals.

Review of Literature

The use of information and communication technology (ICT) in government activities facilitates and simplifies tasks. e-Governance is defined as the government's use of information and communication technology (ICT) to facilitate and expand activities at various levels of government and the public sector, with the goal of achieving good governance (Pani N and Misra,2009).

Southwick,F. S., et al., (2017) stated that Leaders and organization often face challenges and crises that test the strength and flexibility of their systems and resources. successful leadership has always been more difficult during periods of rapid change but the unique factors facing organizations throughout the world today has caused a renewed interest in studying personal and organizational behaviors with a focus on components of effective and adaptive leadership.

Burkhead, R.L (2014) said The evolution of cybersecurity vulnerability has highlighted the human dimension by producing depreciative outcomes for organizations, including insufficient IT investments, unsatisfied clients, economic losses, and substantial regulatory penalties

(Bhatt 2000b) found that organisations need to commit to maximising their data and its value, and therefore it deserves to be managed professionally and aggressively as a critical corporate asset.

In 2013 Soltanmohammadi, found that Senior management plays a critical role in cybersecurity field, and humans should always be at the center of

daily operations. It is often observed that human factors such as miscalculations cause more than80% of cyber incidents, data violations, and malware attacks.

Need of the Study

It is found that the success and failure of a cyber security project is attributed to the effectiveness of leadership. There are many challenges that are observed when it comes to the position of cyber security officer in the safe prisons project. It is important for leaders to understand the use of technology and adapt to the changes for quick actions. Furthermore, various challenges are faced by the prisons dept on a daily basis from the inmates, senior officers, wardens and guards. Therefore leaders must be aware of the changes that are occurring within the lower level and higher level teams. The study also explores the needs to provide the leader with the support and right tools to make them succeed as effective security officer.

Objectives of the Study

1. To identify the Challenges of cyber security leadership implementation in Safe prisons project.
2. To provide suggestions to the organization, to overcome the challenges, based on study findings and take remedial steps.

Methodology of Study

The study is mainly based on primary data collected through direct interview method. The present study is limited within the higher level ,middle level and subordinates engaged in the safe prisons project. A SWOT analysis, highlighting strengths, weakness, opportunities, and threats, were used to analyse the leadership abilities and challenges faced by the officers while executing their day to day jobs. The data for the study was also acquired through secondary sources like websites and online media platforms. Many studies have been undertaken on leadership challenges adopted by different organizations. But only a few attempts have been made to study the leadership challenges of the cyber security officers in the prisons department.

Findings and Suggestions

The study tries to explore the various leadership factors of cyber security officer role in the safe prisons project. It has also given emphasis on providing opportunities for performance, empowerment and learning opportunity to its employees. Effective cyber security leadership requires a specialized skillsets, the ability to equip with the latest technologies and trends and practice the team on safe handling of data and assets.

Developing a Cybersecurity Culture

Cybersecurity officer must develop a culture of shared beliefs and values and emphasize the need of protecting and regularly changing passwords, and forcing practise of data access policies.

Implementing and Managing Systems to Defend Threats

Cyber security leaders may need to implement software and systems to protect network equipment and critical data in short intervals and train the teams on these systems.

Compliance with Laws and Regulations

The cybersecurity leadership should monitor changes and ensuring that the organization's security policies and systems are in compliance with changing laws and regulations.

Training on Cyber Security

The cybersecurity leader should educate others about cybersecurity defence, technologies and share information with others. Build a culture to have cybersecurity workforce as a whole to keep them informed.

Conclusion

The results conclude that there is a need for more proactive policies or procedures to be defined. The various duties skills and responsibilities of the officers to be defined and ensure the team to follow them strictly.

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UNVEILING THE ROLE OF INDIAN WOMEN IN SALMAN RUSHDIE'S *MIDNIGHT'S CHILDREN*

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Abstract

Midnight's Children by Salman Rushdie deftly weaves together the post-colonial Indian backdrop with the protagonists' journeys. The characters of Parvati and Padma stand out as powerful symbols of Indian women throughout this intricate story. Saleem Sinai's mother, Parvati, is an indomitable figure who defies social standards while navigating the complexity of her society with unrelenting resolve and sacrifice. Her path from impoverished beginnings to being a single mother highlights the power of maternal relationships in defining identity and destiny and mirrors the challenges encountered by many Indian women in their pursuit of freedom. On the other hand, Saleem's larger-than-life character first overshadows Padma, who first comes across as a quiet presence. But as the story goes on, Padma comes to represent resilience and quiet strength. Her unwavering support for Saleem, together with her astute observations and practical demeanor, is crucial to his process of self-realization and making peace with his past. Rushdie explores themes of autonomy, perseverance, and cultural progress as she explores the complex nature of Indian womanhood through the stories of the female protagonists. This essay delves deeply into the roles played by the women in *Midnight's Children*, revealing the intricacies of their personal histories and how they contribute to the book's main ideas. Their experiences serve as moving reminders of the various roles that women played in forming post-colonial India's sociopolitical environment, emphasizing the lasting legacy of their influence on society and history.

Keywords: Society, Sacrifice, Post-Colonial, Women and History

Introduction

Salman Rushdie is a famous writer of modern literature who's praised for his audacious storytelling, complicated writing, and insightful examination of identity, culture, and history. Rushdie, who turned into born in Bombay, India, in 1947, frequently explores his complex courting with his local country and the bigger geopolitical forces that impact it in his works. One of his maximum famous pieces is the expansive epic *Midnight's Children*, which weaves collectively the turbulent history of postcolonial India with the personal stories of its characters. With the publication of *Midnight's Children* in 1981, Rushdie received big critical acclaim and the Booker Prize, catapulting him to worldwide literary prominence. The book is widely recognized for its innovative shape of the story, magical realism, and perceptive analysis of India's spiritual identification, nationalism, and colonialism's legacy. *Midnight's Children* presents a brilliant photo of a kingdom in transition through the eyes of its protagonist, Saleem

Sinai, capturing the aspirations, disappointments, and hopes of its humans as they negotiate the demanding situations of independence and society-building. From the political involvement of Jamila Singer to the maternal strength of Amina Sinai, Rushdie's book provides a complicated portrait of Indian womanhood, shedding mild on the numerous reviews, hardships, and accomplishments of women in a country that is converting fast. By closely inspecting the primary girl characters and how they interact with the bigger story, we can learn the way *Midnight's Children* redefines gender roles, breaks down stereotypes, and honors Indian girls' business enterprise and resiliency in the face of societal change and historical upheaval. This article explores the various roles that Indian girls play in *Midnight's Children*, looking at their company, resiliency, and importance in forming the tale.

Discussion

Parvati exemplifies sacrifice and perseverance in the face of adversity. Her adventure begins in

Shahjahanpur, a small hamlet wherein she is raised in relative poverty. Parvati comes from modest beginnings, but her self-control and ethical fortitude convey her some distance. She defies her family's needs and marries Wee Willie Winkie, a person she hardly ever knows, demonstrating her employer and willingness to impeach social norms. But it is Parvati's friendship with Saleem that performs the most importance. She takes on the role of Saleem's number-one carer as an unmarried mom, presenting him with unflinching dedication and unconditional affection. Throughout the book, Parvati makes several sacrifices for Saleem's welfare as she struggles to elevate him within the turbulent put-up-independence India. Her potential to get better from problems is proof of the eternal power of love and the electricity of maternal relationships. Moreover, Parvati's character surpasses the traditional obligations bestowed upon women in Indian culture. She demonstrates a sturdy independence of spirit and a resolve to forge her path in life notwithstanding her low social status and shortage of schooling. Her failure to live up to social norms, mainly in her relationships with guys, highlights the agency and independence of girls even in the most attempting situations and opposes the patriarchal norms that permeate Indian society. The significance of Parvati goes beyond her motherly characteristics. She represents the challenges and dreams of a whole technology of Indian women torn between the way of life and modernization, acting as a link between the old and the brand new. Her migration from rural to city areas is a reflection of large social adjustments that happened in India after independence when girls started to get up for her rights and demanded extra manipulation over their own lives. In "Midnight's Children," Parvati emerges as a mighty parent of fortitude, selflessness, and organization. Rushdie provides a complex image of Indian women via her character, emphasizing the intricacies of the roles of gender and the persevering strength of mother bonding in the face of the turmoil of a culture that is changing fast.

Unlike Parvati's obvious persistence, Padma, Saleem's spouse in "Midnight's Children," represents an awesome facet of Indian womanhood. Padma's person, who was to start with portrayed as a modest discern and overshadowed by Saleem's larger-than-life manner, regularly modifications as the story goes on. Though Padma initially seems in Saleem's story as a supporting character, she in the end transcends stereotypes about femininity and women's roles in Indian society to turn out to be a symbol of tenacity and quiet energy. The key to Padma's relevance is her potential to manipulate the headaches of her relationship with Saleem without sacrificing her autonomy or feeling of self. Within the boundaries of her marriage, Padma continues her individuality and autonomy, in contrast to Parvati, whose existence is characterized by means of her dating along with her son. Despite Saleem's unpredictable movements and the difficulties they come across collectively, Padma never wavers in her commitment to him, presenting a steadying impact in the center of his turmoil. In addition, Padma's resourcefulness and practicality show through as she adjusts to her surroundings's transferring conditions. She presents an equal viewpoint on their shared stories by using counterbalancing Saleem's idealism and nostalgia together with her astute insights and pragmatic outlook on lifestyles. In Saleem's quest for self-discovery, Padma performs a small however essential role as a mirror, reflecting his uncertainties and fears to him.

The established standards and norms concerning gender in Indian society also are challenged through Padma's person. Even beneath the patriarchal household shape, Padma challenges Saleem's authority and makes her very own needs and wants to be recognized in subtle methods, claiming her agency and autonomy. Her defiance of conventional gender conventions highlights the complexity of expectancies and gender roles in submit-colonial India and subverts the authority dynamics in her relationship with Saleem, especially. In "Midnight's Children," Padma challenges conventional thoughts of femininity and the region of girls in Indian society

with the aid of rising as a figure of quiet energy and resiliency. Amid the turmoil of publish-colonial India, Rushdie explores issues of independence, autonomy, and the look for identity via her man or woman, providing a complex portrait of Indian women.

The mother of the main character, Saleem Sinai, Amina Sinai, is the vital determine of *Midnight's Children*. Amina is a dwelling instance of the energy and tenacity of Indian ladies; she handles the turbulent terrain of postcolonial India with dignity and grace. Amina enjoys a multiplied role in society as General Zulfikar's wife, but her existence is characterized by way of political unrest and personal tragedy. The story of Amina takes location in opposition to the backdrop of India's partition, a terrible occurrence that splits households and communities apart. Amina sacrifices her happiness for her children's sake, staying authentic to her circle of relatives's devotion regardless of the chaos and violence around her. Saleem's life and the story of the book are fashioned using her unshakable love and loyalty, which shine through the darkness of records. Amina's man or woman epitomizes the dualities of Indian womanhood all through *Midnight's Children*: a way of life and modernity, energy and weakness. She struggles with the demands product of her as a wife and mother and longs for independence and employment in a patriarchal culture. Amina endures worry and sacrifice along the manner, however, she overcomes social and ancient constraints to turn out to be a symbol of mother fortitude and resiliency.

The feisty political activist Jamila Singer, who enters Saleem's existence while he is in Pakistan, is another crucial female man or woman in *Midnight's Children*. By talking up for the same rights and political trade together with her voice and energy, Jamila defies expectancies positioned on her by using society. In postcolonial India, her persona stands for the confluence of gender, politics, and activism; she challenges the fame quo and encourages others to observe fit. As Jamila receives more and more enmeshed within the turbulent world of Indian politics, his friendship with Saleem acts as

a spark for his political awakening. Jamila confronts societal inequalities and needs a progressed destiny for herself and others. She exemplifies the spirit of defiance and dissent that pervades *Midnight's Children* through her actions and convictions. Jamila is a political activist who, despite the risks and perils she encounters, will not be silenced. She uses her platform and voice to speak out against tyranny and oppression. Her personality serves as an example of the important element that girls—whose contributions are often omitted or undervalued through history—performed in the combat for freedom and equality.

Midnight's Children provides us with women at the periphery of society in addition to characters like Amina and Jamila; their narratives provide other standpoints on the problems of Indian womanhood. The committed servant Mary Pereira, who treats Saleem as her son, stands in for the unseen and often silent paintings that Indian women do of their houses. Mary has modest power and dignity despite her decreased station in life, and her love for Saleem surpasses caste and sophistication limitations. The Widow, an enigmatic character who makes many appearances inside the book, represents the tenacity and resourcefulness of Indian women who are marginalized in society. Her persona acts as a counterbalance to the book's extra nicely-off woman characters, emphasizing the glaring differences in possibility and wealth in postcolonial India. Rushdie highlights the numerous reports of Indian women, whose stories are often obscured with the aid of the winning narratives of politics and records, through characters like Mary Pereira and the Widow. Although they'll not have a noisy voice, their impact is clear and has formed Indian society in each apparent and hidden approach.

Conclusion

Salman Rushdie gives a difficult web of testimonies and personalities in *Midnight's Children*, which captures the complexity of post-colonial India. Rushdie reveals the complexity of Indian girls via the characters of Parvati and Padma, delving into issues

of cooperation, perseverance, sacrifice, and identity inside the face of a way of life that is changing fast. While Padma, the silent electricity, challenges set up gender roles and expectations along with her calm determination and practicality, Parvati, the resilient matriarch, embodies the power of maternal relationships and defies societal standards. In *Midnight's Children*, Parvati and Padma together embody the various reviews and dreams of Indian girls, imparting deep insights into the nuances of gender, identity, and organization in put up-colonial India. Through their personal testimonies, connections, and symbolism which means, Rushdie challenges readers to take into account the lasting contribution that Indian women have made to figuring out the path of history and the structure of society. Rushdie emphasizes the organization, tenacity, and importance of Indian women in influencing the tale of postcolonial India thru these

characters. Their contributions can also differ—from Jamila Singer's vocal advocacy to Mary Pereira's quiet electricity—however, they all have a sizeable effect so one can live on in readers' imaginations and the pages of records. As we don't forget the jobs played by Indian women in *Midnight's Children*, let us honor their voices and their testimonies as critical additives of the greater tale of Indian identification and diversity. Let us also revel in the richness and complexity of their studies.

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THE PSYCHOLOGICAL STUDY OF SIENA'S OBSESSION OF THINGS IN THE NOVEL "LISTENING FOR LUCCA"

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Abstract

The fascination with lost objects, whether tangible has long intrigued human minds across cultures and epochs. This abstract delves into the psychological and philosophical dimensions of this pervasive obsession with lost things. From lost treasures and artifacts buried in the sands of time to lost opportunities and relationships that haunt the mirrors of memory, the human psyche seems irresistibly drawn to that which is no longer within grasp. The obsession with lost things mirrors a profound yearning for connection. Lost objects often symbolize the need for assurance that echoes the innate human desire for closure. Whether it be the search for a lost heirloom or the other useless rubbish traces of these elusive objects of the past becomes a quest for meaning and restoration in the present. Paradoxically, it is through an act of searching for lost things that individuals attempt to reclaim a sense of permanence and continuity amidst the never-ending time. The obsession with lost things also intersects with lost identities in the novel Siena's search to find the answer for her mute brother's lost identity, she finds comfort when she finds Sarah's lost objects on the seashore. These narratives serve as mirrors reflecting the collective anxieties and aspirations of society. This paper serves to absorb the obsession with lost things and illuminates fundamental aspects of the human condition – our longing for connection, our struggle with impermanence, and our quest for meaning in a chaotic world.

Keywords: *Obsession, Psychology, Attachment, Coping Mechanisms, Closure, Memory, Identity.*

Introduction

Literature serves as a mirror reflecting the complexities of human experience, offering insights into relationships, identity, and emotional attachment. The theme of attachment is a basic fundamental need of the human. With that in mind the foundational principles of Attachment Theory, pioneered by John Bowlby and further developed by Mary Ainsworth, this research paper embarks on a journey to unravel the attachment between kids and parents but in this paper, will discuss about attachment between the protagonist and the lost objects as an attachment dynamic within literary narratives. Attachment Theory, rooted in the observation of parent-infant relationships here its roots are on the human-object relationships, posits

that human beings are innately driven to seek proximity to attachment figures during times of distress, forming enduring bonds that shape their psychological development and interpersonal relationships here in the novel we can see that Siena is obsessed with collecting lost objects as she senses that they have a lost feeling and someone is in search of them and she has a great sense of need to hold on to it and give security as the things are in distress. This theory consists of a deep understanding of the dynamics of human connection, shedding light on the formation of attachment patterns, emotions, and outcomes.

In the realm of literature, the exploration of attachment themes permeates a myriad of genres, from classic novels to contemporary fiction, poetry,

and drama. Characters grapple with the longing for connection, the fear of abandonment, and the quest for secure attachment bonds, mirroring the universal human experience of seeking belonging and intimacy. Through a literary lens, Attachment Theory provides a nuanced perspective for analysing characters' motivations, relationships, and emotional journeys. Characters may exhibit secure attachment, characterized by a sense of trust and intimacy in their relationships, or they may grapple with insecure attachment patterns, manifesting as avoidance, ambivalence, or anxiety in their interactions with others. In the literary narratives offer the impact of early attachment experiences on the character Siena's development and relational dynamics. Traumatic separations, parental neglect, or disrupted attachment bonds give a breakthrough to the characters' lives, shaping their personalities, and psychological well-being.

By synthesizing insights from Attachment Theory with literary analysis, this research paper aims to deepen our understanding of the human condition that is portrayed in literature. Through close examination of the novel "Listening for Lucca", elucidates how attachment dynamics inform character development, narrative structure, and thematic exploration.

Literature Review

Suzanne LaFleur's novel "Listening for Lucca" intricately weaves the themes of Siena and her obsession over collecting lost things and giving them a new home this offers a narrative that reasoning with attachment theory's foundational principles. Grounded in the works of Bowlby (1969) and Ainsworth et al. (1978), attachment theory provides a lens through which to examine the protagonist Siena's emotional journey and the dynamics of her relationships following the mystery of the reason behind her brother Lucca not being able to speak.

The attachment theory lies the base of the early attachment experiences with caregivers that shape individuals' internal working models of relationships, influencing their socioemotional development throughout life (Bowlby, 1988). Siena's attachment to

the lost things makes her feel like a caregiver giving importance and a sense of life to the broken and lost things. The bond with Lucca serves as a central aspect of her identity and emotional well-being, mirroring the attachment system's function as a source of security and comfort in times of distress and going in search of the truth behind his lost voice.

Following Lucca's loss of his voice and a normal childhood, Siena experiences a struggle to navigate how and if she was also the reason behind him not able to speak the heart content. Attachment theory posits that individuals seek proximity to attachment figures in times of distress, seeking solace and support to alleviate feelings of abandonment and loneliness (Bowlby, 1988). Siena's journey to process her regret find the lost items and hold a sense of belief she will find a solution reflects the attachment system's adaptive function in responding to significant life events.

Moreover, "Listening for Lucca" highlights the impact of early attachment experiences on individuals' interpersonal relationships and emotional responses to lost objects or abandoned objects. Through Siena's interactions with various characters, and objects the novel explores the diverse manifestations of attachment styles and the lasting effects of attachment trauma on individuals' socioemotional development (Ainsworth et al., 1978) it gives an insight into how attachment to her belief can help her bring out the true emotions of herself.

Discussion

Attachment theory, by John Bowlby, is used as a framework for understanding the complex relationship of humans and particularly the bonds formed between caregivers and children whereas here it is between the protagonist Siena and her lost objects in Suzanne LaFleur's novel "Listening for Lucca". The novel exemplifies the essence of attachment theory.

Siena, the protagonist, reflects on her relationship with her younger brother, Lucca, who has stopped speaking unexpectedly She muses, "Lucca used to talk all the time, telling me stories about dragons and knights and everything. But now

he just listens. Like he's waiting for something. Like he's listening for something he can't quite hear" (LaFleur, p. 32). This passage shows the impact of attachment disruptions on children's emotional well-being, as Lucca's silence symbolizes his struggle to process his experiences and find solace in his relationship with Siena. Siena sees this as a sense of quest and goes in search of her brother's voice. She finds solace in her obsession with lost things as she gets teleported into the past of another girl Sarah who lived in her house many years back and has also lost her voice like her brother.

As Siena navigates the challenges of her brother Lucca's sudden muteness, her relentless search for lost objects becomes emblematic of her inner turmoil and longing for connection. LaFleur captures this sentiment in: "Sometimes when I find something that's been missing, I feel like a part of me has been found too" (LaFleur, p. 72). This quote encapsulates Siena's profound emotional investment in recovering lost things, underscoring the deeper connection and a bond with emotional security, and finds it as if she is responsible for giving new life to the lost objects.

Siena's internal turmoil and sense of responsibility behind Lucca's muteness she blames herself for it and tries to find a solution alone. The attachment theory's emphasis on the caregiver's role in providing a secure base from which children can explore the world. As Siena navigates her feelings of guilt throughout the novel offers a poignant portrayal of the profound influence of early attachment experiences on individuals' sense of self-worth and capacity for empathy. As obsession with the fixation on lost objects can be interpreted within the framework of attachment theory as a coping mechanism, her quest for stability and reassurance for her guilt. Siena's preoccupation with lost things thus reflects her attempt to regain control and find solace in the face of uncertainty. Siena's fixation on lost things becomes a symbolic attempt to fill the void left by her brother's silence and restore a sense of connection and belonging.

Conclusion

In conclusion, "Listening for Lucca" offers the exploration of attachment theory dynamics through the lens of Siena's obsession with lost things. She redirects her focus with the lost things, she tries to find a solution for her mute brother. She is fascinated that the lost things might extend beyond physical objects which include lost memories, lost civilizations, or even lost opportunities. As she goes back in history to solve the mystery. Through her journey, readers gain insight into the profound influence of early attachment experiences on individual development and the enduring quest for emotional connection and security.

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DIASPORIC INFLUENCES IN ANITA DESAI'S NOVEL 'FASTING AND FEASTING'

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Abstract

This article deals with "The Diaspora present in Anita Desai's Novel -'Fasting and Feasting'. Diaspora is a social formation outside the nation of origin. It is a phenomenon which involves the uprooting, forced or voluntary, of a mass of people from the 'homeland' and their 're-rooting' in the host land. Diaspora is physical detachment and a psychological attachment towards, the homeland. Indian immigrants are spread worldwide and form an integral part of the global Diaspora. The diasporic writers have portrayed the intricacies and complexities involved in the lives of the people who settle abroad and find difficulty in coming to terms with the situation and circumstances of distant lands and different cultures. The primary goal of this study is to look at the various aspects of the diasporic literature and to examine the writer's influence of detachment. I have chosen Anita Desai as a diasporic author, deciphering both the psychological influence of homeland and the intricacies and complexities involved in their present life, inflicted in the Novel "Fasting Feasting". The Character Uma represents fasting, which shows her Indian origin and the character Arun represents Feasting, which shows her Modern Living. Thus, throughout the novel, the juxtaposition of these two cultures, one in the homeland and the other in the host land represents the Diasporic theory.

Keywords: Anita Desai, Diaspora, Homeland, Host Land, Identity Crisis, Diasporic Theory.

Anita Desai was born in 1937 in Mussoorie, India, to a German immigrant mother, Toni Nome and a Bengali businessman, D. N. Mazumdar. Her real name is Anita Mazumdar. She is an Indian Novelist and worked as a Professor, in the Dept of Humanities at the Massachusetts Institute of Technology. She has been shortlisted for the Booker Prize thrice. She received a Sahitya Akademi Award in 1978 for her novel "Fire on the Mountain".

Diaspora is a social formation outside the nation of origin. It is a phenomenon involving uprooting, forced or voluntary, of a mass of people from the 'homeland' and their 're-rooting' in the hostland. Diasporic subjects usually have a strong nostalgia for the land they have left behind and for its culture, but at the same time may, consciously or unconsciously, tend to acculturate or assimilate to the dominant culture of the new space. More often than not, diasporic locations spawn hybrid cultures. Diasporic situations can be explored by paying proper attention to the specific contexts and histories of the ethno-communities, because each diaspora has its own sociocultural, economic and political dimensions.

Diaspora is a physical detachment from the homeland and a psychological attachment towards the homeland. The term "diaspora" was originally used to describe the dispersion of Jews from Babylon in the 6th Century BC, and later, it was used to refer to all migrants who left their homeland to go to another country for various reasons. Today's use of the term associates it with this conscious choice. However, it also encompasses the psychological connection to the home, away from "home."

Indian immigrants are spread worldwide and form an integral part of the global Diaspora. There have also been social and cultural exchanges. The Indian Diaspora is a body of writing produced by people who identify themselves as Indian origin but also belonging to foreign lands. The diasporic writers have portrayed the intricacies and complexities involved in the lives of the people who settle abroad and find difficulty in coming to terms with the situation and circumstances of distant lands and different cultures.

Anita Desai's tenth novel-"Fasting and Feasting" deals with male and female roles in two completely

different cultures that is Indian and American culture. And that's the contrast in the title of the novel. When it comes to needs or wishes, without looking at the gender and qualities of gender, almost every character of the novel suffers from deprivation. These characteristics represent the 'fasting' side of the novel. For instance, Uma is being deprived of attention in an Indian setup, while Arun is being deprived of his freedom of choice in a Sophisticated way. Excesses and luxury in the American lifestyle to which Arun is being exposed can be a good example but that too has an identity crisis. And these characteristics show the 'feasting' side of the novel.

Two families in the novel seem very different from each other from the first till the end of the story, because of the variation off two cultures between homeland and host land- these families portray themselves as just two sides of a coin. In Uma's family, there is a sharp discrepancy between women and men. Uma says "they have the comfort of each other" for her parents' inseparable unity and society. India divides female and male figures in marriages to different levels. In the story, Uma mentions her parents as 'Mama and Papa'. Mama always tries to make Papa comfortable, and demands the same from her daughters. Papa is aware of his power in his family and waits for his family to do whatever he requires from them to do. Papa doesn't even need to ask for peeled oranges. He waits in silence when Uma puts a fruit bowl in front of him, and Mama peels oranges for him. In Indian society, service to a father or husband makes women proud. This characterization shows the Indian rooting of Anita Desai, she has used all her experiences and has constructed the plot.

On the other hand, the American family of the novel seems more liberated. They live in the comfort and richness of America. They have access to freedom and a good life. This characteristic shows her current new life in America, where she is more liberated and tries to find the meaning of her life, and ends up having the identity search both in her case and in her characterization of Arun. Arun realizes the Potter family is just a different version of his family. Just like Papa, Mr. Potter ignores his family's needs. He is unaware of his wife's or his daughter's

condition. Mrs. Potter is obsessed with filling the refrigerator. This habit becomes the only goal in her life, and it very similar to Mama's struggle to find a good husband for her daughters. They both try to complete their duties with these goals. The daughters of these two families also have similarities. Melanie's eating disorder can be associated with Uma's drowning.

Women in Indian society are considered weak and there is significant inequality compared to men. Women grow up with the idea of becoming housewives, and their parents prepare their daughters as uneducated people but to make them suitable wives for men. For example, in chapter four, Uma asks their servant Ayah about her daughter Lakshmi. Ayah complains about Lakshmi and she beats her because she ran away to build herself a life of her choice despite getting married to the person arranged by Ayah. This behavior of Ayah's to her daughter shows that not only men but also women in Indian society accept that Women's duty can be only to her home and her family. Uma is the character who feels trapped in society's will. She is the victim of patriarchy. Women can not go out for pleasure or can not drink. When Uma and her cousin Rami went out for dinner, her mother's attitude towards her was

'You, you disgrace to the family – nothing but disgrace, ever!'. (p.85)

The word "Fasting" in the title is associated with Uma, where she doesn't have freedom in her life. She is made to deprive all her wishes with all others' opinions. Uma's only attempt as a rebellion was just jumping to the river. When they saved her from drowning, she didn't believe it. Because she doesn't have any value or freedom in her homeland, only a person with Indian roots can give life to these characters. As a person of Indian roots, Desai has channelized many people and has narrated the novel with all her fundamental influences.

In Indian culture it is true that men indeed have priority but the situation is complicated for men too. Society's enforcement is above both genders. Men are free, but they are obligated to take care of their families. They are proud of their mother and father, but no one asks them what they want. When Arun was born, Uma has been deprived of education,

because the son needed 'proper attention' just like Mama points out in chapter three. Uma states the situation like;

"He had not only made her his wife, he had made her the mother of his son. What honour, what status." (p.103)

It is a common idea of the society. Mama was proud and liked wearing a medal when Arun was born. Aspect of an object of Pride couldn't give Arun the life he wanted, he was trapped in a life planned by his parents. In the same way it happened with Uma.

The freedom that Arun seeks can be seen in his university dormitory. Because in that room, there was no family to decide and act on behalf of his name. There were no expectations from him. He was just Arun without family or a label. His search for absolute freedom and simplicity made him alone. Uma was feeling trapped because of different conditions. But the result was the same: both families' children were unhappy. Similarly, Uma felt the same effect of the dormitory when she was with Mari-masi in the temple. While she was walking and spending time around the river, she felt free. In chapter five, she claimed that she was happy. "Uma was pleased not to be noticed. She had never been more unsupervised or happier in her life. Being 'unsupervised' is only what both Uma and Arun seek in their lives.

Desai has penned down her Indian rooting through the character- Uma whereas Arun is the Western Influence of Desai. Even though Arun has

his freedom there arises Identity crises with the same Familial bond. This shows Desai's Division between past and present. But both have their own Identity search and that's the theory of diaspora.

The theory of diaspora portrayed through the characterization of Uma and Arun through two different cultures; characters suffer because of other subjects. Uma is a victim of perspective to women of Indian society. The Feeling of compulsion finds Arun in America too. Family structure in Indian and American cultures has various flows. Unity of parents in Uma's family does not consist of equality between wife and husband. It consists of the male domination idea of society. On the other hand, in the American side of the novel there is a huge gap between wife and husband and ignorance of captured members of this society shows the diaspora of Anita Desai, which is present as an American setting in the book. Thus "Diaspora of Anita Desai" is evident through the characters of Uma and Arun.

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DISABILITY, GENDER AND TRAUMA: A STUDY OF ANGELOU'S *THE CAGED BIRD*

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Abstract

*Disability as an academic discipline examines the nature, meaning and consequences of disability. Recent studies in the field have highlighted the intersectionality between disability and the oppression of female body. Feminist disability studies tries to situate disability experience in terms of rights and exclusion as it aspires to retrieve dismissed voices and misrepresented experiences. Maya Angelou, a celebrated black American author, has given voice to her female experience as a black living in America. She suffered selective mutism for over five years owing to sexual traumas she experienced as a young child. In the light of the above discussion, the paper aims to investigate into the psychological trauma experienced by Angelou as a result of the violence incurred upon her vis a vis her first autobiography, *The Caged Bird*. The paper will further explore: What was the society's response to her temporary disability? How did the personal care givers respond to her selective mutism? How did Angelou cope with the childhood trauma? The paper not only seeks to unveil the suffering the 'disabled subject' but also endeavors to highlight the way Angelou reclaims herself after the incident.*

Keywords: Disability, Trauma, Angelou, Gender

Disability as an academic discipline examines the nature, meaning and consequences of disability. Recent studies in the field have highlighted the intersectionality between disability and the oppression of female body. Its interdisciplinary nature establishes the relationship between disability studies and other minority fields of study. Feminist disability studies tries to situate disability experience in terms of rights and exclusion as it aspires to retrieve dismissed voices and misrepresented experiences (Thomson 1). The feminist discourse in disability highlights the complex relation between body and selves. It identifies the different social processes that lead to identity formation. Auto biographical representation of disability had been sporadic till 18th century. In its earliest form within the literary world of drama and fiction, disability was represented through third person, often anonymous accounts. This imaginative representation of disability often by non-disabled writers lacked

empathy and was marked by prejudice and hostility towards them. It was only during the latter half of the 19th century and early 20th century that autobiographical works of American women documenting their struggles with mental illness began to emerge. Such self-narratives witnessed a surge during the late twentieth century with several personal accounts of impairments suffered during the world wars coming to fore. In recent times, personal narratives of disability have been devoted to conditions like Down syndrome, autism, depression and like others. The growing number of autobiographies have served as a means of self-representation giving a voice to the disabled people. It has also helped to do away with several prejudices, myths and the feeling of pity and sympathy, usually associated with disabled bodies. Along with this, these writings have led to the increasing inclusion of the disabled people in public life through several legislative mandates.

Maya Angelou, a celebrated black American author, has given voice to her female experience as a black living in America through her autobiographies. She suffered selective mutism for over five years owing to sexual traumas she experienced as a young child. She has written seven autobiographies namely *I know Why the Caged Bird Sings* (1969), *Gather Together in My Name* (1974), *Singin' and Swinin' and Gettin' Merry Like Christmas* (1976), *The Heart of a Woman* (1981), *All God's Children Need Travelling Shoes* (1986), *A Song Flung upto Heaven* (2002), and *Mom and Me and Mom* (2013). It is in her first autobiography, *The Caged Bird*, that Angelou talks at length about her acquired disability and the way she is treated by her family and acquaintances during the period. One of the most celebrated autobiographies of Angelou, *The Caged Bird*, recounts the early life of Angelou giving a glimpse into her strength of character, love for literature and encounter with sexual violence and racism. It traces the experience of Angelou from a young girl of three years living in Stamps with her grandmother to a sixteen years old young mother.

The narrative begins by giving the readers a vivid description of a broken family where two young kids, Maya and Bailey are forced to move to Stamps to live with their grandmother (referred to as momma) after the separation of their parents. The kids suffer from anxiety disorder and Maya, as she is called lovingly by her brother, in her struggle finds solace in literature. As a child, she begins reading authors like Shakespeare and later becomes influenced by the works of black authors like W E B Du Bois and Dunbar. With growing incidents of racism in Stamps, at the age of eight, Maya along with Bailey are forced to move to St. Louis to live with their mother. The insecurities and anxieties of the children is revealed through the following lines:

Mother had prepared a place for us, and we went to it gratefully. We each had a room with a two-sheeted bed, plenty to eat and store-bought clothes to wear. And after all, she didn't have to do it. If we got on her nerves or if we were disobedient, she could always send us back to Stamps. The weight of

appreciation and the threat, which was never spoken, of a return to Momma were burdens that clogged my childish wits into impassivity. (51)

In the four chapters that follow after their relocation, Angelou gives a detailed description of the trauma inflicted on her at the hands of her predator, Mr. Freeman. Mr. Freeman was the boyfriend of Angelou's mother who was living with them in their new home. He was a Southerner who worked as a foreman and often came home after their mother had left. The childhood experience of separation from their parents at a young age and the difficult life at Stamps made the kids suffer from anxieties. Angelou notes, "Because of the lurid tales we read and our vivid imaginations and, probably, memories of our brief but hectic lives, Bailey and I were afflicted—he physically and I mentally. He stuttered, and I sweated through horrifying Nightmares." (53)

Angelou's mother decided to make her sleep with her and her partner owing to Angelou's nightmarish experiences. It is here that the sexual trauma begins. Mr. Freeman molests Maya and she being a child comprehends it as a sign of affection often associating the touch with fatherly warmth. Angelou recalls the experience, "Finally he was quiet, and then came the nice part. He held me so softly that I wished he wouldn't ever let me go. I felt at home. From the way he was holding me I knew he'd never let me go or let anything bad ever happen to me. This was probably my real father and we had found each other at last." (54)

After each act of molestation, Angelou was threatened of dire consequences if she dared to reveal the details of the incident to anybody. She never quite understood the intimidation but was scared that her violator may hurt her young brother. Soon she started reading more literature and pulp magazines and the imaginative world of literature provided her with a sense of calmness and belongingness. One evening when Maya is all by herself, Mr. Freeman rapes her and the violent act leaves her shattered. She compares the incident to death as she notes, "I thought I had died—I woke up

in a white-walled world, and it had to be heaven. “(58) The incident left her with fever and eventually in a hospital. She finally revealed the horrific incident to Brother Bailey as both cried inconsolably. It is here in the hospital that for the first time Angelou received attention from all family members. She writes, “I would have liked to stay in the hospital the rest of my life. Mother brought flowers and candy. Grandmother came with fruit and my uncles clumped around and around my bed, snorting like wild horses. When they were able to sneak Bailey in, he read to me for hours.”(61) Maya feels relieved after Mr. Freeman is arrested for his misdeeds but the courtroom proceedings leave her psychologically scarred. Being young, she by large fails to understand most of the questions posed to her during the trial and therefore she begins to use silence as a retreat. The discriminatory nature of law for blacks and especially women resulted in the quick acquittal of Mr. Freeman. After his release, he is murdered by someone. The news of his death serves as another blow to Maya’s young mind wherein she begins to attribute his death to her voice. She considers herself responsible for his death. She thought that her voice could kill anybody and therefore thought of never speaking again.

Maya is now relocated to Stamps considering the gravity of the situation. The loneliness of the place makes her mind relaxed during the initial days of her stay. Here Angelou begins to experience selective mutism and begins to live life like a recluse. She notes, “For a while I was the only recipient of Bailey’s kindness. It was not that he pitied me but that he felt we were in the same boat for different reasons, and that I could understand his frustration just as he could countenance my withdrawal.”(67) Maya felt as if people talked about the incident in whispers making her more withdrawn. Slowly, she failed to recall the names and details of familiar acquaintances. Most of her family members never understood Maya’s lack of willingness to

communicate but none of them ever made an attempt to speak to her about her mental agony. Her family chose never to speak of the rape and the murder. Though the members of her family were sympathetic towards her, they never provided her the strength to deal with the trauma. It is at this point in her life that Maya meets an educated woman, Mrs Bertha Flowers, who is a frequent visitor at her grandmother’s store. She writes, “For nearly a year, I sopped around the house, the Store, the school and the church, like an old biscuit, dirty and inedible. Then I met, or rather got to know, the lady who threw me my first life line.”(69)

Maya was profoundly impressed by her manners and behaviour and in one of the several conversations that they began to have, Maya understood the importance of communication. Mrs Flowers states, “Now no one is going to make you talk—possibly no one can. But bear in mind, language is man’s way of communicating with his fellow man and it is language alone which separates him from the lower animals.” (72) She gave Maya the attention that she needed and read out pages from literary works. In her company, Maya begins to unfastened the fetters she had tied around herself because of the guilt after the trauma. At the age of 13, nearly five years after the incident, Maya gradually began communicating again. On the insistence of Mrs. Flowers, she starts by reading poetry aloud which initiated her journey to recovery. She begins to relish literature once more and comes out as a stronger individual.

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HARMONY OF ARTS AND SCIENCE FOR SUSTAINABLE DEVELOPMENT

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Abstract

Art examines the universe through subjective interpretations, emotions, and other senses, whereas science uses rigorous observation, investigation, and analysis to try to comprehend and explain occurrences. The deep connection between Arts, the aesthetic and creativity and Science the logic and observation, transcends their apparent contrasts. They have a symbiotic relationship to enrich and influence one another in ways that are beyond human comprehension and inventiveness. The article is devoted to the study of new wave of Technical learning through the combination of Arts and Science as a factor and a mean of sustainable development of the modern society. The relationship between the Tamil peoples traditional practices, cultural heritage, social living and economical balance. Throughout history, thinkers, artists, and academics have been captivated by the deep and fascinating interaction between science and art. Despite their apparent differences, art and science are more related than one might first think. Through the engineering education a new wave is created by the educationist and scholars to combine the knowledge of Tamils and Technology. The skills and ideas used by the Sangam age people was revived and added to the syllabus of the engineering subjects. All the young engineering students are made to know about the heritage of Tamil people and aware of the technological standards of the ancient Tamil people. This addition portrays the combination of arts and science dependency and the need of the hour to make the people realize about the real talents of the Tamil people in socio-economic and scientific innovations.

Keywords: Technology, Tamils, Arts-Influence, Society, Development

The role of education in social and cultural life of a mankind is closely interconnected to strengthen and stipulate each other. The education system reflects the productive, social and political life of the society. It acts as a decisive factor of change when it follows the path of sustainable development. The common feature of the approaches developed to understanding and putting into practice the concept of sustainable development is technotronic and operational orientation.

The consciousness and assertiveness about Tamil identity can be attributed to several factors. The Tamil people have a rich cultural heritage, a long history, and a distinct language. There is a strong sense of identity and a desire to preserve and promote Tamil culture and language. There has been a focus on developing and utilizing technology that caters to the Tamil language. This includes the development of Tamil language software, websites,

and applications to make technology more accessible to Tamil speakers.

The technology of that time was centered on meeting the needs of a primarily agrarian society engaged in trade, with advancements in construction, agriculture, and maritime activities. The evidence for these technological aspects is gleaned from archaeological findings, ancient literature, and historical accounts of the period.

The Tamil people have a diverse and dynamic relationship with technology. Here are several aspects that highlight the relationship between Tamil people and technology. The dynamic integration of technology into various aspects of life continues to shape the way Tamil people engage with the modern world. The Sangam period saw the emergence of urban centers, known as "Pattinam" or "Mannai." These were well-planned cities with organized streets, residential areas, and public buildings.

The construction of such cities required a certain level of architectural and engineering knowledge.

Pottery is a form of artistic expression that transforms soil into tangible items. Pottery making holds a significant place in the cultural and artistic heritage of Tamilnadu with its origins tracking back to ancient times and its relevance documented in literary works and historical findings. There are ample information about pottery in Sangam Literature like Purananuru, Ingurunuru and kurunthogai. The craftsmanship and artistry of pottery have consistently been of excellent quality throughout the ages.

For the exceptional black pottery, the town of Kirigiri in the Vellore district of Tamilnadu has gained recognition through numerous international exhibitions. This fine art encompasses works that exhibit artifice and elegance, demonstrating a high level of craftsmanship. In the context of pottery, fine art refers to superior works that encompass specialized techniques and exquisite aesthetics. The crafted sculptures of animals, idols and natural objects, depict the Tamils knowledge, attitude and imagination.

In Tamilnadu the art of pottery has evolved in the form and sculpture. Artists use their imagination to create works depicts gods, humans, animals and birds, which are referred as objects of worship. The practice of idolatry has fueled the development and mastery of this art form, enhancing aesthetic appeal by the designs incorporated into artifacts. Showcasing its utility and significance, Pottery has been hailed as a pioneer in the realms of industry and science.

Scholars have recognized its pivotal role in history, attributing inventions such as wheel and kiln showcasing the ingenuity and progress of humanity, demonstrating the practical application of ideas and concepts. Pottery played a significant role in the early stages of education. The inscribed messages on wet lay using a nail like tool, served as a primitive form of books, carrying knowledge and imagination.

Architecture

The architectural development of ancient Tamil temples reflects a remarkable blend of artistic

proWess, religious significance, and technological innovation. Temple architecture with its roots thousands of years ago, holds a significant role in the findings of architectural techniques. Though many of the structures like houses, palaces, commercial buildings are made of perishable materials of the religious architecture, temples retained its prominence. The temples were engineered for stability and durability. Massive stone blocks were used, and complex interlocking mechanisms in the joints provided structural integrity, ensuring the longevity of these structures.

The influence of Tamilnadu's ruling kings left their imprint on the region's architecture leading o unique developments and ongoing innovations. Ancient people's usage of burnt earth, wood, mud, bamboo, straw, grass and bricks for construction, paved way for many advanced construction techniques.

In the ancient architecture, a temple tower commonly known as 'gopuram' is an impressive and intricate structure which exhibit significant height and dimensions, typically featuring multiple tiers that decrease in size as they ascend. The pallava period brought a new perspective and introduced innovative architectural systems. The carving of rocks utilizing large rocks from mountains for sustainable structures planned design created strong approaches to create sturdy and enduring structures to assess the durability and suitability for building purposes.

The Cholas' architectural wonders highlight their proficiency in constructing stone temples and their expertise in hydraulic engineering showcasing their brilliance in both artistic and functional aspects of architecture. The Temples, fortresses and palaces served as tangible evidence of the regions illustrious history, prosperity and profound expertise in engineering and scientific knowledge.

In the Rajaraja Chola's reign there were many evidences for the great temples of architectural features in carved sculptures with cultural identity and also based on scientific principles. Mamallapuram holds immense significance in this regard and recognized as a UNESCO heritage site,

showing the remarkable craftsmanship and architectural prowess of the Tamil people. The engineering techniques employed to lift the massive stones to a towering height of 216 feet surpass imagination and showcase incredible craftsmanship.

The Tamils possessed exceptional skills in constructing tanks and irrigation systems. Temples often incorporated advanced water management systems, including tanks and channels for collecting and distributing water. These systems served practical purposes for daily rituals and symbolized the integration of the temple with the community. Some temples were aligned with astronomical precision. The layout and positioning of certain temples were correlated with celestial events, demonstrating a keen understanding of astronomy.

Architectural features like pillars were strategically placed to create shadows during specific times of the day. This not only added to the visual appeal but also served practical purposes, offering relief from the heat. Temples served as repositories of art and culture, with intricate sculptures narrating mythological stories. The sculptural reliefs also played a role in educating the public about religious and moral values. The architectural technology of ancient Tamil temples not only showcased the skill of the builders but also demonstrated an integration of science, engineering, and spirituality. These temples stand as enduring symbols of a sophisticated civilization that valued both artistic expression and technological ingenuity.

Machines and Tools

In ancient battlefields, a diverse array of defensive weapons was utilized to ensure protection. Mechanical contraptions like spinning tops, spear throwers, sling projectiles and stone throwing machines were employed with in forts strategically engineered to gain an advantage. These weapons were the evidence of the brilliance of ancient warfare people with innovative spirit and advanced knowledge of time. The physical combat, archery skills, swordsmanship, courage and valor of the Tamil people was portrayed in many verses of the ancient poets of Tamilnadu.

The Tamils were skilled in the art of metal casting. They used molds made from clay and other materials to cast intricate shapes and designs. Metal casting techniques were employed in creating a variety of objects, including idols, utensils, and weapons. Excavations in Tamil Nadu have unearthed a variety of metal objects, including tools like axes, knives, and plows, as well as weapons like swords and spearheads. Additionally, metal artifacts such as jewelry, coins, and religious idols showcase the craftsmanship and metallurgical expertise of the ancient Tamils. The use of alloys, such as bronze, suggests a sophisticated understanding of metallurgy. Alloying metals allowed the ancient Tamils to create materials with improved properties, such as increased hardness and resistance to corrosion.

Coins played a crucial role in the ancient time which acted as exchange of goods and services. The printing of Coins using gold, silver, bronze, iron and copper showed the economic and social condition of the people. The coins in different forms and shapes portrayed the development of metals and casting techniques used by the great kings of that time. The varieties of beads like shell, conch, glass, flint, bone fragments, gems were discovered during the archaeological excavations. Pearls used as an jewel and also for medicinal purposes till date showcased the ocean knowledge of the ancient people. The hunting of pearl and the making of ornaments highlight the Tamil people's artistic supremacy and technical skills.

Metallurgy

Metallurgy was a significant technological achievement of the ancient Tamils. They were skilled in extracting and refining metals like gold, silver, copper, and iron. The Chera, Chola, and Pandya dynasties were known for their sophisticated metallurgical techniques. The Iron Age in Tamil Nadu witnessed advancements in iron smelting, resulting in the production of high-quality iron tools and weapons.

The Tamils were skilled in metalworking, producing various tools and artifacts using materials

such as iron, copper, and bronze. The presence of metal objects suggests a certain level of metallurgical knowledge. The people of Tamil Nadu in ancient times were skilled in metalworking and metallurgy, contributing to the production of various tools, artifacts, and objects made from metals such as iron, copper, and bronze. The knowledge of metallurgy was crucial for the development of tools and weapons, as well as for creating ornamental and utilitarian items.

The knowledge and skills in metalworking and metallurgy were integral to the technological advancements of ancient Tamil Nadu. The evidence of their metallurgical achievements can be found in archaeological discoveries and references in Sangam literature. The ancient Tamils displayed skill in crafting jewelry and decorative items using these precious metals. Goldsmiths and silversmiths created intricate designs, often seen in archaeological findings and mentioned in literary works. The ancient Tamils were expertise in gold and silver mining also.

Iron was a significant metal used by the ancient Tamils. The process of extracting iron from ore and forging it into tools and implements involved several steps. Iron tools, weapons, and agricultural implements were crafted using techniques such as smelting, forging, and tempering. The presence of iron objects in archaeological excavations indicates a developed understanding of ironworking. Copper and bronze were also extensively used by the ancient Tamils. Bronze, an alloy of copper and tin, was particularly important for making tools, weapons, and artifacts. The knowledge of alloying metals and casting techniques allowed the creation of durable and versatile items.

The ancient Tamil people displayed advanced technological knowledge in various domains, including coin making, lake maintenance, livestock management, and metallurgy. Tamil Nadu has a rich history of coinage. The ancient Tamils, particularly during the Chola and Pandya dynasties, were skilled in metalwork and minting coins. The coins featured intricate designs and inscriptions, showcasing metallurgical expertise.

Agriculture and Irrigation

The people of Tamil Nadu in ancient times were skilled agriculturists who developed and employed various agricultural technologies to support their agrarian society. The agricultural practices during ancient times in Tamil Nadu, particularly during the Sangam Age (around 300 BCE to 300 CE), were reflected in both the literary works and archaeological findings.

The Sangam Tamils were adept agriculturists, utilizing plows and other tools for cultivation. The ancient Tamil literature, particularly the Sangam poems, contains references to farming practices, indicating knowledge of agricultural technology. While the technology of ancient Tamil Nadu may not align with modern agricultural practices, the ancient Tamils exhibited a sustainable and resourceful approach to farming. Their knowledge of irrigation, cultivation tools, crop diversity, and land management contributed to the success of agriculture in the region during ancient times. This agricultural heritage continues to influence the farming practices in Tamil Nadu today.

The ancient Tamils excelled in lake maintenance and water management systems. Tanks, known as Eri, Kulam, Oorani and wells were constructed to collect and store rainwater and to harness and manage water resources. These water bodies helped to safeguard ground water, mitigating soil erosion and to preserve the surrounding environment. These irrigation systems were crucial for sustaining agriculture, especially during periods of erratic rainfall.

The technologies behind the construction of Mathagu, Maddai, Kalingu, Kumuzhithumbi system hold great significance. These reservoirs differ in terms of size, length, depth, method of water collection and method of water discharge. They consistently played a crucial role in preserving water quality up to present day. Advanced engineering and structural design ensured efficient water distribution for agriculture and community use. This indicates a practical understanding of hydraulic engineering for agricultural purposes.

The Tamils cultivated a variety of crops, including rice, millets, pulses, sugarcane, and various fruits and vegetables. The cultivation of different crops contributed to a diversified and sustainable agricultural system. The farmers used various plowing tools for cultivation. The plow, known as "Aruna," was drawn by bulls and helped in turning the soil for sowing seeds. Other tools like sickles and hoes were used for harvesting and weeding.

The Tamils practiced land management techniques such as crop rotation to maintain soil fertility. They also had a system of dividing land for cultivation, known as "Karai," which facilitated organized and efficient farming. Ancient Tamil literature, particularly Sangam poetry, contains references to gardens and horticultural practices. The cultivation of flowers, fruits, and medicinal plants was often mentioned, showcasing the knowledge of horticulture.

Livestock, including cattle, played a vital role in ancient Tamil society. Technological advancements in animal husbandry involved selective breeding, healthcare practices, and efficient management of grazing lands. Bulls played a significant role in agriculture, assisting in plowing fields. Cattle were also kept for milk, dung, and as a source of organic fertilizer. The integration of livestock into agricultural practices helped enhance productivity. The Tamils developed methods for storing and preserving grains. Traditional storage structures were designed to protect harvested crops from pests and environmental factors.

The Tamils were known for their maritime activities, engaging in trade with various cultures around the Indian Ocean. The construction of ships and navigation techniques attests to their maritime technology. The salinity, thermal condition, and pH value calculation showed the Tamil people's maritime knowledge which paved the proper and efficient way or new technological achievements and economic advancements. The art of fishery was playing an important role in the global economy as food as it has been the commercial livelihood of most of the people. The native occupation of the ancient people was hunting and fishing. There were many references available to know about the fishes and their medicinal values. By proper understanding of the climate and sea, Tamil people found that breeding fishes was an ideal technique to have the fish food always by fish drying method. In Sangam literature the lifestyle, food habits and hobbies of the fisher men were portrayed in many poems. Their innovations in various fields not only contributed to the prosperity of the region but also left a lasting impact on the cultural and technological heritage of Tamil Nadu.

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FINANCIAL CHALLENGES OF SMALL ENTERPRISES - A SPECIAL REFERENCE TO BAKERY SHOPS IN KERALA

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Abstract

Bakery shops are the businesses that can be started by any one with small investment and minimum infrastructure facility. A sound knowledge of financial management is essential for handling financial challenges related to the business. But due to the lack of knowledge in this field, it is often not possible to make clear decisions and this will cause huge financial losses to the business.

Keyword: *Financial Challenge*

Introduction

For Keralites bakery shops and bakery products are indispensable parts of daily life. There are many small and big bakery shops spread from far and wide of Kerala. It produces and markets a wide variety of dishes with varied flavors that appeal to everyone from small children to old people. Bakery products are bought not only for daily purpose but also during festivals and the celebrations to make the occasion more colorful. As with any business investment should be done with a lot of thought and consideration. Unwise investment can often lead to tremendous losses for the business. But the specialty of bakery unit is that anyone can start at any time with less investment and minimum infrastructure facility. Apart from that running of such business doesn't require much technical knowledge. . But at the same time bakery unit cannot be treated as the store houses of profits. Financial management is one of the core areas of business and the implementation of its principle in the right way and at the right time lead the business to profitability.

Starting a business is very easy but sustaining the same is very difficult. On the way forward with a business its owners often have to overcome many hurdles. As for business it needs to be well loved, will acquainted, will recognized and the bravely faced with adversity. In short it has to be said that one can reap profits from business if there is hard work and strong dedication. If this hard work is

accompanied by knowledge of finance, the profit will definitely double. In order to maximize profit and ensure financial stability owners have to manage the finance effectively. Creating a budget is the foundation of financial management in bakery business like any other. Business man should identify all expenses associated with the business including rent, taxes and wages and forecast the revenue based on sales projection. It is very important to monitor the cash flow, maintain adequate cash reserve and manage the account receivables and payables effectively. Financial performance should be analyzed to understand the strength and weakness. Even though bakery shops have high potential for development it often end up in a state of collapse due to severe financial problems. In this context the study makes an attempt to understand the financial challenges in detail.

Objective

The main objective of this study is to identify the financial challenges of small bakery units operating in Kerala.

Methodology

The study is descriptive and analytical in nature. 120 bakery units (60 from urban and 60 from rural) have been selected randomly and data was collected by using interview schedule.

Mode of Analysis

For the data analysis simple percentage analysis was used and Friedman test has been used for identifying the important challenges faced by bakery shops in Kerala.

Profile of the Sample Units

Table 1 Age of the owner

	Categories	Frequency	Percent
Age	18-35	32	26
	36-45	18	15
	46-55	38	32
	Above 55	32	27
	Total	120	100

Source: Primary data

Table 2 Gender of the owner

	Categories	Frequency	Percent
Gender	Male	87	73
	Female	33	27
	Total	120	100

Source: Primary data

Table 3 Area of Business

	Categories	Frequency	Percent
Area	Rural	60	50
	Urban	60	50
	Total	120	100

Table 4 Most significant financial Challenges

Challenges	Mean Rank
Shortage of finance	4.17
Increasing Cost burden	4.89
Debtors do not make regular payment	6.34
Lack of support from Government	5.89
Stiff Competition	5.60
Poor financial planning	5.21
No adequate return	5.63
Cash flow fluctuation	5.38

Fried man test:- Chi-square value 980.78; df 7, P value < 0.01

Analysis and Discussion

Table one shows that out of 120 respondents, the highest percent of 32 is recorded in 46-55 age category. As per Table 2 gender wise data shows that bakery units are mostly run by male (73percent). 50 percent each of the sample are taken from rural and urban area.

As per Table 4, it is clear that, based on the lowest mean ranks, the most critical problem faced by bakery shops in Kerala is shortage finance (Mean score:- 4.17). Second crucial challenge of bakery unit is increasing cost burden with corresponding mean score of 4.89. The lowest score is recorded in problem of bad debts with mean score of 6.34.

Major Challenges

Shortage of Finance

Lack of collateral security is a stumbling block for bakery owners who seek loans from banks and financial institutions. Due to the need for timely funds, such shop owners often rely on moneylenders in times of need.

Increasing Cost Burden

Changes in material and labor cost over time are certainly a significant challenge for bakery shops. Building taxes and license renewal fee related to Panchayath or Municipality are often a major hurdle for these shops. Since these shops deal in food or food related products, quality checks have to be carried out properly. Production oriented bakery units have to ensure the medical fitness of workers in every six months.

Lack of Business Experience

For expatriates who have lost their job due to corona, finding a job for livelihood was the most difficult thing. Many individuals started bakery shops because of the misconception that more practical knowledge was not required here. Due to lack of proper foresight and in-depth knowledge of business many units had to be shut down at the very beginning.

Problems of Bad Debts

Credit sales made by bakery units are very low as compared to other shops. Even so, bakery shops in rural areas sell goods on credit, at least to a small extent. Those units that sell goods on credit, are plagued by liquidity related problems due to non-payment by customers within the stipulated time.

Stiff Competition

As there are many shops operating in a given area, there is a strong competition among them. Therefore, it is a fact that these shops do not get the same level of profit they used to get in the previous years. In some cases, there are situations where even the cost cannot be covered by them.

Poor financial planning

Due to non-implementation of financial planning properly, bakery shops often face many problems. A financial plan is a budget that outlines the expected revenues and expenses for a specific period. Wrong decisions taken due to lack of financial plan lead the business to huge losses.

No adequate return

A lot of people are entering this sector because it can be started with less investment in this time of increasing unemployment. But due to competition among shops, an adequate return is not often obtained. Even if the Panchayat issues license for manufacturing and marketing of bakery products, vegetable shops and provision stores are selling small amounts of bakery products, they are a threat to them.

Conclusion

Bakery unit is a successful business venture for any individual if the principles of financial management are implemented properly. Funds have to be collected from appropriate sources at the right time and utilized the same in the right way. There should be significant reduction in taxes and other charges levied by government and other local bodies. Training programmes on financial management and practices should be arranged. Financial support of government, banks, and other financial institutions is very essential for the growth of such enterprises.

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CORRELATION BETWEEN LEARNER'S INTELLIGENCE AND THEIR PERFORMANCE: AN ANALYSIS OF ENGINEERING STUDENTS

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Abstract

The study of Multiple Intelligence has opened up various avenues in the teaching learning arena. It has shed light on the different intelligence of the learners. Consequently, their learning styles would be different and not the same for everyone. This idea has been the harbinger of many teaching learning tools in the education scenario. It has been the main reason for technology enabled teaching and learning set up. The present study hypothesized that learners' intelligence would correspond to their performance in their examinations. For instance, a learner who exhibits a particular intelligence would score better marks in that particular subject. Engineering college students' intelligence is correlated with their English language and Chemistry performance in the present study.

Keywords: *Multiple Intelligence and Learning Performance, Learning Style and Multiple Intelligence, Correlation between Multiple Intelligence and Performance*

Introduction

Intelligence was commonly associated with IQ until 1983 when Howard Gardner introduced Multiple Intelligence. It consists of nine intelligence which is supposed to be possessed by individuals according to Gardner. Initially, there were only eight intelligences but later on in 1999 ninth intelligence was added by Gardner. These intelligences were identified as the learning styles and preferences by many academicians. In fact, introduction of various teaching learning methodologies was justified by the difference in the learning style of the learners. The present study tries to fathom the correlation between Multiple Intelligence and the learners' performance. The learners from engineering college are taken up for the current study.

Background to the Study

English introduced for engineering students is titled Professional English, Technical English and the books are titled English for engineers. A clear

indication that the learners are learning English for a specific purpose and they need to be taught only in a particular way. In the first year of college, soon after their school, learners are exposed to English where the context is technical. Learners are expected to use language in a technical context, to be specific they have to use language in a scientific context, hence science related content is introduced to teach English. Further, students are admitted to engineering colleges based on their scores in physics, chemistry and mathematics. Hence, these learners are believed to be good in the above basic sciences with the exception of biology as many of them do not study them in their schools. The content is introduced with the basic idea that learners would learn well when they are introduced to a content that they are familiar with. Hence, the present study tries to identify if their learning styles or their intelligence matches with their performance in English and Chemistry, one of the basic sciences subjects.

Review of Literature

Ahvan, Y. R. et al. (2016) have studied about the correlation of multiple intelligence with that of the achievements of the secondary students. They did the study with 270 school students using Gardner's multiple intelligence theory. They found that out of the eight, but for the musical intelligence, other seven intelligences had significant positive correlation with academic achievement. Whereas musical intelligence had negative correlation with academic achievements. Likewise, visual-spatial, verbal-linguistic and interpersonal data was helpful in predicting academic performance achievement.

Mendis, S A. et. al. (2019) in their article titled "The impact of multiple intelligences on individual work performance and the role of generations," have made research on the impact of multiple intelligence on work performance of managers. Further, a study is also made on the different generations and the corresponding correlation. The two generations taken up for study were the X and Y generations. Both multiple intelligence and individual performance were assessed using available standard questionnaires. It was found that there was significant correlation between multiple intelligence and individual work performance. Likewise, with regard to generations it was found that Correlation was more evident with Y generation than the X generation.

Luis, M R. Perez et. al (2014) conducted study with 480 (four hundred and eighty) secondary school students to find the correlation between their intelligences and their motor skills and academic performances. It was found that logical-mathematical intelligence exhibited correlation with their academic performance. Further, motor skills performance correlated with their bodily-kinesthetic intelligence. Likewise, as was found in the later study in 2016 here also musical intelligence did not correlate with their academic performance.

Hypothesis

The study hypothesizes that performance of learners in language and science exams will be in correlation with their intelligence in linguistic and logical mathematical aspects.

Research Questions

1. Does language and science (Chemistry) scores in their examination correlate with their Linguistic and Logic-mathematical intelligence?
2. Do learners who are intelligent in linguistics exhibit the intelligence in logical-mathematical also?

Methodology

Some 100 students from two classes of Civil and ECE students were introduced to the concept of multiple intelligence in a lecture session. After which they were asked to volunteer for taking the multiple Intelligence questionnaire created by Armstrong (1999) based on Gardner's Theory of Multiple Intelligence (the one to assess eight intelligence). Their higher secondary and first year scores of science subjects and language were also collected. The questionnaire thus collected were analyzed to find the intelligence and later they were correlated with marks obtained by the learners. As the learners taken up for the study were only minimal the values were manually correlated. The tools of Excel sheets were used to find the intelligence score from out of 80 statements. These were correlated with the scores by comparing the mean of the scores

Discussion & Findings

Howard Gardner was the first person to talk about intelligence other than IQ (Intelligent Quotient). According to him, people in the world were different individually and they had different intelligences. In the history of mankind, for the first time it was said that people who had less IQ were also intelligent. The only difference was that they had different intelligence. Further, according to him, it was not one intelligence but a set of intelligence that people had. He published a book on Theory of Intelligence in 1983, where he explains the eight intelligences. His eight intelligence consists of Linguistic, Logical-Mathematical, Spatial, Bodily-Kinesthetic, Musical, Interpersonal, Intrapersonal and Naturalist.

Linguistic intelligence refers to people who are smart with words and language. These people became writers, novelist and lyricists. The second

category is Logical-Mathematical, where people are good with logic and mathematics, these were people who became scientists and theorists. The third intelligence is Visual-Spatial, who are good with organizing space and pictures. These experts become painters and sculptors. The fourth variety of people are termed Bodily-Kinesthetic. They can exhibit bodily skills and excel in sports, martial arts and gymnastics. The fifth intelligence is termed Musical, as the term indicates this intelligence is the cause of musicians, people who create and criticize music professionally. The sixth type of intelligence are good with people, and it is termed interpersonal. These people are good with handling human relationships. The seventh type of intelligence is intrapersonal, refers to people who know oneself more. Mostly, these are people who create theories about people who know how human beings think and live. The eighth and last type of intelligence is Naturalist, it refers to people who are good with nature, like plants and animals.

All the questionnaire and explanations mostly deal with these eight intelligences. Though in 1999, Gardner talks about yet another intelligence namely Existentialist, it is rarely found in questionnaires related to MI. The current study deals with the questionnaire created for identifying the style of individual's intelligence from among the available eight intelligence. This questionnaire comes with the warning statement that it is not to test the eight intelligences, rather it is to identify the tendency of the learner and their intelligence. Hence, this questionnaire is taken up for the current study.

The questionnaire is titled MI7. It consists of 80 questions with 10 questions for each of the 8 intelligences. Each statement has two options of yes and no as its answer. The method analysis states that the number of yes to the statements indicate that the individual is inclined towards that intelligence. Hence out of the 10 statements for each of the intelligence the more number 'yes' decides their intelligence. The statements are shuffled and arranged in such a way that no two statements related to one intelligence is placed next to one another. This makes it an authentic and valid questionnaire.

There were 36 students who recorded their answers to the questionnaire. Out of the 80 statements that had options as either yes, or no, 3 students have not opted for any answers and these belong to the 4th and 6th intelligence. Those data were left off and the rest of the data was taken for consideration and used for analysis. The total number of 'yes' to a particular intelligence is taken as an indicator of the candidate possessing that intelligence. Out of the total candidates 25% recorded 3 intelligences, 50% recorded 4 intelligences and 25% recorded 5 and above intelligences.

The current study concentrated on the language marks and Chemistry marks and their corresponding intelligence, namely Linguistics and Logical – Mathematical. It is normally assumed that language experts are rarely good with mathematics. Hence, those two were taken into consideration. Further, these were engineering students who are required to learn English language as part of their curriculum. A fact has to be stated here that language is taught not for the purpose of artistic or creative nature. The main purpose of language learning is to use it for the purpose of written and spoken communication to communicate the engineering thoughts.

It was found that the language scores in their twelfth were very good than their college scores. With regard to correlation, there was correlation found for 60% of the learners with that of their language scores and their linguistic intelligence. 40% of the scores did not correlate with that of intelligence and language scores. When it came to the correlation between Chemistry and logical-mathematical intelligence, it is found that 92% of the science scores correlated with that of the logical-mathematical intelligence. Only 8% of the scores did not correlate with that of the intelligence.

Validation of the Hypothesis

The study hypothesized that there is correlation between score in a particular intelligence and the scores taken by learners in the relevant subject.

Here it is found that with regard to Chemistry, 92% of correlation is found with the examination scores and their intelligence

With regard to language only 60% of the learners' score correlate with that of Linguistic intelligence

Scope of Study and Limitations

The study was conducted only for a small strength of 36 students. It can be conducted for more numbers before any generalizations can be made. Further, the marks in the higher secondary and college by itself shows variation. In some cases, there is no correlation between higher secondary marks and college marks or the intelligence. Correlation is found only with college marks and intelligence scores. This could be because of the assessment pattern. In college, learners are not spoon-fed, they need to apply their learned knowledge. Whereas in higher secondary board exams most of the times students learn and relearn umpteen number of times that it almost become rote learning. Likewise, language assessment is not mostly skill based, further language intelligence is all about being creative but here it is mostly communication oriented.

Conclusion

Multiple intelligence theory has shown a different perspective of a person's knowledge and individual mental makeup especially their intelligence. It surely will have an impact on their learning choices and their performance levels. But, in the absence of authentic research support its application is limited.

From real world, we know that popular personalities who are not good in education have achieved enormous success in one of the above intelligences. Hence, more research needs to be done with multiple intelligence and performance level to clearly authenticate it. Rubrics for performance in various subjects is as important as the assessment pattern for it to be correlated with that of the intelligences.

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NOURISHING LIVELIHOODS AND NUTRITIONAL DIVERSITY IN MADRAS PROVINCE (1942-1945)

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Abstract

The agricultural landscape of Madras Province from 1942-45 reflected a complex interplay of geographical, socio-economic, and dietary factors. This research delves into the multifaceted dynamics of agriculture in Madras, exploring cultivation practices, dietary essentials, and the intricate balance between food production and consumption. The study reveals that Madras was predominantly an agrarian province, with a significant proportion of its population directly involved in agricultural activities. Despite the extensive landmass, the province faced limitations in expanding cultivation, necessitating strategies to maximize productivity per acre. Examining specific crops, rice and millet cultivation landscapes exhibited nuanced geographical distributions, with rice predominantly cultivated in irrigated lands and millets in dry areas. The research also highlights the cultivation and utilization of essential fats and proteins playing crucial roles in the local food supply chain. This study provides valuable insights into the historical agricultural landscape of Madras Province, shedding light on the complex interconnections between agriculture and dietary habits that shaped the region's food security and nutritional landscape during the mid-20th century.

Keywords: Dietary Demographics, Agricultural Cultivation and Nutrition

Introduction

The agricultural landscape of Madras Province stands as a testament to the intricate interplay between geography, climate, and socio-economic dynamics, shaping not only the province's physical terrain but also its cultural and nutritional fabric. From the fertile deltas of major rivers to the arid inland districts, Madras Province grappled with the challenges and opportunities presented by its tropical climate, reflected in the multifaceted allocation of land for agricultural purposes. Within this vast expanse, agriculture emerged as the lifeblood of Madras, sustaining the livelihoods of millions directly involved in cultivation and serving as a cornerstone of the province's economy. This research delves into the intricate dynamics of Madras Province's agricultural landscape, exploring the cultivation practices and dietary essentials inherent to the region. Through a comprehensive examination spanning the years 1942-45, this study aims to unravel the nuances of agricultural production, consumption patterns, and the role of agriculture in shaping the nutritional landscape of Madras.

Research Methodology

The research method for the study involves conducting a literature review and collecting data from various sources like census records and archives. The analysis combines quantitative and qualitative methods to understand trends within the historical context of British India to explore variations in agricultural practices and dietary habits across the province.

Agricultural Landscape of Madras Province

Madras Province, covering a vast area of 79.93 million acres, was a significant part of British India, constituting about 1/13th of the total land. Positioned in the tropical belt between latitudes 8° north to 18° north, it faced challenges and opportunities due to its climate. Out of this area, around 40.8 million acres were used for agriculture, while the rest served other purposes like forests or common areas. Despite its size, only about 31.58 million acres were cultivated, highlighting the need to maximize productivity per acre. Over the three years leading up to 1944-45, the cultivated area remained consistent, emphasizing the importance of sustainable agricultural practices.

In terms of population, there was significant growth from 1931 to 1941, indicating a need to balance agricultural productivity with the increasing demand from a growing populace. Madras Province was mainly agricultural, with two systems: ryotwari and Zamindari. These systems reflected the diverse agricultural practices in Madras. The province faced challenges in food administration due to its large number of small-scale producers. It had to gather small surpluses from many cultivators to meet the population's needs, managing a decentralized agricultural network. This unique landscape shaped Madras approach to food administration, distinguishing it from both import-dependent nations and agricultural surplus giants.

Cultivating Practices and Dietary Essentials

Madras, with its vast expanse of land, remained deeply rooted in agriculture, a sector that significantly shaped the livelihoods of its populace. Among the millions of residents, an overwhelming 71% maintained direct connections to agriculture, either as cultivators or as labourers involved in the intricate process of tending to the fertile soil. Delving into the agricultural landscape from 1942-43 to 1944-45, the region witnessed an average cultivation area of 31.58 million acres. Notably, the lion's share of this expanse, comprising 84.37%, was dedicated to major food crops, including essential staples such as food grains and pulses. This underscored the pivotal role agriculture played in sustaining both the rural and urban populations of Madras.

The cornerstone of any diet was the carbohydrate element, a dietary component of paramount importance. This significance became even more pronounced in regions where the standard of living was comparatively lower, as carbohydrates tended to play a more dominant role in the overall dietary composition than protective foodstuffs. This dietary trend underwent a shift in areas characterized by higher incomes. Consequently, it was not surprising that a substantial portion of cultivated land in such regions was dedicated to the cultivation of food crops, with a particular emphasis on staples like

paddy and millets. Examining the specific period under consideration, the average annual area under paddy cultivation was 10.774 million acres. In addition, other food grains, notably millets, occupied an average annual area of 15.869 million acres. However, the cultivation of wheat, which is better suited to temperate lands, was not as extensive, with only 12,245 acres dedicated to wheat in the year 1945-46.

Despite the significant allocation of cultivated land for food grains, a noteworthy observation is that the province fell short of producing enough to meet its requirements. For instance, the average production of rice in the three years ending 1944-45 was recorded at 4.8665 million tons, while millets contributed 2.651 million tons. It became evident that, despite a substantial proportion of cultivated land being dedicated to food grain production, there was a significant dependency on imports to meet the region's dietary needs. This reliance on external sources was particularly pronounced in the pre-war years, where imports from other parts of India and overseas played a pivotal role in maintaining a balance between production and consumption, notably for rice and millets. The intricacies of this dependency on external sources shed light on the province's food security landscape during the specified period.

Rice and Millet Cultivation Landscape

The province's rice cultivation landscape was predominantly characterized by the use of irrigated lands, with a substantial majority of the 10.775 million acres dedicated to paddy being under irrigation. The remaining 2.254 million acres represented un-irrigated cultivation. The choice of cultivating rice as an irrigated crop significantly influenced the geographical distribution of rice farming within the province. While some irrigated paddy fields relied on water from wells and smaller tanks in the inland districts, the bulk of irrigated paddy cultivation took place in the ayacuts of large tanks situated near the seas and in the expansive deltas of the three major rivers namely Godavari,

Krishna, and Cauvery. This strategic utilization of water resources in these specific locations contributed to the province's overall rice productivity. Out of the province's total rice production, which typically amounted to 4.8665 million tons, a substantial portion, approximately 1.677 million tons, was concentrated in four specific districts: East Godavari, West Godavari, Krishna, and Tanjore. These districts were characterized by their coverage of the deltas and irrigation systems associated with the three major rivers. Importantly, these four districts not only fulfilled their own rice consumption needs but also emerged as surplus producers, exporting rice to regions facing shortages, such as the Ceded districts, the southern part of the province, and the West Coast.

The cultivation patterns of millets within the province exhibited a nuanced geographical distribution, diverging significantly from the concentrated cultivation observed in rice. Approximately 63% of the province's population, predominantly included rice in their dietary preferences. Conversely, the remaining 37% of the populace was inclined towards millets, with a discernible trend indicating a gradual shift towards an increased preference for rice consumption. Interestingly, the districts identified as major rice-exporting regions, particularly the delta districts, also emerged as pivotal areas for the cultivation of millets. In contrast, inland districts, characterized by a higher proportion of dry land, played a central role in contributing to the province's millet production. The cultivation landscape of millets was notably characterized by the active participation of small-scale subsistence producers.

Examining the specific districts involved, those that stood out as chief millet consumers encompassed Visakhapatnam, the Ceded districts, Guntur, Nellore, South Arcot, Chittoor, North Arcot, Salem, Coimbatore, Tiruchirappalli, Madurai, Ramnad, and Tirunelveli. In contrast, the primary millet-exporting districts within the province included East Godavari, West Godavari, Krishna, and Tanjore. Despite these districts exhibiting comparatively lower millet production, their capacity to export substantial quantities was attributed to the

remarkably small percentage of the total population that actively consumed millet.

Protein Sources in Dietary Demographics

In the Madras Province, dietary preferences revealed a distinctive divide, with around 12 per cent of the population adhering to a vegetarian lifestyle, while the majority embraced a non-vegetarian diet. The significance of this demographic distribution became more apparent when considering the dietary habits and nutritional sources in the region. For those who followed a vegetarian diet, pulses emerged as the principal source of protein. The province's pulse production, standing at an average of 2,54,800 tons, translated to 5802 oz per adult per day. However, the Famine Enquiry Commission of 1945 posited that an adequate and balanced diet should encompass at least 3 ounces of pulses daily. Preceding the onset of wartime disruptions, the deficiency in pulse production was partially offset by imports from other provinces. Notably, in the 5-year period concluding in 1941-42, net imports averaged a substantial 2,46,000 tons per year. Despite these imports, the per capita consumption of pulses reached an average of approximately 12 ounces per adult per day.

The protein consumption patterns of the non-vegetarian population, constituting approximately 88% of the total, were predominantly centred around meat consumption. Among the various sources of meat, goat and sheep emerged as the primary choices. The province witnessed an annual consumption of approximately five million sheep and three million goats. These figures offered a nuanced perspective on the scale of meat consumption, emphasizing the integral role that goat and sheep played in meeting the protein needs of the population. It became even more apparent when considering the per capita consumption of animal protein. The estimated monthly intake was roughly 4-7 ounces or 28 grams per adult, underscoring the substantial contribution of goat and sheep meat to the protein requirements of the non-vegetarian demographic.

Cultivation and Utilization of Essential Fats

Madras Province stood as a noteworthy contributor to the production of essential dietary fats, a crucial component of human nutrition. While the region demonstrated strength in fat production, it faced challenges in meeting the demands for carbohydrates and proteins. The cornerstone of fat production in Madras Province lay in the cultivation of groundnut, with an impressive average yield of 16,19,000 tons of unshelled nuts over three years culminating in 1944-45. Despite this prolific production, a nuanced situation unfolded when it came to consumption. A noteworthy 3.743 million acres were set aside for groundnut cultivation. Although primarily considered a non-food crop, groundnut's significance lay in its oil yield, which found utilization as a component in the local food supply chain. Groundnut, primarily cultivated for commercial purposes, saw only a fraction of its output approximately 65,000 tons of nuts and 2,00,000 tons of groundnut oil utilized for direct food consumption. This dual nature of groundnut as both a commercial crop and a source of nutrition underscored the complex interplay between economic considerations and dietary needs.

Further enriching the landscape of edible oils, Madras Province witnessed the cultivation of other crucial varieties such as gingelly and coconut. The demand for these oils for civil consumption was substantial, with an annual requirement of around 68,000 tons of coconut oil and 43,000 tons of gingelly oil. These oils, woven into the culinary fabric of the province, contributed significantly to the overall dietary fat intake. Delving into the broader spectrum, the aggregate consumption of vegetable oils within the province extended beyond the primary sources mentioned earlier. This encapsulated the multifaceted nature of dietary fat intake, incorporating not just raw oils but also processed derivatives, signifying the evolving culinary habits within the region. On the flip side, when the focus shifted to animal oils, particularly ghee, a tale of imbalance unfolded. Ghee, a staple in the diet of higher-income groups, saw an annual production of 40,210 tons. However, the consumption figure of

36,120 tons highlighted a notable gap between production and demand. This disparity indicated potential challenges in ensuring equitable distribution and access to this traditional and culturally significant source of dietary fat.

Nutrition and Dietary Role of Fruit and Root Crop

The province of Madras exhibited a noteworthy agricultural landscape, particularly in the production of fruit, which played a crucial role in catering to the local populace. The cultivation practices encompassed an extensive area, with a standard yearly cultivation of 7,40,750 acres dedicated to fruit and root crops, excluding coconuts. Concurrently, coconuts occupied an additional 6,06,290 acres annually, contributing significantly to the province's agricultural output. The fruits cultivated in Madras were not only abundant but also nutritionally rich, particularly in essential vitamins such as vitamin C. This nutritional profile held considerable significance as it supplemented the carbohydrate content of the diet of South Indians, primarily derived from the consumption of food grains and pulses. Leading the array of fruit crops was the plantain, with a substantial normal yield of about 8,47,510 tons per year. This versatile fruit not only added diversity to the local diet but also contributed significantly to the province's agricultural economy. Following closely in importance was the mango, with an annual production of 7,00,830 tons, adding a burst of flavour and nutritional benefits to the local cuisine.

Shifting focus to vegetables, Madras took pride in the substantial production of onions, reaching an impressive annual figure of about 1,94,000 tons. These onions not only formed a staple in the local culinary landscape but also played a vital role in the agricultural economy. Additionally, other vegetables like sweet potatoes, potatoes, and tapioca were cultivated in Madras, each with its unique contribution to the province's agricultural diversity. While these vegetables might have had a relatively low carbohydrate content and were predominantly

composed of water, their importance lay in their ability to complement the carbohydrate intake derived from food grains, thereby providing a well-rounded and nutritionally balanced diet for the residents of Madras.

Conclusion

The cultivation practices and dietary essentials of Madras reflected the region's reliance on staple food crops like rice and millet to sustain its populace. Despite significant allocations of land for food grain production, the province often fell short of meeting its dietary requirements, leading to dependency on imports. Rice cultivation, predominantly irrigated, thrived in specific geographical locations, while millet cultivation exhibited a more dispersed pattern, with inland districts playing a crucial role. Overall, the agricultural landscape of Madras Province was a complex tapestry of cultivation practices, and dietary preferences, highlighting the intricate interplay between food production, consumption, and sustainability in the region's history.

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SOWING SEEDS OF CHANGE: RAJAJI'S GANDHI ASHRAM AND ITS IMPACT ON SOCIAL WELFARE

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Abstract

This paper delves into the transformative reform movement initiated by the Gandhi Ashram in Tiruchengode, which has endured as a steadfast institution dedicated to combatting social injustice. Established as an experimental endeavour by Rajaji in 1925 with its core objectives centred around social upliftment, and the eradication of societal ills, the Ashram embedded itself deeply within the rural community's ethos. Embracing Gandhian constructive programs, the Ashram embarked on a multifaceted mission to combat social injustices and promote rural development. The study explores the initiatives undertaken by the ashram such as Khadi promotion, medical relief efforts, and prohibition campaigns, the Ashram addressed the multifaceted challenges facing Indian society, embodying the spirit of self-reliance and collective welfare. By examining the objectives, actions, and impact of this institution, the study unravels a tapestry of resilience, compassion, and collective endeavour that continues to inspire generations in the pursuit of a more just and equitable society.

Keywords: Gandhi Ashram, Social Inclusion, Prohibition, Rural Development, and Khadi Promotion

Introduction

Gandhi embarked on his transformative journey at Sabarmati, establishing it as a haven for the socially marginalized. In a parallel effort, Rajaji pioneered his vision within the precincts of the erstwhile Salem district, birthing the renowned Gandhi Ashram. Both these bastions of social reform played pivotal roles in shaping the political landscape of our nation. In the annals of this narrative lies the convergence of ideologies and actions, symbolized by the establishment of the Gandhi Ashram in Pudupalayam, a humble hamlet nestled within the Tiruchengode taluk of what is now Namakkal district. Rajaji's pioneering efforts mirrored Gandhi's ethos, channelling energies towards social reform, rural development, and the crusade against alcoholism. Through initiatives deeply rooted in compassion and solidarity, Rajaji sought to dismantle barriers of caste-based discrimination and empower marginalized communities, exemplifying a commitment to inclusive progress.

Rathnasabhapathy (1888-1930), a visionary Mittadar of Pudupalayam, generously donated four acres of land to inaugurate an Ashram aligned with Gandhi's principles. Originally conceived as a

branch of the Gandhi Seva Sangh, dedicated to the service of the nation, this institution burgeoned into an independent entity, officially registered in June 1959. The inaugural ceremony on 6th February 1925, marked a significant milestone in the annals of history. Notable luminaries such as Periyar and K. Santhanam graced the occasion, lending their esteemed presence to the auspicious commencement of this noble endeavour. As a bastion of Gandhi's philosophy, the Ashram not only served as a sanctuary for the marginalized but also emerged as a beacon of hope, advocating for robust employment opportunities, social upliftment, and the eradication of societal ills such as untouchability.

Research Methodology

This research article employs a qualitative research to investigate the historical significance, impact, and legacy of the Gandhi Ashram in Pudupalayam. Through extensive examination of primary sources the study aims to elucidate the ideologies, initiatives, and achievements of the Ashram in promoting social reform, rural development, and Gandhian principles. Thematic analysis will be employed to identify

recurring themes such as Khadi promotion, anti-untouchability campaigns, prohibition, and medical relief efforts. The findings will contribute to a deeper understanding of the Ashram's role as a catalyst for social change and community empowerment by highlighting the Gandhian ideals in addressing societal challenges.

Ashram's Mission and Goals

- Facilitate robust employment opportunities for landless labourers and marginalised communities via the promotion of Khadi and village industries.
- Elevate the social standing of historically disadvantaged groups and depressed classes.
- Strive for the complete cessation of alcohol consumption, aiming for societal well-being and sobriety.
- Combat untouchability practices entrenched in society.
- Foster adult literacy through innovative educational techniques.
- Extend essential healthcare services to rural populations.
- Ensure access to safe drinking water by establishing protected wells in villages.

Enduring Efforts for Social Inclusion

The Ashram served as a sanctuary for individuals from socially backward classes who were subjected to discrimination and persecution in society. Founded on the principles of compassion and solidarity, the Ashram provided a haven where individuals could seek refuge and support. The decision to establish the Ashram reflected a profound commitment to addressing the root causes of social inequality and fostering a sense of belonging among marginalized communities. The Anti-untouchability movement emerged as a pivotal force in India's struggle for social justice and equality. Rooted in the principles of human dignity and equality, this movement sought to challenge the deeply entrenched caste-based discrimination prevalent in society. It provided a platform for marginalized communities, particularly

those labelled as "untouchables" or Dalits, to assert their rights and demand recognition as equal members of society. Leaders like Mahatma Gandhi, Dr. B.R. Ambedkar, and Rajaji played instrumental roles in galvanizing support for this movement across the country.

In the southern region of India, Rajaji emerged as a prominent figure in the fight against untouchability. His commitment to social reform and his unwavering dedication to uplifting the oppressed communities earned him widespread admiration and respect. Through his speeches, writings, and grassroots activism, Rajaji sought to raise awareness about the injustices faced by socially backward classes and mobilize support for their cause. His efforts laid the foundation for a more inclusive and egalitarian society in the region. Rajaji's vision of rural development emphasized the importance of addressing social inequities at the grassroots level. He understood that true progress could only be achieved by strengthening the foundation of society and ensuring that every individual had the opportunity to thrive.

The living conditions faced by socially backward classes during this period were dire and often characterized by extreme poverty and deprivation. The mere act of asserting basic rights, such as wearing footwear or seeking shelter, could invite violent reprisals from dominant caste groups. The Ashram's residents were no strangers to such hostility, yet they remained steadfast in their pursuit of dignity and justice. Recognizing the urgent need to improve the living standards of marginalized communities, the Ashram undertook various initiatives aimed at addressing their basic needs. This included the construction of housing units to alleviate overcrowding, the digging of new wells to ensure access to clean drinking water, and the establishment of schools to provide education to children from socially backward slums. Additionally, the distribution of scholarships and Khadi clothing helped empower individuals and enable them to break free from the cycle of poverty. The inauguration of the first socially backward class

hostel marked a significant expansion of the Ashram's efforts to empower marginalized communities. Situated in Tiruchengode and made possible through generous donations, the hostel provided accommodation and support to backward class students pursuing their education. This initiative underscored Rajaji's commitment to investing in the future generation and equipping them with the tools they needed to succeed. Through initiatives like the Ashram and the hostel, Rajaji sought to create a more inclusive and equitable society where every person, regardless of caste or social status, could realize their full potential.

Crusade against Prohibition

Rajaji's crusade against alcoholic beverages stemmed from a deep-rooted conviction in the detrimental effects of alcoholism on individuals and society at large. His advocacy for strict prohibition measures was not merely a political stance but a moral imperative deeply ingrained in his ethos. As the Secretary of the Prohibition League of India and a key member of the Congress Party's Anti-drink campaign, Rajaji wielded considerable influence in shaping public opinion on the issue of alcohol consumption. His multifaceted approach included legislative advocacy, grassroots mobilization, and public awareness campaigns. Rajaji understood the importance of reaching out to people in their vernacular languages, hence his publications in both Tamil and English aimed at disseminating information about the perils of alcoholism and the benefits of prohibition.

One of Rajaji's notable contributions was the publication of "Vimochanam" in Tamil and "Prohibition" in English, which served as seminal works in the prohibition movement. These publications not only provided factual information but also appealed to the moral conscience of the readers, urging them to join the cause against alcoholism. Additionally, his book "Kal Oliga" served as a comprehensive guide for activists, outlining the practical steps needed to implement and enforce prohibition effectively. Rajaji's commitment

to the cause of prohibition extended beyond mere rhetoric. He actively engaged with communities, particularly in rural areas, employing innovative methods such as using cartoons to depict the adverse effects of alcohol consumption. These cartoons, displayed in villages around the ashram, served as powerful tools for education and persuasion, resonating with people across different socio-economic strata.

Even after India gained independence, Rajaji remained steadfast in his commitment to the cause of prohibition. The State-level Prohibition Conference organized by the ashram in Salem in 1972 highlighted the enduring relevance of the issue. Furthermore, the 300 km Padayatra organized in 1978, spanning from Madras to Thorappalli, underscored the continued importance of prohibition, Khadi and village industries in fostering rural development and self-sufficiency. Rajaji's contributions to the prohibition movement in India were profound and multifaceted. Through his leadership, advocacy, and grassroots activism, he left an indelible mark on Indian society, promoting social reform and the well-being of its citizens. His legacy continues to inspire generations of activists and policymakers in their quest for a healthier, more equitable society.

Pioneering Medical Relief Efforts

On 14 July 1928, a significant milestone in the history of healthcare was marked with the inauguration of a dedicated hospital building by the esteemed Dr. P. C. Ray, a distinguished scientist hailing from Calcutta. This establishment stood as a beacon of hope, poised to address the pressing medical needs of the community. Under the visionary leadership of Dr. Y. Tiphagne of France, the noble mission of leprosy relief work was reignited and fervently pursued within the premises of the Ashram. Dr. Tiphagne's unwavering dedication served as a guiding light, with the headquarters stationed at Salem, orchestrating efforts to combat this ancient affliction. A particularly touching aspect of the Ashram's compassionate outreach was the provision

of transportation assistance for children afflicted with leprosy. Recognizing the importance of access to medical care, these children were graciously provided with bus fare to facilitate their journey to and from the Ashram hospital, ensuring they received the attention and treatment they deserved. In December 1929, the commitment to advancing medical expertise took a significant leap forward with the dispatch of Dr. K. Ranganathan, an esteemed eye specialist from Gandhi Ashram, to the Tropical School in Calcutta. Dr. Ranganathan's immersion in training focused on leprosy and skin diseases epitomized the Ashram's dedication to nurturing specialized skills and knowledge, further strengthening their ability to serve the community with compassion and excellence.

Khadi and the Gandhi Ashram Legacy

Khadi emerged as a symbolic representation of India's struggle for independence, embodying the spirit of self-reliance and resistance against British colonial rule. From its inception, the Ashram dedicated itself to promoting Khadi as a means of economic empowerment and cultural revival. Led by visionaries like Mahatma Gandhi, the Ashram prioritized Khadi work as a form of peaceful protest and economic self-sufficiency. The significance of Khadi extended beyond its material value; it became a potent symbol of national identity and unity. Its production and usage were actively promoted as part of the Swadeshi movement, which aimed to reduce reliance on foreign goods and bolster indigenous industries. When Rajaji introduced the spinning wheel to the Ashram, it signified a commitment to promoting Indian craftsmanship and challenging colonial economic exploitation.

During the harsh drought of 1928-29, which resulted in widespread crop failures, the Ashram faced a critical test of its principles and resilience. Rajaji's leadership was pivotal as he organized relief efforts to mitigate the impact of the drought on the local community. By arranging for the procurement of Jowar from the neighboring Mysore state and distributing rations to 650 families, comprising

approximately 2848 individuals, the Ashram demonstrated its dedication to humanitarian causes even amidst challenging circumstances. The symbolic march led by Rajaji on 7th August 1933, from the ashram premises to Tiruchengode, marked a significant moment in the history of India's struggle against colonial oppression and social evils. By advocating for the boycott of foreign-made cloth, Rajaji sought to not only challenge British economic dominance but also promote self-reliance and indigenous industries. This relief effort showcased the Ashram's commitment to social welfare and community support, as it allocated a substantial portion of its resources, nearly one-fifth of its total assets, to aid those affected by the drought. The Ashram's response exemplified the Gandhian philosophy of 'Sarvodaya' (the welfare of all), emphasizing the importance of collective action and compassion in times of crisis.

Overall, the convergence of Khadi promotion, relief efforts during the drought, and the leadership of figures like Rajaji underscores the multifaceted role played by the Ashram in India's struggle for independence. Beyond mere symbolism, Khadi and the activities of the Ashram served as practical manifestations of the ideals of self-reliance, social justice, and national unity, which were integral to the fabric of the freedom movement.

Conclusion

The legacy of Gandhi Ashram stands as a testament to the transformative power of compassion, social reform, and grassroots activism. From its humble origins in Pudukalathur to its enduring commitment to uplift the marginalized, the Ashram's journey reflects a profound dedication to realizing Gandhi's vision of a just and equitable society. By championing initiatives such as Khadi promotion, anti-untouchability campaigns, and medical relief efforts, it had not only addressed immediate needs but also laid the groundwork for long-term social change. The Ashram's commitment to prohibition, exemplified by Rajaji's tireless advocacy, underscores its holistic approach to community welfare, recognizing the

interplay between social, economic, and moral dimensions of progress. In an era marked by persistent social injustices and economic disparities, the Ashram's legacy serves as a guiding light for those who continue to strive for a more inclusive and compassionate society. By embracing the values of empathy, self-reliance, and community empowerment, it honoured the spirit of Gandhi and Rajaji, ensuring that their vision of a better world lives on for generations to come.

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PROSPECTIVE STUDY AND CONFRONT OF INDUSTRIALIZED BIOTECHNOLOGY

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Abstract

The application of biotechnology ideas and techniques to the development of new goods or the improvement of current products and processes in a range of industrial sectors is what is known as industrial biotechnology. This sector offers a tremendous amount of promise for the development of novel solutions to solve some of the key global concerns that are now being faced, including as the depletion of fossil resources, climate change, food security, and public health. The purpose of this study is to explore the future research and problems of industrial biotechnology, with a particular emphasis on major topics such as synthetic biology, bioprocessing, biomaterials, and bioremediation.

Keywords: Industrial Biotechnology, Innovative, Fossil Resources, Climate Change, Food Security

Introduction

Industrial biotechnology, sometimes referred to as white biotechnology, is a relatively recent science that aims to construct and optimize biological processes in order to produce renewable fuels, chemicals, and materials from sources that are renewable and sustainable. As a result of the fact that it enables the manufacturing of bio-based products that have smaller carbon footprints, in addition to reducing reliance on fossil fuels and encouraging the circular economy, developments in this sector provide a significant amount of promise for the building of a sustainable future. According to Wilson RC et al. (2013), the expansion of industrial biotechnology calls for a substantial investment in terms of research, innovation, and support from the government. This is necessary in order to address the challenges that are currently being faced by the industry. The purpose of this essay is to provide a detailed assessment of the challenges and possibilities that are still to come for industrial biotechnology. Additionally, it offers a summary of the tasks that need to be completed in order to fully grasp the promise of this field of study. Emerging trends in the realm of industrial

biotechnology research and development. The following are some of the areas of research that continue to drive innovation in industrial.

Biotechnology: Genomics and Metabolomics

The use of synthetic biology tools and techniques allows for the creation of novel microbial strains with tailored characteristics, further enhancing their productivity and versatility. These engineered strains can be designed to produce specific compounds at higher levels, with stand harsher conditions, or exhibit to the desirable traits that make the ideal for industrial applications. This level of control and customization opens up a world of possibilities for bioproduction, allowing for the development of new and innovative products. Microbial strains with tailored characteristics, further enhancing their productivity and versatility. These engineered strains can be designed to produce specific compounds at higher levels, with stand harsher conditions, or exhibit other desirable traits that make them ideal for industrial applications. This level of control and customization opens up a world of possibilities for bioproduction, allowing for the development of new and innovative products that were previously unattainable. Overall, the integration of genomics

and Meta bolomics in bioproduction represents a significant advancement in the field, offering a more efficient and sustainable approach to manufacturing valuable compounds.

Synthetic Biology

These guidelines should address issues such as biosecurity, environmental impact, and the potential misuse of synthetic biology technology. By establishing clear regulations and ethical standards, the field of synthetic biology can continue to advance while minimizing potential risks and ensuring responsible innovation. Collaboration between scientists, policy makers, and stakeholders is essential in navigating these complex ethical and regulatory challenges and promoting the responsible development of synthetic biology. Additionally, public engagement and education are crucial in fostering understanding and trust in the field of synthetic biology, ultimately leading to broader acceptance and support for its applications.

Process Engineering

By integrating the expertise of multiple disciplines, process engineering in bio-based manufacturing can lead to innovative solutions that address the challenges of scaling up production and ensuring product quality. Collaboration between biologists, chemists, and engineers allows for a comprehensive understanding of the biological and chemical processes involved in bio-based production. This interdisciplinary approach enables the development of efficient and sustainable manufacturing processes that meet both economic and environmental goals. Additionally, process engineering plays a crucial role in ensuring the safety and regulatory compliance of bio-based products, further highlighting its importance in field of biotechnology.

Circular Economy

One key aspect of the circular economy is the concept of waster education and resource efficiency. By designing products with recyclability and reusability in mind, businesses can minimize their environmental impact and contribute to a more sustainable future. This shift towards a circular economy requires collaboration and innovation across various sectors, from design and manufacturing to waste management and recycling. By embracing this holistic approach, companies can not only reduce their carbon footprint but also create a more resilient and resource-efficient supply chain.

Bioprocessing

One of the key challenges in optimizing bioprocesses is finding the right balance between maximizing product yield and minimizing production costs. This often involves conducting extensive research and experimentation to identify the most efficient methods for each step of the process. Additionally, ensuring the stability and consistency of the microbial strains used in bioprocessing is crucial for achieving reliable and reproducible results. By integrating knowledge and expertise from multiple disciplines, bioprocessing can continue to evolve and offer innovative solutions to complex global issues. Whiles caling up bioprocesses may present challenges, advancements in technology and automation have made it easier to stream line production processes and ensure consistent product quality. Additionally, collaboration between different engineering disciplines can lead to innovative solutions for addressing scalability issues in bioprocessing facilities. This collaboration can help optimize process parameters, improve efficiency, and reduce costs. By leveraging the expertise of chemical, mechanical, and electrical engineers, bioprocessing facilities can implement cutting-edge technologies such as continuous manufacturing, real time monitoring systems, and

data analytics to enhance process control and optimization. These advancements not only improve the scalability and sustainability of bioprocessing operations but also pave the way for the development of new and improved bioproducts that can address a wide range of global challenges. Biomaterials are materials sourced from biological origins or specifically created to interact with biological systems. They are widely used in different industries such as biomedical engineering, environmental cleanup, and energy generation.

Biotechnology provides new possibilities for creating sustainable and eco-friendly biomaterials. One major obstacle in biomaterials is creating novel materials that have enhanced biological characteristics. This involves creating biocompatible materials that can interact with biological systems without causing harmful effects. Developing biomaterials with precise biological function and degradation qualities is crucial for their optimal utilisation. One problem in biomaterials is the incorporation of various disciplines in creating and advancing novel materials. Biomaterials development requires the combination of biological, chemical, and material sciences. Interdisciplinary collaborations are needed to combine many disciplines in order to develop new biomaterials with tailored properties. Bioremediation This collaboration allows for the development of innovative solutions to complex challenges in bioreactor design and operation. By combining expertise from different fields, researchers can explore new approaches to improving bioreactor efficiency and productivity. Additionally, interdisciplinary training programs help to cultivate a diverse skill set among scientists and engineers, enabling them to tackle a wide range of problems in industrial biotechnology. Through these collaborative efforts, the potential for advancements in bioreactor technology and the treatment of contaminants is greatly enhanced.

Challenges of Industrial Biotechnology

One major challenge is the need for more efficient and cost-effective processes for producing bio-based products. This includes improving the scalability and reliability of bioprocesses, as well as developing new technologies for downstream processing and product purification. Another challenge is the limited availability of feed stocks for bio based production, particularly in terms of sustainable sourcing and supply chain management. Additionally, regulatory and policy barriers can hinder the wide spread adoption of industrial biotechnology, requiring greater collaboration between industry, government, and academia to address these. Overall, overcoming these challenges will require continued innovation, collaboration, and investment in the field of industrial biotechnology. Scaling up despite these challenges, advancements in bioprocess engineering and technology are helping to overcome scalability issues in industrial biotechnology. One approach that has shown promise is the use of continuous fermentation systems, which can improve productivity and efficiency compared to traditional batch processes. Additionally, the development of novel bio react or designs and monitoring systems is enabling more precise control over fermentation conditions, leading to higher yields and reduced production costs.

Collaboration between industry, academia, and government agencies is also essential for addressing scalability challenges and driving innovation in the field. By working together to identify and overcome barriers to scale up, the industrial biotechnology sector can continue to grow and contribute to a more sustainable and bio-based economy. Uncertainty about market conditions this collaboration will be essential in driving innovation and technological advancements in the field of industrial biotechnology. By working together, both sectors can leverage their expertise and resources to create sustainable solutions that meet the needs of

consumers and businesses alike. Additionally, investing in research and development will help to enhance the efficiency and effectiveness of bio-based products, ultimately making them more competitive in the market. Overall, by addressing these challenges head-on, the industrial biotechnology industry can continue to grow and thrive in the years to come. Intellectual property rights (IPR) As a result, many companies and researchers have turned to alternative methods of protecting their innovations, such as trade secrets and open-source licensing.

These approaches allow for greater flexibility and collaboration in the biotech industry, ultimately promoting innovation and competition. Additionally, the emergence of patent pools and collaborative agreements has enabled smaller players to access necessary technologies and resources, leveling the playing field and encouraging diversity in the market. Overall, the evolution of intellectual property rights in industrial biotechnology is crucial for driving innovation, fostering competition, and ultimately advancing the field as a whole.

Energy Intensity

This energy intensity also adds to the overall cost of production, making it less economically viable for some companies to adopt bio-based processes. However, advancements in technology and research are constantly being made to improve the energy efficiency of bioprocessing, with the goal of reducing costs and increasing sustainability. By addressing the energy intensity challenge, industrial biotechnology can become a more attractive option for companies looking to reduce their environmental impact and improve their bottom line.

Conclusion

This will require collaboration between scientists, policymakers, industry leaders, and the public to

ensure that biotechnological advancements are used responsibly and ethically. By addressing potential risks and concerns early on, we can work towards creating a framework that promotes innovation while also safeguarding the environment and human health. Additionally, fostering transparency and public engagement will be crucial in building trust and acceptance of biotechnological developments in society. Overall, a holistic approach to industrial biotechnology is essential in order to harness its full potential for the benefit of both current and future generations.

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SOCIAL REALISM IN KAMALA MARKHANDAYA'S FICTION: A HANDFUL OF RICE

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Abstract

*According to the literary analysts, the rise of the Indian novel was not a purely literary phenomenon, but a social phenomenon. Many Indian authors like R.K. Narayan, Ruth Pravar Jhabvala. R.K.Narayan, Raja Rao, Bhabani Bhattacharya, Manohar Malgonkar, Ruth Pravar Jhabvala, K.A. Abbas, Arun Joshi etc attempted to present the social exploitation and injustice faced by the masses and have significantly contributed to the **social realism** genre. One of the famous Indian women novelists, kamala Markhandaya, explores mainly on India's struggle to maintain its identity in an increasingly westernized world during the pre and post independence era. In the novel, A Handful of Rice she portrays the picture of Indian society, both urban and rural in the wake of industrialization. The novel traces the journey and suffering of the protagonist Ravi Shankar from a sub human world of crime to the world of conscience.*

Keywords: Social Realism, Responsibility, Morality, Exploitation, Ambition

Introduction

According to the literary historians, novels in Indian literature is not a purely literary phenomenon, it is a social phenomenon. The term 'Realism' in art or literature refers to the presentation of things accurately in real life. Authors use their own style in presenting things that happen accurately in art and add moral values to their presentation.

Social Realism is not only an artistic movement but also a social movement that depicts the hardships and struggles of the working class. The novels belonging to this style adhere to socio-political aspects of life, and provide commentary on social injustice that concerns the lives of the working class. Realism means recording or reflecting actual way of life. Eighteenth century works of Daniel Defoe, Henry Fielding, and Tobias Smollett are among the earliest examples of realism in English Literature. George Eliot introduced Realism in England. William Dean Howells introduced it in United States. Early examples of social realism can be seen in the works of Charles Dickens and Fyodor Dostoyevsky. Social realist novels were the first to show sympathy towards the working class.

Although, social realism is a general concept, it varies from one social group to another and the

social practices influence the literary works of that territory. Earlier works of realism in India had influence of the country's status as a British colony. Indian English literature has been called "a Janus-faced literature" born of "a cross fertilization of two faithful cultures" - Indian and European. Stalwarts like Mulk Raj Anand, G V Deseni, K. A Abbas, Manohar Malgaonkar, Nayantara Sehgel, Bhabhani Bhattacharya were successful in presenting the contemporary issues and weaving them into their stories that was relevant to India by picturing Indians in multicolored facets. The main themes of these novels were concerned about caste system, gender discrimination, unemployment, superstitions, corrupted landlords and money lenders, generation gap, political setting and shortcomings of Indian education system. The stars of Indo-Anglican literature were creative to organically bind the general into particular both in characters and situations, conceiving all the humanly and social essential determinants in highest level of development in the unfolding of possibilities latent in them. The women novelists came to the forefront In Indo-Anglican fiction only I the post independence era. Krishna Rao (1972) says, "In the development of Indo-Anglican novel, the feminine sensibility has

achieved an imaginative self-sufficiency which merits recognition in spite of its relatively manifestation". The notable women writers of realism who enriched Indian fiction scene are Kamala Markhandaya and Ruth Pravar Jhabvala.

About the Author

Kamala Markhandaya, an Indian by birth, married to Bertrand Taylor, an English man, was very familiar with the East-West confrontation and identity crisis. Her writings reveal the cultural interaction and differences between India (Country of her birth) and England (country of her abode). In the words of Prof. Dhawan (1995), "The encounter between the diametrically opposite East and West in the context of human relationships and cultural values constantly engages her attention". As she herself is the product of both the oriental and the occidental cultures, it is clear to see her experience concern the struggles of contemporary Indians with conflicting East-West values. Kamala Markandaya occupies a prominent place as a novelist in Indian English Literature. She is blessed with an extraordinary vision of life and possesses a practical feel of life in rural areas as well as in urban centres. In almost all novels she is deeply occupied with the changing Indian social and political conditions. S.I. Hemenway observes: Markandaya is definitely one of the most productive, popular...Indo-Anglian novelists, and a superb representative of the growing number of Indian women writing serious literature in English. (The novels of India 52)

Born Kamala Purnaiya in 1924 in Chimakurti, a small village in South India, Kamala Markandaya learned traditional Hindu culture and values.. While studying at the University, she worked as a journalist, writing short fiction stories. In 1948 Markandaya decided to further pursue her dream of becoming a writer by moving to London, where she met her husband Bertrand Taylor, a native Englishman. Markandaya and Taylor had one daughter, Kim Oliver, who currently resides in England. In her lifetime, Kamala Markandaya published ten novels, all dealing with post-colonial themes in modern

India.. Some of her other novels include: A Silence of Desire, Some Inner Fury, A Handful of Rice, Possession, The Coffin Dams, The Nowhere Man, Two Virgins, Pleasure City, and The Golden Honeycomb. Her novels depict Indian social reality at the time of pre and post Independent periods of India. Her novels deal with social aspects, cultural and religious exploitation of Indians. Her works highlight and expose the bitter social and political reality. It is the fact that Kamala Markandaya's novels can be studied at several levels, but this research article focuses on the Social Realism in her novel A Handful of Rice

A Handful of Rice

A representative novel published in 1966, Kamala Markandaya, portrays the picture of Indian society, both rural and urban with absolute skill in the novel. A poignant novel about the human suffering, destitution and poverty in India during the post Independence period, it also speaks of the triumph of human spirit over the trials and tribulations the protagonist Ravi faces. The primary issue in the novel is the poverty and privation faced by the rustic youth, Ravi in an apathetic and ruthless society. The main themes of the novel are poverty and hunger, exodus from the village to the city and the destruction of artisan by the industrialization. The novel depicts the real Indian life and is universal in appeal. The problems, thoughts and hopes are quite similar to that of the common man of the present generation

Key Characters: * **Ravi:** Main Protagonist as a male character. • **Nalini:** Ravi's wife to whom he gets married after falling in love. • **Kannan:** Ravi's friend and a son of Blacksmith in Madras. • **Damodar:** A man professionally engaged with gambling, liquor, smuggling and trades with • underworld in Madras. **Appa:** Nalini's father.

Theme

Poverty: The novel was set at a time when the rural population was hit the worst with failing monsoons, unemployment and spiraling costs of grains and

staples. The people were hard hit with merchants were selling goods at a higher price, embezzlement from government warehouses and black marketers taking full advantage of the poor economic condition prevailing during those times. Ravi leaves the village after witnessing people struggling in a small farming community in acute poverty, starvation and deaths due to starvation. When Ravi leaves the village, he reflects on what he knows of the people: 'They did not lie, they did not cheat, and they did not steal. His escape to the city does not free him from the grip of poverty. He struggles to find 'a handful of rice,' which is a translation of a common phrase to describe a 'handout' or a 'meagre portion.' In the opening scene, he is poor and hungry, and in the final scene he is no different. Although Markdandaya's reputation has plummeted in recent decades as literary fashion has turned away from social realism, it would be difficult to find a more uncompromising portrait of society than that presented in *A Handful of Rice*.

Degradation

One effect of poverty that the novel emphasizes is degradation. It can turn usually gentle and kind people into monsters, who will stoop to lowly levels to steal and kill in order to gain the basic necessities of life. Although Ravi, like millions of other Indians, migrated to the city in order to create a better life, he is ground down by indifference, mindless consumerism and rampant greed. Desperate for a 'handful of rice,' Ravi joins a gang of smugglers and commits a series of petty crimes, thinking to himself that 'in this jungle, one had to fight fiercely, with whatever weapons one has.' His existence is driven by biological needs, and if his hunger cannot be satisfied then his sexual appetite can. Although he becomes a husband and a father, and appears for a brief time, to live a normal life, when the hard times return, he sinks back to a bestial level. His poverty also forces him to lie, to cover up and to invent stories in order that he holds on to a shred of respect in the eyes of others. His contact with the affluence of Damodar (once a thief and now a wealthy but corrupt contractor), with gold watches and silk

clothes, only stimulates his Imagination and ushers in the corroding power of consumer desire. Ravi, who left a poor village, searches for a decent life but ends up losing his conscience.

Village and City

Throughout the novel, the characters and their actions are explained in terms of a contrast between the innocent village and the corrupt city. There is poverty in both settings, as Ravi finds out, but the village retains a moral underpinning that has been eroded in Madras. This contrast is dramatised in the friendship between Damodar and Ravi. Damodar is called a 'city slicker', while Ravi is referred to as a 'decent man.' Damodar is not more wicked than Ravi—indeed, he has admirable qualities such as loyalty and optimism—but he lacks Ravi's basic instincts of trust and compassion. Another expression of this theme is the relationship between Apu and Ravi. This time, the urban dweller (Apu) is shown to possess a stronger moral compass than Ravi. But, of course, Ravi is a transitional character in that he was born in the village and now lives in the city, where his foundation of decency is undermined.

Caste

Although *A Handful of Rice* is an overtly sociological novel, using fiction to dramatise social realities, it is curious that caste does not feature as a prominent explanatory factor. This absence is conspicuous because Markdandaya's novel is often compared to the similarly hard-hitting novels of Mulk Raj Anand (who published *Untouchable* and *Coolie* in the 1930s). Anand's excellent novels are focused on caste as the source of his characters' suffering, but caste barely raises its head in *A Handful of Rice*. One suspects that Markdandaya deliberately downplayed caste in order to focus attention on the poverty and hunger that affects people, not matter what caste (although lower castes do suffer more). This may be a reason for making Apu a tailor, since that occupation has no clearly defined caste affiliation. Certainly not a high caste but also not very low either, tailoring lies somewhere in a lower-middle position. In fact, the caste identity

of tailors has generally been vague throughout history and became more ambiguous when the introduction of sewing machines in late 19th century India meant that anyone could take up the craft. In addition to Apu, neither Ravi nor Damodar is said to be from a specific caste. The word 'caste' appears only once in the novel, when it is used to distinguish the rich from the poor. This is the theme of the novel, that poverty degrades human beings, regardless of caste.

Conclusion

Kamala Markandaya has written eleven novels and delineated the life of rural as well as urban areas in almost all her novels. Markandaya has realistically treated every aspect of Indian life and character in her novels. Characters that Markandaya portray are highly realistic. They are men and women of their own attitude towards life and society. To conclude, Ravi is a symbol of Indian traditional society who revolts against traditions of the society and wants to establish own framed rules. He rebels against Indian traditions and bureaucracy. He wants to identify "self" amongst the equal social communities. He wants to reassemble the social norms which can provide better life to the poor. The novelist put the issue of redefining immorality due to poverty and hunger before the readers. In fact, Damodar is a

symbol of West and Ravi is a symbol of East. The novelist crafted west and east encounter in form of Damodar and Ravi. It is to be concluded that the people of East are traditional by temperament and they never allow to leave their **Sanskar**. The present research article, "Social Realism in Kamala Markandaya's fiction- A Handful of Rice" is a sincere effort to prove the aforesaid analysis bears testimony to the fact the novel, A Handful of Rice, presents a poignant and true picture of Indian society.

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EXPLORING THE DIVERSE MODES OF FINANCING UTILIZED BY COOPERATIVE HOSPITALS IN KERALA

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Abstract

This article delves into the multifaceted landscape of financing cooperative hospitals, particularly focusing on the diverse modes employed in Kerala. Cooperative hospitals play a pivotal role in providing accessible healthcare, and understanding their financing mechanisms is crucial for sustaining their operations. Through an analysis of different financing models, this article aims to offer insights into the challenges and opportunities faced by cooperative hospitals in Kerala. Cooperative hospitals have emerged as essential healthcare providers, especially in regions like Kerala where they serve a significant portion of the population. However, the sustainability of these hospitals heavily relies on their financing strategies. This article explores the various modes of financing utilized by cooperative hospitals, shedding light on their effectiveness and implications.

Keywords: Modes of Financing, Cooperative Hospitals, Health Care, Financing Strategies

Introduction

In the recent years the cooperative movement has emerged as an effective people's movement for achieving socio-economic transformation of the rural areas with focus on poverty alleviation. The movement has already completed more than 100 years of its eventful existence and covers 100% of the villages and 71% of the rural households. This movement has developed more than 5 lakhs cooperative societies in various sectors of Indian economy with a membership of 230 million. A significant presence of the cooperative movement is present in Kerala with regard to establishment, maintenance and scaling up of health care industry is evident for the past several years. The cooperative movement has emerged as a significant catalyst for socio-economic transformation in rural India, prioritizing poverty alleviation. With a history spanning over a century, this movement has achieved remarkable penetration, covering all villages and reaching 71% of rural households. Across the nation, it has fostered a network of more than 500,000 cooperative societies, boasting a collective membership exceeding 230 million individuals. These cooperatives operate across diverse sectors including credit and banking, dairy, sugar,

marketing, housing, fisheries, handlooms, handicrafts, and healthcare. Particularly noteworthy is the pivotal role played by dairy cooperatives in catalysing India's milk revolution. The participatory, democratic, and values-based ethos of cooperatives, alongside their capacity to address the needs of the impoverished and marginalized, render them strategic partners for business collaborations. Despite government efforts to enhance healthcare accessibility, challenges persist in ensuring the effective delivery of benefits at the grassroots level. Issues such as absenteeism among medical professionals, inadequate skill levels, medicine shortages, and inadequate supervision continue to plague rural healthcare systems. In response, the government initiated the Seven Year National Rural Health Mission during the 11th Five Year Plan. This initiative aims to empower local governance entities such as Panchayati raj institutions and cooperatives to assume responsibility for managing, overseeing, and being accountable for community-level healthcare services. (Cooperative Health Care Model In India-Current Trends. (n.d.). Sanjay Kumar Verma*.

Cooperatives play a pivotal role in advancing gender equality, particularly by facilitating women's

economic and social integration within local economies and societies worldwide. The historical evolution of health cooperatives illustrates a progression initially focused on social security initiatives, including limited healthcare and social care provisions, which were predominantly driven by the cooperative consumer movement in Western, Northern, and Central Europe during the 19th century. The 1920s and 1930s witnessed a global expansion of cooperative involvement in health service delivery, exemplified by instances such as Japan where both agricultural and consumer cooperative movements engaged in providing healthcare. Serbia emerged as a pioneer in early modern health cooperatives, serving as a model for other nations.

In the United States, farmers' organizations played a significant role in early experiments with user-owned cooperatives, while Canada's agricultural cooperative movements supported community-based health services. Additionally, rural user-owned and community-based health cooperative systems thrived in Eastern Europe, particularly in former Yugoslavia and later in Poland. Meanwhile, countries like India, Sri Lanka, and China undertook various rural community-based experiments in cooperative health service delivery, drawing inspiration from the Yugoslavian model, especially Serbia's initiatives.

Throughout this period, government-cooperative/mutual partnerships expanded, notably in European nations where elements of the welfare state were gradually established. Presently, health cooperatives demonstrate a widespread presence globally, showcasing a high level of diversity in the healthcare services they offer, as well as their organizational structures and financing mechanisms.

Through the synthesis of historical data from diverse countries and the examination of an extensive timeline, it is apparent that health cooperatives have displayed a rising trend and impressive adaptability to varying ideologies, political landscapes, and economic models at the national level. The abundance of global applications within highly diversified models underscores their substantial potential for addressing healthcare needs

across a range of settings. (Stamenovic, M. (2023). Health Cooperatives.

In the realm of healthcare, it's crucial to distinguish between user-owned and provider-owned co-operatives. User-owned health co-operatives are initiated by community members themselves to address their specific healthcare needs. These co-operatives prioritize empowerment, allowing users to shape the goals and practices of the healthcare services provided. This emphasis on user involvement sets them apart from Non-Governmental Organizations (NGOs) and underscores the democratic nature of co-operative governance (International Co-operative Information Centre). In contrast, provider-owned co-operatives are typically established by physicians or entrepreneurs seeking to expand service offerings or contain costs. These entities often engage in bulk purchasing and share administrative and technical services to improve efficiency (International Co-operative Information Centre). Unlike traditional Health Maintenance Organizations (HMOs), co-operatives are governed by specific conventions and laws, ensuring accountability and adherence to cooperative principles (Abel-Smith, 1988).

In order to tackle the health problems, the Government has launched different schemes for providing better health for the people. However, the benefits of various health programmes have not reached the grass root levels as desired by the Government. The Government during 11th Five Year Plan introduced a 7-year National Rural Health Mission with an objective to address the problems of rural primary health care. The objective of this scheme is to empower Panchayathi raj institutions, cooperatives, etc to manage, administer and be accountable for the health services at the community level. Kerala marked a significant progress in that respect. Now in almost all the districts we have successfully running cooperative hospitals and even cooperative medical college is there. It examines the financial mechanisms that enable these hospitals to provide healthcare services to their communities. Through an analysis of primary and secondary data,

this study sheds light on the diverse funding sources, including government grants, member contributions, loans, and revenue generated from services. The findings underscore the importance of understanding the intricate financial landscape of cooperative hospitals to ensure their sustainability and continued contribution to public health. Cooperative hospitals play a crucial role in delivering healthcare services in Kerala, a state known for its strong cooperative movement and emphasis on public welfare. However, sustaining these hospitals requires robust financial strategies that accommodate the needs of both the institution and its members. This article aims to explore the diverse modes of financing utilized by cooperative hospitals in Kerala, offering insights into their financial operations and challenges.

Cooperative Hospitals in Kerala

In Kerala medical cooperatives were setup under the Government patronage. Most of them are now functioning independently. Some are proved to be very successful. However, at present the cooperative hospitals are grappling with various problems. They are facing tough competition from the public sector health services, and from the emergence of many multi-speciality private hospitals. The hospitals face numerous problems in different areas of their operations. These areas are causality and emergency services, outpatient services, diagnostic services, nursure, pharmacy, transport, etc. The political reasons like lack of autonomy, Government interference, etc have their own significance. Above all the effectiveness of financial management and administration is also very important. The vast potentiality of the health care industry in the state of Kerala is enormous. As Kerala is cooperatively more developed state as compared to other states, the successful cooperatives must pour in financial resources and pool expertise from all quarters to revitalise the hospitals. The development of cooperative hospitals will be beneficial for all the stake holders in the society. This calls for an evaluation of every aspect related to the financial strengths and weaknesses of cooperative hospitals,

its financing modes, growth of cooperative hospitals with respect to its source of financing, profitability and so on. Co-operatives began long ago when struggling weavers in England joined forces in 1844 (Sinats, 2001). Originally, they formed to help each other through tough times during the Industrial Revolution. But over time, they grew into something bigger, becoming a way for communities to thrive together.

Experts say that the main goal of co-operatives is to make life better for their members (Sinats, 2001). They do this by working together and supporting each other when needed. This idea of helping each other out is really important to co-operatives, making them all about teamwork and looking out for one another.

Health co-operatives are a perfect example of this. They're a smart solution to the problems we have with healthcare today (Sinats, 2001). By focusing on what people need and involving them in decisions, health co-operatives make sure everyone gets the care they deserve. It's all about fairness and making sure nobody gets left behind.

In short, health co-operatives are a modern and clever way to deal with healthcare challenges. They're based on teamwork and letting everyone have a say (Sinats, 2001). By sticking to these ideas, they're making sure healthcare is fair and helps build strong communities.

Co-operatives in the health sector play a dual role: they negotiate contracts with health insurance and healthcare providers, and they may also operate their own services and hospitals. Members of these co-operatives contribute shares of capital and pay premiums to cover operating costs, fostering a sense of ownership and financial responsibility (International Co-operative Information Centre). This unique blend of user and provider involvement distinguishes health co-operatives as innovative models for healthcare delivery, rooted in principles of cooperation and community empowerment.

According to a global survey conducted by the United Nations, co-operative enterprises providing health and social care services are active in over 50

countries worldwide, encompassing both developed and developing nations. These co-operatives serve approximately 100 million households globally, indicating their widespread presence and significant impact on healthcare delivery and social welfare. (United Nations, 1997).

During the 1920s and 1930s, a modest health co-operative movement emerged in various regions of India, including Bengal, Madras, and the Punjab. In Bengal's Birbhum District, user-owned, community-based health co-operatives were established, focusing on both curative and preventive healthcare, with specialized attention given to mother-and-child care services. Similar initiatives, referred to as Better-living Co-operative Societies, were observed in the Punjab and the United Province, engaging in activities akin to those of health co-operatives. However, there was a notable lack of continuity between the pre- and post-World War movements in the health co-operative sector. Following the war, the establishment of health-oriented co-operatives shifted primarily to the western and southern states of Maharashtra, Goa, Karnataka, and Kerala. These regions witnessed a resurgence of interest in health co-operatives, indicating a geographical shift in the focus of co-operative healthcare initiatives within India. . Nayar, K. R., & Razum, O. (2003).

This historical perspective, as documented by the United Nations, provides insights into the evolution and geographical dynamics of health co-operatives in India, highlighting both the localized nature of early initiatives and the subsequent regionalization of co-operative healthcare efforts post-World War II (United Nations, 1997).

The Self-Employed Women's Association (SEWA) in Ahmedabad, Gujarat, has been instrumental in spearheading cooperative efforts within the informal and NGO sectors post-war. Despite their broader focus beyond health, SEWA's achievements have been significant. Employing a cooperative and self-help framework, SEWA successfully mobilized workers in unorganized sectors. This was made possible through a well-structured organizational setup, including a central

union, cooperatives, and supplementary services. Notably, Jhabvala and Bali (1993) provide insights into SEWA's impact and effectiveness in their sociological study, "My life my work: a sociological study of SEWA's urban members" (Working paper No. 2, SEWA Academy, Ahmedabad).

SEWA's multifaceted initiatives encompass approximately 85 cooperatives, primarily focused on production tasks, which form a substantial component of its operational framework. Moreover, cooperatives initiated by health workers and midwives aim to uplift the health outcomes of female labourers within the SEWA network. Recent investigations highlight the efficacy of SEWA's community-based health insurance approach in mitigating catastrophic healthcare expenses among impoverished households (Ranson, 2002). This thematic review underscores SEWA's comprehensive efforts in both economic empowerment and healthcare accessibility for its members. (Ranson MK.) Scholars challenge the simplistic assumption of an inevitable "Smithian market economy" dominance and advocate for health cooperatives as a means to address healthcare needs and empower communities in healthcare decision-making. However, a troubling trend in developing countries involves the introduction of market-oriented strategies in state hospitals as part of health sector reforms, including privatization efforts and the transfer of government hospitals to cooperatives. Despite potential benefits like increased autonomy, such initiatives often result in rising costs, inequities, and consumer exploitation, as evidenced in regions like Kerala, where managerial shortcomings hindered the success of medical cooperatives. Similarly, the SEWA experience suggests limitations in cooperatives' capacity to efficiently manage hospitals and deliver widespread medical care.

The sustainability of cooperatives in healthcare provision remains uncertain. While they may complement governmental and private healthcare systems, they often rely on substantial government support to operate effectively, as seen in China and Kerala. NGO-sponsored cooperatives, focusing on

preventive and basic curative care, offer promise as models for primary care units, necessitating minimal external input. The viability of medical cooperatives in addressing public health crises in developing countries is debatable. While they may function as profit-oriented curative institutions, their ability to ensure equitable access, particularly for marginalized populations, is uncertain. Prioritizing financial viability over service provision may not align with the objective of reaching underserved communities, especially in remote or tribal areas where profitability cannot be the primary measure of success.

Moreover, there is a lack of comprehensive empirical evidence supporting the role of cooperatives in healthcare, particularly in developing countries with diverse socioeconomic contexts. Most experiences with health cooperatives originate from industrialized nations, raising questions about their relevance and effectiveness in regions with lower incomes and larger dependent populations. Additionally, the comparative advantages of government-led healthcare, such as cost-effectiveness and accessibility for the poor, are not clearly demonstrated in cooperative models. The long-term viability and autonomy of cooperatives, along with their potential as alternatives to government healthcare services, necessitate further research and analysis (Nayar & Razum, 2003).

Modes of Financing

The financing of cooperative hospitals in Kerala is multifaceted, drawing from various sources to meet operational costs and infrastructure development. Government grants serve as a significant source of funding, providing support for essential services and infrastructure upgrades. Additionally, member contributions play a crucial role, with individuals investing in the cooperative model to access quality healthcare and contribute to the sustainability of the institution.

Furthermore, cooperative hospitals often rely on loans and financial assistance from banks and financial institutions to bridge funding gaps and

initiate expansion projects. These loans are typically secured against the hospital's assets and future revenue streams, allowing for continued growth and development. Moreover, revenue generated from healthcare services, including consultations, diagnostics, and treatments, contributes to the financial viability of cooperative hospitals, enabling them to reinvest in patient care and facility improvements.

While cooperative hospitals in Kerala benefit from diverse funding sources, they also face challenges in maintaining financial sustainability. Economic fluctuations, changing healthcare policies, and regulatory constraints can impact revenue streams and operational efficiency. Additionally, ensuring equitable access to healthcare services while balancing financial viability poses a significant challenge for cooperative hospitals.

However, amidst these challenges lie opportunities for innovation and collaboration. Cooperative hospitals can explore alternative revenue streams, such as telemedicine services or partnerships with private entities, to diversify their income sources. Moreover, leveraging technology for efficient resource management and cost-effective service delivery can enhance financial performance and patient satisfaction.

Community-Based Financing

One of the primary modes of financing for cooperative hospitals is community-based initiatives. These hospitals often rely on contributions from local communities, including membership fees, donations, and fundraising events. Community involvement not only provides financial support but also fosters a sense of ownership and accountability among stakeholders.

Community Contributions: Cooperative hospitals often rely on contributions from local communities. This can include membership fees, donations from individuals and businesses, fundraising events, and community-driven initiatives. Community support not only provides financial

resources but also fosters a sense of ownership and accountability among stakeholders.

Membership Fees: Cooperative hospitals often enroll members from the local community who pay regular membership fees, contributing to the hospital's operating funds. **Donations and Fundraising Events:** Individuals, businesses, and community organizations may donate money or organize fundraising events to support the hospital's mission and operations. **Community-Driven Initiatives:** Community-led initiatives, such as crowdfunding campaigns or community health programs, can raise funds and increase community involvement in supporting the hospital.

Public-Private Partnerships (PPPs)

Cooperative hospitals often engage in partnerships with government agencies and private organizations to secure funding and resources. PPPs enable hospitals to leverage external expertise and infrastructure while maintaining their autonomy. However, navigating PPPs requires careful negotiation and management to ensure alignment with the hospital's mission and objectives. Cooperative hospitals often engage in partnerships with government agencies, private organizations, and non-profit entities to access additional funding and resources. These partnerships can take various forms, such as joint ventures, outsourcing of services, or collaboration on specific healthcare projects. PPPs enable cooperative hospitals to leverage external expertise, infrastructure, and funding while maintaining their autonomy and community focus.

Joint Ventures: Cooperative hospitals may form partnerships with private healthcare providers or corporations to jointly develop and operate healthcare facilities or services. **Outsourcing of Services:** Hospitals may collaborate with private companies to outsource certain non-core services, such as laundry, catering, or facility management, freeing up resources for core healthcare activities.

Collaboration on Healthcare Projects

Public-private partnerships can involve collaboration on specific healthcare projects, such as infrastructure

development, technology adoption, or capacity building, with shared funding and resources.

Revenue Generation

Cooperative hospitals generate revenue through various channels to supplement their financing. This can include income from patient services, such as fees for medical consultations, diagnostic tests, surgeries, and other treatments. Additionally, cooperative hospitals may derive revenue from sources such as pharmaceutical sales, medical supplies, rental of facilities, and ancillary services like laboratory testing, imaging, and rehabilitation.

In addition to community support and partnerships, cooperative hospitals generate revenue through various channels. Fee-for-service arrangements, insurance reimbursements, and income from ancillary services contribute to the hospital's financial sustainability. However, balancing revenue generation with affordability and accessibility remains a constant challenge.

Despite their importance, cooperative hospitals face several challenges in financing. Limited access to capital, regulatory constraints, and fluctuating healthcare demand pose significant obstacles. To address these challenges, hospitals need to explore innovative financing mechanisms, strengthen partnerships, and leverage technology to improve efficiency and reach.

Government Funding

Cooperative hospitals may receive funding from government sources at the local, regional, or national level. This funding can come in the form of grants, subsidies, or contracts for specific healthcare services. Government support is essential for cooperative hospitals, particularly in regions where healthcare infrastructure is underdeveloped or where the population faces significant health challenges.

Health Insurance and Third-Party Payers

Cooperative hospitals often participate in health insurance schemes and have arrangements with third-party payers, such as insurance companies and government healthcare programs. Patients covered

by health insurance or government schemes can have their healthcare expenses reimbursed directly to the hospital, providing a reliable source of income.

Investments and Endowments

Some cooperative hospitals may have investment portfolios or endowment funds that generate income through interest, dividends, or capital gains. Income from investments can supplement operational funds and support long-term sustainability initiatives, such as infrastructure development, technology upgrades, and community outreach programs.

Philanthropy and Grants

Cooperative hospitals may receive financial support from philanthropic organizations, charitable foundations, and grant-making institutions. These entities may provide grants, donations, or sponsorships for specific healthcare projects, research initiatives, infrastructure upgrades, or community health programs. Grants for Healthcare Projects: Philanthropic organizations, charitable foundations, and grant-making institutions provide financial support for specific healthcare projects, research initiatives, infrastructure upgrades, or community health programs. Donations and Sponsorships: Individuals, corporations, and foundations donate money or sponsor specific hospital programs, facilities, or initiatives to support the hospital's mission and impact.

Debt Financing

Cooperative hospitals may utilize debt financing options, such as bank loans, bonds, or lines of credit, to raise capital for expansion, modernization, or other strategic initiatives. Debt financing allows hospitals to access funds upfront and repay them over time, leveraging future revenue streams to support current needs. By diversifying their sources of financing and leveraging various channels, cooperative hospitals can enhance their financial resilience, sustainability, and ability to fulfill their healthcare mission effectively.

Bank Loans

Cooperative hospitals may secure loans from banks or financial institutions to finance capital projects, facility expansions, equipment purchases, or other strategic initiatives, repaying the borrowed funds over time with interest.

Bonds

Hospitals may issue bonds to raise capital from investors, promising periodic interest payments and repayment of the principal amount at maturity, often backed by the hospital's revenue or assets.

Lines of Credit

Hospitals may establish lines of credit with financial institutions, allowing them to borrow funds as needed up to a predetermined limit, providing flexibility in managing short-term financing needs.

Conclusion

In conclusion, cooperative hospitals in Kerala employ diverse modes of financing to sustain their operations and fulfill their mission of providing accessible healthcare to the community. Government support, member contributions, loans, and revenue from services constitute essential components of their financial ecosystem. While challenges exist, cooperative hospitals have the potential to thrive through innovation, collaboration, and strategic financial management. By leveraging these diverse sources of financing, cooperative hospitals can enhance their financial resilience, sustainability, and capacity to deliver quality healthcare services to their communities. Understanding the intricacies of financing in the cooperative healthcare sector is vital for ensuring the continued success and impact of these institutions on public health in Kerala. The financing of cooperative hospitals in Kerala involves a combination of community support, partnerships, and revenue generation. By understanding the diverse modes of financing and addressing the associated challenges, cooperative hospitals can continue to play a vital role in providing accessible and affordable healthcare to the community. The sources of financing for cooperative hospitals

typically encompass a variety of channels aimed at securing the necessary funds to sustain their operations and fulfil their healthcare mission. Below are some common sources of financing for cooperative hospitals:

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SINDI'S FALLACY MISCONCEPTION ABOUT DETACHMENT ARUN JOSHI 'THE FOREIGNER'S'

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Abstract

This paper to investigations the Arun Joshi's first novel The Foreigner itself, analyses the problem of sindi's fallacy misconception about detachment in his life. The protagonist Sindi alienated himself from involvement in his action, but he unknowing attachment with celestial pleasure. Right from the beginning, he is persecuted by a desire to find the value of life, and his entire life journey quest for deeds in life. The foreigner, reflect the frustration of uprooted sindi's life. A pacific tale, centering theme exposed the various aspects fluctuation of sindi's life, the pain of detachment and above all the mystic realities of experiencing life. The author Arun Joshi is an Indian born in 1939. He studied his schools days in India and United States. He was the director of Shri Ram centre for industrial relations. Arun Joshi is a novelist of great merit and as an author of rare sensitivity. In every creation of the author his intuitive ability to coherent the feelings of the post-independence Indians intent between the Indian ethos and western authority reveals in a great way. In many of his writings it reveals his psychological insight and understanding of the inner lives of the surrounded protagonists. The study has been made inclusive enough to reveal the various viewpoint of Joshi's novels. Arun Joshi is an original writer whose writing always gets praises from the world literature.

Keywords: Alienation, Identity, Detachment, Self-Delusion

Introduction

The Foreigners by Joshi is a plot of Indian born and brought up in Kenya with uprooted young manto stick to travels the world in search of meaning. In the fervent review, Kale Morsch refers to *The Foreigner* as "one of the finest novels to come out of India" and goes on to compliment the author for presenting from within, a view that is "tumultuously open and never boring." However, she recognises the competence of the novelist in realising the theme as the novel is "ruthless, compassionate, shocking and sometimes downright brutal." Murali Das Melwani believes that the novel examines the effects of alienation on sensitive Indians of mixed heritage, as the protagonist in *The Foreigner* is an alien everywhere since he shares three cultures. Arun Joshi's concept of detachment as expounded through Sindi Oberoi appears to be closer to the one explicated by Aldous Huxley, Huxley believes that the ideal man is the non- attached man and his non-attachment is negative only in name. The practice of non- attachment entails the practice of charity, courage, generosity and disinterestedness. Non-

attachment imposes the adoption of an intensely positive attitude towards the world. The non-attached man puts an end to pain, not only in himself: but also, to such pain as he may inflict, on others. He thus qualifies to be "blessed" and "good".

Path of Karma Yoga

The Foreigner relates the psycho aberration of Surrinder Oberoi, called Sindi throughout the novel till the misled selfish protagonist turns into Surrender Oberoi after undergoing intolerable loss out of his false brutal detachment and egoistic stand. Being orphaned at an early childhood and eventual death of his uncle, his escapade in love-affairs in his adolescence, Babu's death, June's demise with her child in the womb have driven Sindi mad beyond retreat. Though, at last, in his ancestor's land, Muthu a simpleton drives firmly, the true *Karama yogic* spiritual principle bequeathed in *The Bagwad Gita* by Lord Krishna to Arjuna as well as to the whole human race in the past, present and future too. "Sometimes detachment lies in actually getting involved" (225).

Sindi Awareness of Deeper Social Reality

The Foreigner reveals the author's keen awareness of a deeper social reality of our times. Freedom in the sense of being unfettered, freedom from the craving for holding on to things and one's ego, is the condition for love and for productive being. He later laments-

"Detachment at that time meant inaction. Now I had begun to see the fallacy in it. Detachments consisted of right action and not escape from it. The Gods had set a heavy price to teach me just that" (188-189).

Sindi strives to walk out of his illusions. *The Foreigner* reveals Joshi's keen awareness of a deeper social reality of our times. Freedom in the sense of being unfettered, freedom from the craving for holding on to things and one's ego, is the condition for love and for productive being. Sindi later laments, He strives to walk out of his illusions. He takes refuge in Occidental and Oriental philosophies. The self-delusion of Sindi that perverts all Hindu ethical codes of Maya, Karma and detachment to suit his own pensive contemplation stating,

Sindi Oberoi Baptized as Surrender Oberoi

"Nothing seems real to me, leave alone permanent. Nothing seems to be very important" (113), fades away leading Sindi to an affirmation that in many ways the past had been a waste, but it had not been without lessons as the ancient scripture espouses. Even, "The dead teach you how to overcome their death" (*Foreigner* 164).

A few glance of 'The Bhagwad Gita' preaches as that the genuine awakened Karma yogi is the one who is aware of the difference between involvement and non-involvement. Such people suffer the fruits of their action according to the karmic ledger, the repercussion might be malicious, amiable or none of these. All of a sudden Sindi Oberoi baptized himself as Surrender Oberoi, fixed in Yoga which is skill in action but still in mind. The self delusion of Sindi that perverts all ethical codes of Maya, Karma and detachment to suit his own pensive contemplation

stating, "Nothing seems real to me, leave alone permanent. Nothing seems to be very important" (*The Foreigner* 113), fades away leading Sindi to an affirmation that in many ways the past had been a waste, but it had not been without lessons as our ancient scripture espouses. Even,

"The dead teach you how to overcome their death" (Foreigner 164).

Joshi's maiden novel *The Foreigner* could be a narration of an individual person is highly autobiographical. A Japanese biochemist says that when he smiles it is, "A little cheerful, a little sad, and very sexy" (*Foreigner* 128) which has a lot to reveal. *The Foreigner* is narrated in a series of flashbacks, with an intense ordering of past events being obviously spiritual and autobiographical. The narrator 'I' is both experiencing the foreignness and perceiving others' foreignness and hence results sometimes in a narrative distance. The novel begins in the manner of a crime thriller, the climactic moment being introduced first. Sindi identifies in a morgue the dead body of Babu Khemka, who dies in a car-wreck and hence rips the veils of feigned detachment. Thereafter, the story swings back and forth between Boston and Delhi. Among the Indian novelists, handling Stream of Consciousness technique, Arun Joshi occupies a significant position. Chiefly concerned with the depiction of psychological reality, he can be called a novelist of the inner world. He prefers the private to the public. In his novels, he explores the inner reality of his protagonists. Since Joshi is dealing with various levels of consciousness of his characters, he found technique used by James Joyce, Virginia Woolf, D. H. Lawrence, William Faulkner and Dorothy Richardson quite suitable for the purpose of his character delineation. Hence, we see the use of flashbacks, and Stream of Consciousness technique in his all novels. Joshi's first novel, *The Foreigner* depicts psychograph of the protagonist Sindi Oberoi and explores the individual's anguished consciousness of being alienated from the existing convention. In it, Joshi resorts to the flashback technique to limn out the inner weather of the

protagonist. Sindi remains a foreigner whether he is in London, in Boston or in Delhi. He could not think about himself belonging to any country in particular and wonders, “*did I belong to the world?*” (55) He says:

Somebody had begotten me without a purpose and so far I had lived without a purpose, unless you could call the search for peace a purpose. Perhaps I felt like that, because I was a foreigner in America. But then, what different would it have made if I had lived in Kenya or India or any other place for that matter! It seemed to me that I would still be a foreigner (55).

The above citation is significant enough to suggest an obvious case of Steam of Consciousness. The foreignness of Sindi is not something external but something, which he feels within. The Babu's death by a car accident, the reason that persuade Babu's suicidal rash driving being eclipsed till the reader finishes two thirds of the novel, June's picture found in Babu's wallet, the identification of Babu's mortal remains at the morgue by Sindi Oberoi, letters of Babu written to his sister who well before the accident, has got an idea of Babu's discomfort at the foreign land, all brings aloft Arun Joshi on par with a thriller writer. The weight of the serious theme of *The Foreigner* is counteracted by the detective story mode of narration. The chronology of the incidents is not lost in spite of the riddlesome sway from past and the present.

“I have sinned, and God knows, I have paid heavily for them. This time it is your name that is being called. It is you who must answer. That is the only hope of salvation you have left” (181).

A Foreigner is the story of a young man who is detached, almost estranged, a man who sees himself as a stranger, an alien wherever he goes or lives in Kenya where he was born, in UK and USA where he was a student and in India where he finally settles down. His detachment exceed obstacle of geography,

nationality and culture. It propels him from one predicament to another, sucking in the wake several people, including June; an attractive American with whom he had a short lived but passionate affair. The ephemeral associated with the word ‘*foreigner*’ permeates the novel and is handled with remarkable maturity reminding the reader of epoch- making *The Outsider* by Albert Camus. The protagonist's anguish at the meaninglessness of the human condition and the eventual release from the depression of life through karma yoga, the principle of action without attachment, detachment with selfish action attachment with selfless action.

Conclusion

The Forgeiner, Sindi finally enlightened by one of the Kemka's company employee Muthu detachment mean not escape from involvement, involve in selfless action ,service to mankind .so he shown path of of karma yoga Sindi to serve his company ,who were the labours depend Babu's father workers, sindi sacrificed his another higher job, and settled with Sheila Babu's sister at the end of plot.

Muthu enlighten sindi about his misconception of detachment, this scenario just reflects, Lord Krishna enlightened Arjun at the time of Kurukshetra war . Finally Sindi's self delusion had been burnt, he felt himself about his passion attachment of ‘selfless karmic action is the extreme transcendent of human existence.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS I PHONE USAGE WITH SPECIAL REFERENCE TO MADURAI DISTRICT

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Abstract

This report contains the work done during the period which we held in A Study on Customer Satisfaction towards I Phone Usage with Special Reference to Madurai District. It not only provides a different environment, but also helps to get some knowledge about the different kinds of jobs in that environment. I Phone platform involves several and amazing technologies that makes programming it a cool activity for experienced programmers willing to know the goodness of a mobile device, and a great option for students or novices to learn programming. Both of them will find the power of the I phone libraries and development tools amazing to quickly start building powerful I phone apps. We will be using Xcode under Mac OS X as our IDE, and objective-C and I phone API as our programming tools to create I phone applications, which finally can be loaded into the I phone device. We'll start with the classical "Hello Word" and continue to develop applications using graphical user interfaces, handling multi-touch and motion detection, communication interfaces, and different media.

Keywords: *Customer Satisfaction, I phone, Madurai District*

Introduction

The I phone is a line of Internet and multimedia enabled smartphones designed and marketed by Apple. The first I phone was developed on 29 June 2007. An I phone functions as a camera phone including text messaging and visual voicemail, web browsing, and Wi-Fi connectivity. a portable media player, with e-mail The I phone was the first mobile phone to use multi-touch technology. Development of an Apple smartphone began in 2004, when Apple started to gather a team of 1000 employees led by hardware engineer Tony Fadell, software engineer Scott Forstall. Since the I phone launch, it has gained larger screen sizes, video recording, waterproofing, and many accessibility features. Up to the I phone 8 and 8 plus, I Phone had a single button on the front panel, with the iPhone 5s and later integrating a Touch ID fingerprint sensor. The I phone is one of the two largest smartphone platforms in the world alongside Android, and is a large part of the luxury

market. The I phone has been credited with popularizing the smartphone and slate form factor, and with creating a large market for smartphone apps, or "app economy". As of January 2017, Apple's App Store contained more than 2.2 million applications for the I phone. The I phone 8, 8 plus, and I phone x were announced on September 12, 2017, in Apple first event held at the Steve Jobs Theater in Apple Park.

Objectives of the Study

1. To find out the level of satisfaction of customers towards I phone.
2. To offer suggestions and recommendations for improvements of I phone.

Research Methodology

Research Design

The research design refers to the overall strategy that you choose to integrate the different components of

the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

I Phone Features

- Voice Over
- Zoom
- Magnifier
- Voice Control
- Switch Control
- Assistive Touch
- RTT and TTY support
- Closed Captions
- Personal voice
- Type to Siri
- Spoken Content

iPhone better than Android

Compared to Android devices, Apple phones offer better performance. They are built to work faster and smoother. Even the old iPhone models work well and have smooth functioning. With excellent internal storage, iPhones feel like a magical illustration.

Apple's I phone and Samsung's Galaxy lineup are juggernauts in the smartphone industry. Apple is supreme in the US, having claimed 52% of the local smartphone market in the first quarter of 2023, compared to Samsung, which took second place with 27%. But quantity doesn't always mean quality, naturally, and this guide will compare the two companies along every measure, from performance and design to ecosystem and security. Ready for the ultimate showdown? Here's how Apple's I phones stack up against Samsung's Galaxy series.

I Phone Vs Samsung

Apple and Samsung compete in many of the same areas of consumer electronics (phones, laptops, wearables, and so on), but their core customer bases can be quite

different. This has to do with differences in design, price, compatibility, functionality, and perhaps a bit of loyalty bias, which we're here to dispel.

Hard Ware

1. **Display:** Screen size 5.8 in Super Retina HD : AMOLED, 2436 x 1125p resolution, with dual ion exchange-strengthened glass.
2. **Rear Camera:** 12 MP with six-element lens, quad LED "True Tone" flash with slow, video recording at 1080p.
3. **Front Camera:** 7 MP, exposure control, face detection, video recording at 1080p.
4. **Battery:** An electric battery is a device consisting of one or more electrochemical cells.
5. **Sim Card:** GSM models of the I phone use a SIM card to identify themselves to the GMS network.

Software

1. **Inter face:** I phone X includes high-resolution, rounded, edge-to-edge Super Retina display, content rich experience like never before.
2. **Multimedia:** The I phone can sort its media library by songs, artists, albums, videos, playlists, genres.
3. **Email:** The I phone also features an email program that supports HTML email, which enables the user to embed photos in an email message.
4. **Internet Connectivity:** Internet access is available when the I phone is connected to a local area Wi-Fi or a wide area GSM or EDGE network.

Data Analysis and Interpretation

Table 1 Things that you Look While Purchasing a I Phone

S.no	Factors	No. of Respondents	%
1	More power saver	30	16%
2	Looks	25	23%
3	Low maintenance cost	10	26%
4	Low Price	35	16%
	Total	100	100%

Source: Primary Data



Inference

- Majority 26% respondents of age group in 26 - 30

Table 2 Monthly Salary

S.no	Factors	No. of Respondents	%
1	Under 30,000	12	12%
2	31,000 – 40,000	22	21%
3	41,000 – 50,000	5	5%
4	51,000 – 60,000	40	40%
5	Above 60,000	21	21%
	Total	100	100%

Source: Primary Data



Inference

Majority 40% respondents were monthly salary income is 51,000 – 60,000

Suggestions

- Apple has good brand image in the field of MP3/PVP. But Apple is not popular in laptops and pcs. Company should also promote these products and utilize its brand image
- Apple is not advertising much for its product frequently in television channel etc. advertising should be made frequent to let the people remembered the name of Apple
- Relation between the customer and company is the base of growth for any company
- Company should maintain good relationship with its big customer such as institution,

corporate, school, college and should also have good relation with the end users.

- Hoarding of company product should be kept at prime location where maximum people can see it.
- Until and unless after sale service of the company is not good, it is not possible for the company to increase the sale
- Apple though has very efficient and effective after sale service but there are area of improvement.
- iPod is considered to be a trend setter and one of the most wanted items for the teenagers. This image must be enhanced to even adults owning an Ipod and associating with it.

Conclusion

APPLE: From the result of the statistic tests, many Apple's user are trendy and some of them are short - term user. In order to keep these customers, Apple should always produce new products to avoid losing them. Beside the result reveal that there is a relationship between age group of the interviewer and the reasonable price they think. The lower age group of the reasonable price of a smart phone they think. Apple could attract young buyer by lowering its price for instance. Apple can produce new smart phones with lower cost and hence to lower the price. As a result Apple could increase its market share, even attract the users of different brands of smart phone. Apple's product line has grown rapidly in the past few years. What we have found to be the most interesting about Apple is how they are very innovative and early adapters. Samsung stands on the pillars of innovation and excellent customers services. Samsung and Apple have a good market share but they have to change their strategies for more coverage of market share.

Website Referred

www.scribd.com
 www.blackberry.com
 www.htc.com
 www.apple.com
 www.wikipedia.com
 www.google.com.

A STUDY ON CASH MANGEMENT AND ITS IMPACT ON FINANCIAL POSITION OF GLOCELL CHEMICAL INDUSTRIES PRIVATE LIMITED

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Abstract

Cash is to a business is what blood is to a living body. A business cannot operate without its life-blood cash, and without cash management, there may remain no cash to operate. Cash movement in a business is two-way traffic. The paper titled "A Study on Cash Mangement and its Impact on financial Position of Glocell Chemical Industries Private Limited" is to analyse the Cash management and financial position of the Company. The objective of this paper is to find out the solvency ratios of the Company, to find out the liquidity position of the Company, to study the performance of Company through comparative analysis and to provide suitable suggestions improving the financial performance of the Company. The conclusions are drawn from the analysis done with the cash from operations, trend analysis ,risk description model and Solvency ratios, comparative, common size study.

Keywords: *Cash Management, Financial Position, Glocell Chemical Industries Private Limited*

Introduction

Cash management is concerned with the managing of (i) Cash flows into and out of the firm, (ii) Cash flows within the firm, and (iii) Cash balances held by the firm at a point of time by financing deficit or investing surplus cash. It can be represented by a cash management cycle. Sales generate cash which has to be disbursed out.

1. Cash planning Cash inflows and outflows should be planned to paper cash surplus or deficit for each period of the planning period. Cash budget should be prepared for this purpose.
2. Managing the cash flows the firm should decide about the properly managed. The cash inflows should be accelerated while, as far as possible, the cash outflows should be decelerated.
3. Optimum cash level the firm should decide about the appropriate level of cash balances. The cost of excess cash and danger of cash deficiency should be matched to determine the optimum level of cash balances.

Company Profile

Glocell Chemical Industries pvt ltd is known to be the most exemplary Cellulose and starch subsidiary chemicals supplier in India. The organization was framed by unfathomably experienced technocrat business people in the year 2010.

Glocell chemical industries deals with the following products,

- Oil Well Drilling
- Polyanionic Cellulose Polymer
- Ceramics and Sanitary Ware
- Cosmetics Accessories
- Textiles
- Detergent
- Poly Anionic Cellulose
- Food Pharma

Objectives of the Study

A study on cash management and its impact on financial position of glocell chemical industries private limited

Scope of the Study

- It helps to take short term financial decision.
- It indicates the cash requirement needed for plant or equipment expansion programmes.
- To find strategies for efficient management of cash.

Review of Literature

Collins & Jarvis, 2000, Cash Management originally means the management of liquidity in order to meet their day to-day commitment. There are many companies that do not put enough focus on managing the liquidity of the firm. The result of poor focus on cash management often means that the financial assets are bound. Instead of being bound, it could be used to invest for example in material.

However, the picture changes when uncertainty (i.e., uncertain growth) is introduced (Brigham and Houston, 2001). Larger amounts of cash, securities, accounts receivables, marketable securities, inventories, and fixed assets will be needed to support increased sales. Required levels will be based on expected sales levels and expected order lead times. Additional holdings may be needed to enable the firm to deal with departures from the expected values. Further, firms will also attempt to increase their accounts payable balances as a means of financing increased levels of current operating assets.

Shin & Soenen, 2004 consistent with later study on the same objective that done by (DeLoof, 2004) by using sample of 1009 large Belgian non-financial firms for the period of 2003-2007. However, (DeLoof, 2004) used trade credit policy and inventory policy are measured by number of days accounts receivable, accounts payable and inventories, and the cash conversion cycle as a comprehensive measure of working capital management. He finds a significant negative relation between gross operating income and the number of days accounts receivable, inventories and accounts payable.

Research Methodology

Research is a process in which the researchers wish to find out the end result for a given problem and

thus the solution helps in future course of action. The research has been defined as "A careful investigation or enquiry especially through search for new facts in branch of knowledge". Research is an organized, systematic, database, critical, objective, scientific, inquiry or investigation into a specific problem, undertaken with the purpose of finding answer or solutions to it. Emory defines as "Any organized inquiry designed and carried out to provide information for solving problem"

Source of Data

Secondary Data

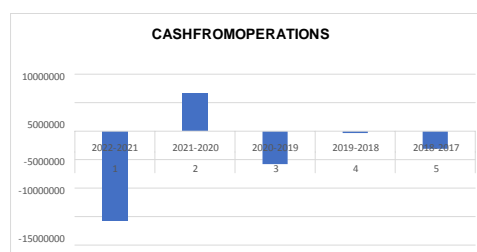
Secondary data has been obtained from annual reports of the company, balance sheets, profit and loss accounts, booklets, records such as files, and reports maintained by the company.

Data Analysis and Interpretation

Cash from Operations

Table 1 Showing Cash from Operations

S. No	Year	Cash used/from Operations
1	2022-2021	-15719407
2	2021-2020	6569272
3	2020-2019	-5799114
4	2019-2018	-354541
5	2018-2017	-3100652



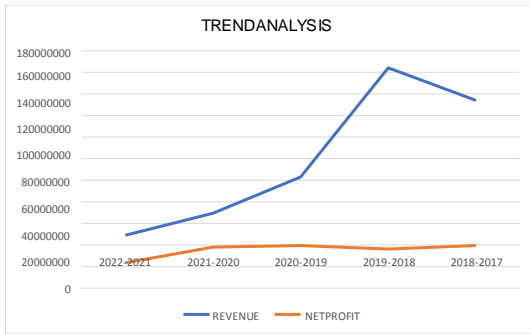
Interpretation

The Table shows that cash from operations of Glozell chemical industries pvt ltd are to be efficient. But the company used its cash for all the four years. Except in the year 2021-2020 an amount of 6569272 rupees were generated from the company. Whereas company is using its money for the operations, so company has to improve its operations.

Trend Analysis

Table 2 Showing Trend Analysis

S. No	Year	Revenue	Netprofit
1	2022-2021	8923750	-16498864
2	2021-2020	29377000	-1859918
3	2020-2019	62962450	-626074
4	2019-2018	164051000	-3748363
5	2018-2017	133865350	-494390



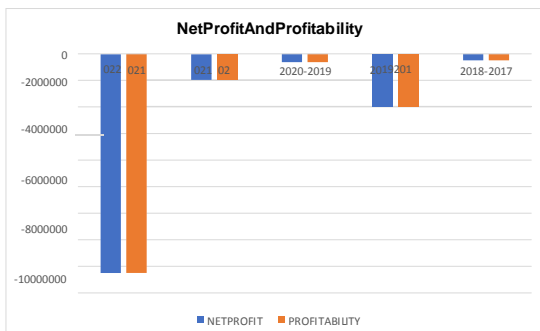
Interpretation

From the above table it is inferred that, the revenue of the company goes on decreasing year by year, it goes in a negative trend. However, the net profit goes on increasing in negative trend over a period of 5 years.

Risk Description Model

Table 3 Showing net Profit and Profitability

S.No	Year	Netprofit	Profitability
1	2022-2021	-16498864	-16498864
2	2021-2020	-1859918	-1859918
3	2020-2019	-626074	-626074
4	2019-2018	-3748363	-3748363
5	2018-2017	-494390	-494390

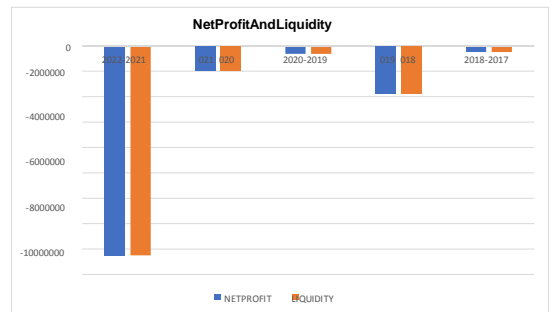


Interpretation

From the table it is inferred that, the relation between net profit and profitability goes in a negative trend, since the company has to improve its operations in order to stabilize the company. However, the company goes on negative trend over the last five years of period.

Table 4 Showing Net Profit and Liquidity

S. No	Year	Netprofit	Liquidity
1	2022-2021	-16498864	-16498864
2	2021-2020	-1859918	-1859918
3	2020-2019	-626074	-626074
4	2019-2018	-3748363	-3748363
5	2018-2017	-494390	-494390

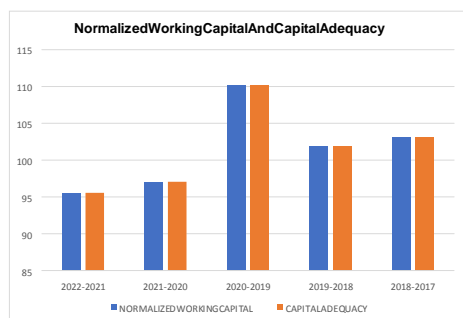


Interpretation

The table it shows that there is a negative trend for both net profit and liquidity. However, there is a high negative trend in the year 2022-2021 with -16498864 and low negative trend in the year is 2018-2017 with -494390.

Table 5 Table Showing Normalized Working Capital and Capital Adequacy

S.No	Year	Normalized Working Capital	Capital Adequacy
1	2022-2021	95.57	95.57
2	2021-2020	97.06	97.06
3	2020-2019	110.16	110.16
4	2019-2018	101.96	101.96
5	2018-2017	103.13	103.13

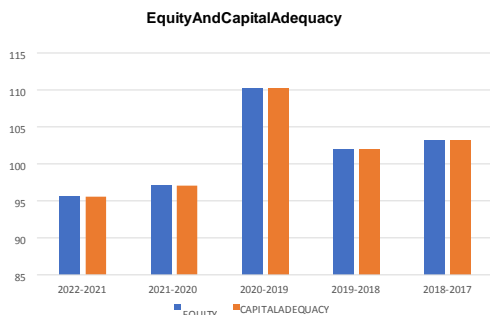


Interpretation

From the table it is inferred that, the normalized working capital and capital adequacy goes in a positive trend with similar path. However, it was high in the year 2020-2019 with 110.16 and low in the year 2022-2021 with 95.57.

Table 7 Table Showing of Equity and Capital Adequacy

S.No	Year	Equity	Capital Adequacy
1	2022-2021	95.57	95.57
2	2021-2020	97.06	97.06
3	2020-2019	110.16	110.16
4	2019-2018	101.96	101.96



Interpretation

From the table it is inferred that, the capital and capital adequacy go in a positive trend with similar path. However, it was high in the year 2020-2019 with 110.16 and low in the year 2022-2021 with 95.57.

Findings of the Study

The cash from operations occurred in the year 2021-2021 with 6569272. It is noticed that the remaining four years cash used from operations. In the year 2022-2021 has the most cash used from operations.

In trend analysis the revenue is decreased in the year 2022-2021 with 8923750. It is noticed that the revenue is decreasing year after year.

In trend analysis the net profit is in negative for all the five years. It is identified that the current year has the highest negative net profit with - 16498864.

The Debt to Asset Ratio is high in the year 2022-2021 with 0.71 whereas, exceptionally low in the year 2020-2019 with 0.59. It is noticed that year after year the Debt to Asset Ratio is fluctuating.

The Equity Ratio is high in the year 2022-2021 with 0.31 whereas, exceptionally low in the year 2020-2019 with 0.295. It is noticed that year after year the Equity Ratio is increasing.

Suggestions & Recommendations

- The company must take steps to reduce operating expenses. The company has to increase a standard technology and use the best raw material grade to get the proper outcome.
- Glocell chemical industries should increase its current assets. In a way to increase its assets the company has generate more revenue or it has to take debts.
- Glocell chemical industries should recover the debtor's payment within specific time. The company has to maintain debt payment policy in order to overcome from bad debts.
- The company should maintain liquidity to meet the business needs. However, maintaining liquid funds will help a company to undergone its day-to-day operations.

Conclusion

The Cash Management Analysis done on the financial position of the company has provided a clear view on company overall performance. The use of the Cash from operations, Trend analysis, and Risk description other accounting and financial management helped in this study to find out the financial soundness of the company. This paper was very useful for the judgment of the financial status of the company from the management point of view.

Before I conclude I wish to convey my thankfulness in regard to the training given to me in Glozell chemical industries ltd. It gave me extreme satisfaction and practical knowledge of the financial activities carried out in the company.

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CONCEPTUAL AND BENEFIT WITH THE CONCEPT OF FINANCIAL LITERACY

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Abstract

Financial literacy has been identified as an essential ability for people who are immersed in an increasingly complex financial environment. Financial literacy enables people to make more proactive and efficient monetary decisions in their life. This paper assesses individuals' financial literacy and examines the relationship between financial literacy and financial conduct. The findings of the study indicate that people have a reasonable level of financial literacy. When people' financial behaviour was analysed, it was discovered that the majority of them demonstrated relatively favourable financial behaviour. It has also been noted that financial literacy can help people make more informed decisions, which leads to healthy financial behaviour. As a result, increasing financial education promotes prudent economic behaviour.

Introduction

Financial literacy is the combination of financial, credit, and debt management skills, as well as the knowledge required to make financially responsible decisions that are part of our daily lives. Financial literacy includes understanding how a bank account works, what it means to use a credit card, and how to avoid debt. To summarise, financial literacy has an impact on the daily challenges that an average family has when attempting to balance a budget, purchase a home, support their children's education, and secure a steady income in retirement. Lack of financial literacy is not limited to emerging or underdeveloped economies. Consumers in industrialised or advanced nations also lack a solid understanding of financial principles necessary to understand and negotiate the financial landscape, efficiently manage financial risks, and avoid financial hazards. Nations around the world, from Korea to Australia to Germany, are dealing with populations that do not understand basic financial concepts. Financial literacy varies by education and income level, but evidence suggests that highly educated consumers with high incomes can be just as ignorant about financial issues as less-educated, lower-income consumers (though the latter

are generally less financially literate). And it appears that buyers are hesitant to learn.

Personal Financial Management

Finance can be described as the art and science of managing money. The two primary fields of finance are (1) financial services and (2) managerial finance/corporate finance/financial management. While financial services is concerned with the design and delivery of advice and financial products to individuals, businesses, and governments in the areas of banking and related institutions, personal financial planning, investments, real estate, insurance, and so on, financial management is concerned with the responsibilities of financial managers in a business. Financial managers actively handle the financial affairs of all types of businesses, including financial and non-financial, private and public, large and small, profit-driven and not-for-profit. They execute a wide range of tasks, including budgeting, financial forecasting, cash management, credit administration, investment analysis, and fund management. The resources under consideration include both tangible and intangible assets, such as machinery, inventories, cash debtors, and patents and goodwill. It also covers

controlling the company's debt in order to reduce the cost of doing business. This term also applies to homes and individuals, as there is a need to manage and control household and individual resources in order to create wealth, maintain financial stability, and retire peacefully. As people get more literate, they become more financially sophisticated, and it is considered that this translates into greater competence. On the other hand, they argue that the ability to analyse new and sophisticated financial products and make educated decisions about their use would be in their best long-term interests. The National Council on Economic Education (NCEE) (2005) defines financial literacy as familiarity with basic economic principles, awareness of the US economy, and understanding of several essential economic words.

Objective

- To study the need and requirement of personal financial literacy in today's era.

Key Components of Financial Literacy

Budgeting

Creating and sticking to a budget is one of the most fundamental components of managing your money effectively. Budgeting is now easier than ever thanks to websites and apps like Mint.com. Even if maths isn't your strong suit, these user-friendly tools may help anyone stay on track with their finances. And, when used effectively, they will keep you informed about where your money is actually going. Without a budget, it's difficult to keep track of where your money comes from and where it goes, therefore any financial rookie should start by learning the fundamentals of budgeting.

Interest Rates

While you may touch on the ideas in a mathematics course, it is critical to comprehend distinct elements, such as compound interest. It can mean the difference between borrowing a tiny amount and repaying far more than you need to for years to come. Understanding the intricacies of interest might have a greater impact on your money than you

realise, therefore it's a valuable topic to grasp early on in life.

Savings

Obviously, saving is a vital part of keeping a healthy financial status. However, the majority of students do not give this aspect the attention it deserves. Retirement is easy to disregard since it appears so far in the future. Learning to save early on can help you develop the knowledge, practice, and abilities you'll need throughout your life. Beginners can begin working on this notion in the most basic sense, such as saving money for a higher-ticket item they want. Working towards a goal is essential here, and students must recognise that there is significant benefit in paying themselves first, because bills will always be there. Have you have peace of mind? That requires practice and effort. Having peace of mind? Well, that comes with practice, diligence and patience, all qualities you'll develop when mastering your saving skill set.

Safety & Security

Identity theft is more common today than it has ever been. Everything is digital, and almost everyone has shopped online at some point, making your financial information more exposed to theft. Understanding this notion, together with preventative measures like as password protection and limiting the amount of information given online, can be the key to preserving secure accounts or, conversely, lead to financial devastation. While it is not a foolproof science (people can be secure and things still happen), it is critical to protect your finances as much as possible in order to prevent the risks that present.

Importance of Financial Literacy

Compounding the problems associated with financial illiteracy, it appears financial decision-making is also getting more onerous for consumers. Five trends are converging that demonstrates the importance of making thoughtful and informed decisions about finances:

The Financial Decisions

Retirement planning is an example of this trend. Previous generations relied on pension plans to fund the majority of their retirement years. Professionally managed pension plans place financial burdens on the firms or governments that sponsor them. Consumers were not involved in decision-making, did not contribute their own funds, and were rarely informed about the pension's funding or investments. Pensions are becoming less common, particularly among new workers. Instead, employees are provided the ability to participate in 401(k) plans, in which they must make investment selections and decide how much to contribute.

Lack of Government Aid

Previous generations relied heavily on Social Security for retirement income. However, Social Security does not pay enough, and it may not be available in the future. The Social Security Board of Trustees reported that the Social Security trust fund could be drained by 2033, which is a frightening possibility for many people. So Social Security currently functions more as a safety net, providing only enough for basic existence.

Changing Environment

The financial scene is highly volatile. In today's global marketplace, there are many more participants and influences. The rapidly changing environment generated by technical innovations such as computerised trading accelerates and increases the volatility of the financial markets. When these issues are considered combined, they can lead to disagreements and make it difficult to develop, implement, and adhere to a financial roadmap.

Culture

Following certain cultures will help people become financially educated. Financial literacy does not include analysing how an individual's financial decisions affect others. Supporting a local retailer, for example, will provide job possibilities while also providing other advantages to the community. Shopping online is more likely to be a good financial

option, but it will have a negative impact on people who own physical stores. According to the definition of financial literacy, it is critical to highlight the factors on financial decision making and how they affect others. It encompasses cultural and personal values, social status, life stages, professional associations, educational level, media, and much more.

Education

Only 17 states offer financial literacy instruction, posing a significant challenge. Schools must teach children valuable life lessons about money. This will allow them to more effectively monetize labour and manage their assets. There is a clear demand for programmes that teach students financial literacy skills so that they can properly manage and implement their finances.

Financial Education Programmes in India

The push to improve financial literacy in India over the last decade has also been bolstered by the country's central banker, the Reserve Bank of India, which has mandated that banks take the initiative to improve financial inclusion and literacy. In July 2012, the RBI created and issued a draft national financial education strategy. The strategy contains insights about not only the role of banks, but also the importance of financial education in schools.

- National Strategy For Financial Education In India
- RBI's Initiatives On Financial Education
- Credit Counseling Centre
- Initiatives Taken By SEBI For Empowering Investors
- IRDA'S Initiatives On Financial Education
- PFRDA Initiatives On Financial Education
- Market Players Initiatives On Financial Education
- Initiatives Taken By Other Public Sector Banks
- Co-ordinated Initiatives

Lessons in Financial Literacy

College Financing

"Many students don't understand the difference between loans they or their family are borrowing, versus grants and scholarships they're receiving and which may be tied to a minimum GPA or other requirements." Understanding these financial vehicles is crucial for students to determine goals during college.

Money Management

Most college students are financially challenged, and they frequently spend their money on disposable items and experiences such as lattes, pizza, regional weekend travel, and concerts. If they want to get the most out of college, they need to understand where their money is going. Review your monthly bank statement or utilise an app or online tool like Mint.com; you'll need a feel of both your textbook and takeout budgets if you want to make informed financial decisions over time. You'll also need to grasp your budget if you want to succeed in the following lesson: saving. Because conserving money often requires cutting back on your "fun money" budget.

Savings

Saving is the process of setting aside a portion of one's current income for the purpose of providing for one's future needs and desires.

Student Loan

Students may be unaware of which debts they are taking on and which their parents are shouldering on their behalf. They may be unaware that unless they meet specific circumstances (unemployment, more study, or forbearance agreements), they must begin repaying student loans within six months of graduation.

Managing Debt

Students who signed up for a high-interest credit card during their freshman year may be saddled with debt upon graduation. Carrying this much debt with double-digit interest rates will be difficult to repay in

student or entry-level jobs. However, not all debt is created equal.

There is "good debt," which refers to college loans or auto loans that you repay at a fixed rate and on time over time. Even credit card debt is manageable if paid off in a timely manner. If you intend to use credit cards, read the terms and shop around.

Credit Cards

While it is unwise to overspend on credit cards, not using them at all can also have negative implications. That's because utilising credit cards is a significant strategy to improve your credit score. Your credit score determines whether you qualify for a lease, vehicle loan, house loan, or small business loan. Your credit score determines whether you qualify for a lease, vehicle loan, house loan, or small business loan. Furthermore, many businesses consider credit ratings while determining your job-worthiness. College is an excellent time to learn how to use credit cards effectively. Credit cards and other loans that you repay on a regular basis help you build a strong credit history.

Opportunity Cost

College is a necessary stepping stone for most young adults. But with sky rocketing tuition costs and student loan debt, a competitive job market, and expensive rents in the sorts of urban areas where young grads may be flocking for jobs, college is also a financial mine field. For many students, it's a first lesson in "opportunity cost" the pros and cons of different choices. Over-borrowing now could mean prohibitively high loan debt later, while working too much just for spending money may eat into more valuable work or educational experiences. Students spending four years of their young adult lives are building what financial advisors call their "human capital" their initial job skills, their social networks, the professors or group leaders who might provide references for them and that in turn helps set the stage for a college grad's career prospects and income.

The Benefits of Personal Financial Literacy

Long-Term Learning

Some claim that money management is a skill learned at home; however, many parents are unwilling or unable to teach their children everything they need to know about finance, thus pupils must be exposed to money management at school. Texas' approach to personal financial literacy is sometimes referred to as a "spiral." The Texas standards' Personal Financial Literacy strand is extensively specified in each grade, ensuring that abilities and concepts develop logically at each school level. It is intended that this learning "snowballs" over time. Concepts and skills are ingrained in the child's long-term memory after repeated encounters. The President's Council also approved the benefit. They believed that financial education is a lifelong endeavour, and that vocabulary, skills, and behaviours should be learnt constantly, beginning at a young age.

Improves the Workplace.

Students require skills, information, and assistance to meet their future financial obligations. Employees who are concerned about debt and other personal money difficulties have difficulty focusing on their tasks and are not as provided The American Institute of Stress estimates that stress, including personal economic stress, costs businesses up to \$300 billion a year in lost productivity, absenteeism, employee turnover, and increased medical, legal, and insurance costs.

Financial Security

According to the FDIC's Alliance for Economic Inclusion, an estimated million Americans are "unbanked," while another 44.7 million are

"underbanked." So, 28 million Americans do not have their money in a bank and hence do not receive any interest. They aren't receiving the rewards of their savings. Without a bank account, it is nearly impossible to obtain credit, receive federal payments, or own property! Students need to understand this so that they may responsibly use credit cards, accept payments, and one day own a home. Many underbanked people reject the banking system, believing that they are unable to maintain sufficient cash balances to avoid excessive monthly fees.

Conclusion

Even with such an instrument, a question remains. How could we measure genuine financial behaviour rather than the declared one? Practical testing would be required, similar to the exams used to validate ITC abilities, but this would be difficult, time-consuming, and costly. Personal financial conditions are confidential, making it difficult to evaluate the actual use of financial instruments. Social desirability scales could be used to correct for answer distortions caused by social norm pressure. The sooner we have a thorough and valid tool for evaluating financial literacy, the sooner we can begin educational programmes aimed at increasing financial literacy for the benefit of individuals and, more importantly, the growth of society as a whole.

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THE POSITIVE AND NEGATIVE ASPECTS OF E-LEARNING

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Abstract

Providing education and training to the masses on a massive scale, for economic survival and to meet the ever-changing needs of society, as well as to meet the individual's special needs and tastes, is not possible using the traditional education system based on brick-and-mortar schools, colleges, and universities. The World Wide Web (WWW) is being utilised to increase communication, collaboration, resource sharing, active learning, and educational delivery via distant learning. Distance education, e-learning, and virtual universities may offer the desired solution. E-learning can be viewed as the most recent kind of distant learning, facilitated by cutting-edge technology such as the Internet and the World Wide Web. In recent years, many universities and educational institutions around the world have started offering online services such as admissions and virtual (online) learning environments in order to facilitate lifelong learning and make it compatible with other educational management activities. Current e-learning research integrates pedagogical, technical, and organisational problems into a larger set of socio-cultural elements. Understanding e-learning concerns and obstacles is critical for e-learning research communities, and it will play an important role in shaping future practices. In consultation with the INDIA research community, a variety of research difficulties and obstacles must be addressed in order to develop more efficient learning methodologies.

Introduction

When it comes to online learning education, the paradigm has been rather simple: up until the early 2000s, education was delivered in a classroom setting, with a teacher leading the process. Physical presence was a given, and any other form of learning was suspect at best. Then came computer evolution, which dramatically altered the learning landscape.

The term "e-learning" has only been around since 1999, when it was first used at a CBT systems seminar. Other terms began to emerge in pursuit of an exact explanation, such as "online learning" and "virtual learning." However, the ideas underlying e-learning have been thoroughly recorded throughout history, with evidence indicating that early types of e-learning existed as far back as the nineteenth century.

Objectives

- A study of the benefits and drawbacks of e-learning.

Importance

"E-Learning - education conveyed via electronic means"

E-Learning uses media, such as the internet, CD-ROMs, DVDs, and streaming media, to teach and facilitate knowledge. It has shifted the method of instruction provided to students. Unlike traditional chalk-and-board teaching, e-Learning makes giving and receiving easier, more prolific, and productive. Shortly, it is the method of teaching purely through technology. The term "e-learning" is used interchangeably with virtual knowledge, online education, computer-based training, web-based knowledge, and networked education. Whatever the cause, e-learning is changing the way traditional academia teaches and what students understand. Technological growth and the internet have altered people's life on a variety of levels, including teaching and learning. The web has become one of the learning channels that allow people all over the

world to get an education for free or at a low cost. The rapid growth of information technology and the internet have made it possible for people to gain widespread access to knowledge, high-quality education and training. This simple access to information systems and the internet can help people enhance their abilities for a lower cost. Knowledge delivery to some people would not have been conceivable without the opportunities provided by technology and the internet. Teachers and students alike must now use the internet to educate and learn. Online courses are becoming increasingly important for providing education and spreading knowledge. Thus, teachers should evaluate this educational trend and prepare themselves technically and pedagogically to incorporate online instruction. In turn, students need to have adequate skills that will allow them to properly profit from the advantages that e-learning provides.

Purpose of E-Learning

- E-learning allows learners to achieve personal accomplishments, basic schooling, or receive a degree without attending a physical school or institution.
- Another suggestion is to incorporate E-learning at all levels of education to ensure that students understand the teachings correctly.
- Psychologists feel that the audio-visual technique of teaching generates a disciplined learning environment and good student involvement in the classroom.
- Learning online or through electronic media allows you to keep up with advanced learners. Additionally, digital and self-directed learning can be obtained at the preferred locations. One does not need to journey in search of knowledge.
- E-Learning offers a wide range of learning options.

Types of E-Learning

- E-Learning eventuates in many forms and at times is the blend of the following:
- Completely online – no vis-a-vis meetings

- Mixed Learning – A blend of online and direct communication
- Synchronous- the communication between the provider and receiver happens directly as in chat rooms, or video-audio conferencing.
- Asynchronous- The information is passed through forums, emails, wikis, etc
- Self-study
- Web-based learning
- CD-ROMs
- Audio and Visuals

Advantages of E-Learning in Education

The online learning technique is most appropriate for everyone. This is a significant shift in the learning genre. The material can now be accessed, discussed, digested, and shared from anywhere.

Interactive Learning

Gone are the days when kids could only peruse books at the library. Now, e-books and education mobile applications are the preferred methods of learning.

Thousands of educational apps are available on the Play Store and App Store, transforming boring classes into exciting learning experiences through video and gamification. The online learning style is best suited for all. This is a revolution in learning genre. The information, now, can be accessed, talked, absorbed and shared anywhere. E-Learning has made education easy for everyone including office-goers, house wives, etc. without compromising much.

Round the Clock Availability

Education mobile apps offer 24/7 access, unlike traditional schools, allowing for flexible study. Millions of students are hesitant to raise questions in the classroom; the app allows students to answer their questions whenever they want and rewind the lecture for greater comprehension. We also know that time-bound learning is ineffective because youngsters are easily distracted and cannot maintain continuous concentration for long periods of time.

As a result, educational applications are most effective in this area, allowing students to learn new subjects at their own pace.

Online Study Material

Online resources eliminate the need for physical books and study materials. Online lessons and e-books simplified and facilitated students' lives. With the progress of technology, readers can discover a wide range of books with a single click. Teachers are empowering students to use m-learning apps to create engaging video projects, leveraging the educational platform's technology. Now, internet surfing promotes children and students to achieve higher achievements. Today, students can use apps to demonstrate any topic or endeavour, making a unique video. Furthermore, by delivering short movies, lecturers save students' time and encourage them to be more creative.

Video Projects

Teachers are integrating technology into the educational framework, allowing students to produce innovative projects using m-learning tools. Now, internet surfing promotes children and students to achieve higher achievements. Today, students can use apps to demonstrate any topic or endeavour, making a unique video. Furthermore, by delivering short movies, lecturers save students' time and encourage them to be more creative.

Entertainment

The use of mobile applications in education smoothen the process of learning making it interesting, interactive and fun. These mobile applications boosted with entertainment quotient engage students in the activity. For example; introducing gamification into mobile applications has made it easy to attract kids. The scores, badges, and goals to achieve excite students. In an experiment, usage of gamification while teaching mathematics to attract students. This concluded students found it more interesting and were motivated towards learning without much effort.

New Learning Methods

With the advent of the e-learning app, education has now become fun and more engaging. The e-learning has definitely made the learning process interesting. The e-learning app has brought fun games that help in indulging the students in a health education process.

With e-learning apps, students have now get rid of the traditional methods of learning, i.e., textbooks and whiteboard learning. The interactive online learning app has now brought video tutorials and educational games which helps the students in stimulating their minds and gets more interested in learning. Enhance the parent-teacher communication:

Both parents and teachers play a vital role in the success of any student. With the advent of learning mobile apps, the communication between the teacher and the parent has become strong and this helps in building a relationship between the parent and teacher. With the help of this app, teachers can respond to the queries of parents more quickly and efficiently regarding the development of their ward. This helps in making the education sector more transparent.

Opportunity to study outside the class

With the advent of LMS, e-learning app education is not only confined to the school room environment but it is open outside the classroom as well. The learning app has now facilitated the students to engage in their studies in their free time as well.

Anytime anywhere

The best and most useful advantage of using educational app development for online learning is anytime and anywhere learning. There is a proverb; there is no limit to knowledge. That's true. With the help of these online apps meant for online learning, you can simply start your education anytime or anywhere. No matter you are on a deserted island or in a village, you can simply tap open the online learning sessions and get yourself educate and benefitted from this.

A large number of institutes and colleges are also offering this system of learning day by day to

enlarge their student base. These sessions are generally called Virtual interactive learning which is considered as the future of our study and might can whoop the classroom study concept away.

Individually Focused Learning

No teacher can be concentrate on a long-hour session. It is seen that a teacher generally has to engage 20-30 students during each session. It is generally seen that some student understands the concept while others do not. Though in classroom teaching it is attempted that all students learn equally but it never happens so. As the teacher cannot wait for the students who have not understood the concept well and proceed to the next chapter. As a result in classroom teaching, those who do not understand the concept well at one go hardly get the opportunity to clear their concept and proceed to the next chapter without learning the previous one.

Now since it is mostly seen that a chapter is related to the previous chapter the student also fails to understand the next chapter as well. In this way, a student does not understand the whole subject properly. But with the advent of e-learning apps, these kinds of problems get solved as students get enough opportunity to learn and make their concept clear even after the classroom hours. With LMS app teachers can upload many reference materials and students can take up those reference materials and make their concept clear even after the school hours.

Disadvantages of E-Learning

Even with all of the benefits of e-learning, there are some negatives that must be considered. One disadvantage of online learning is that practical skills are more difficult to learn using online tools. For example, while it is simple to share knowledge, make movies, and explain the process of creating a wooden table, practical expertise is required. Hands-on experience is required for many skills, including pottery and vehicle engineering.

Isolation

Though e-learning offers ease, flexibility and the ability to remotely access a classroom in the

student's own time, learners may feel a sense of isolation. This is because learning online is a solo act for the most part, which may give the learner the feeling that they are acting completely alone. As technology progresses and e-learning benefits from the advancements being made, learners can now engage more actively with professors or other students using tools such as video conferencing, social media, and discussion forums amongst others.

Health-Related Concerns

E-learning requires the use of a computer and other such devices; this means that eyestrain, bad posture, and other physical problems may affect the learner. When running an online course it's a good practice to send out guidelines about correct sitting posture, desk height, and recommendations for regular breaks.

No face-to-face Interaction

While e-learning can be quite interactive these days, through the use of video conferences, webinars, and face-to-face video chat, it still isn't the same as sitting across the room from a real person. Simply put, there is no substitute for interacting with, and learning from, a fellow human.

Lack of Input from Trainers

E-learning is structured. When a program is developed, it is based on what the course developers think is the right curriculum at the time. However, learning materials can quickly become outdated – and may contain errors even from the beginning. The best trainers will sit and talk to people and engage with them to find out what they need to know, and how they need to learn it. Student feedback is highly valuable, however, that's far less possible with an e-learning course. Skilled trainers and subject matter experts are at their very best when they are being grilled by - and interacting with - their students. This interaction results in a better training process and better trainers. In e-learning, it's largely not present.

The Learning Style May Not Suit All

This process of online learning may not seem attractive to all. Since everyone is not the same so is

their ability to grasp. While some can find the method of e-learning easy, for others understanding things through this method can seem difficult. They may find the environment of a usual training center, with a trainer present all the time, easier and more effective.

Learning Approach

It doesn't appeal to all learning styles so some learners will not enjoy the experience – especially strong activists and pragmatists. It is still a challenge to make eLearning appeal fully to these groups as different people learn better or worse using different styles. Some may prefer images, some prefer just reading words and some prefer to talk about or actually do a task in order to learn.

E-learning Depends on Technology a Lot

While e-learning might look like a learning tool available to anyone, in reality, it's not. Not all people have stable internet access and computers that are powerful enough to support online streaming. For example, some might have all the necessary technologies but struggle with using it. For example, older students might find it hard to master all the newest tech gigs. This problem, however, can be solved by offering them some proper tutorials.

The Feedback Might Not be Enough

The feedback is one of the biggest drivers of students' progress. The students are able to improve only when they know their flaws and weak points.

Conclusion

E-learning is not just a change in technology. It has brought a positive impact on the lives of students and working professionals. It has given an opportunity to take up additional courses along with their studies or job as per their convenience. The fact is that

convenience is everything in today's busy society and will continue to be in generations to come. So it is a part of a redefinition of transmitting knowledge, skills, and values to younger generations of workers and students. Online education has also helped the faculties in the institutions to ask students to study some part of the syllabus online which does not require much of classroom instructions. So the online study helps the faculty to save time in which they can interact with the students more. With the emergence of social networking, blogging, and YouTube, students expect to be able to utilize E-learning from mobile technology on the fly to connect anywhere and anytime of the day. The quality of education has improved by online courses and even it has become easy for students to refer the content as per their leisure. In the era of digitalization, the scope of E-learning increases even more and will be beneficial for students, professionals and also institutions.

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IMPACT OF DIGITAL MARKET ON CONSUMER BUYING BEHAVIOUR

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Abstract

*In the highly competitive market and technology advancement with the usage of internet it has shifted the traditional market to digital marketing strategies. Digital marketing grab wide area and in the highly competitive market it involve exploring business model using digital technologies which reduces cost and expand business globally. Today digital marketing have a greater scope of expanding their business in the future as customers are much more satisfied by doing online shopping as they find digital marketing much more safer than traditional marketing. Digital marketing provide opportunity to the customers to have a look on the information of the product provided by the company and can able to do comparison accordingly, so that they are able to enjoy right to choice and can place order at any time 24*7 at any place*

Introduction

Digital Marketing refers to online marketing, internet marketing. Digital Marketing not only essential for grabbing wide area for marketing but it also equally essential for customers as it provide number of opportunity to talk directly with customers. In the highly competitive market and technology advancement with the usage of internet it has shift the marketing strategies to digital marketing strategies and the way of dealing with the customers with the passage of time. Day by day it increases the use of digital marketing as consumer gets wide variety of products not only with in particular geographical boundaries but from all over the entire world .The term digital marketing has become popular over period of time. Digital marketing market the product and services mainly on the internet but also on any digital medium like mobile phones. Marketing through digital medium it gives more satisfaction to the customers as they can ask queries and can also give suggestions related to any product and services. In digital market medium for communicating is much more convenient than traditional marketing as medium of communicating is mainly through website, chat, Email, etc. In digital

market it is very easy to make changes and update information continuously from time to time according to their goals and services and with the help of internet customers at any place and at any time can go through the given information which is beneficial for them. Digitalization play an important role in today's competitive market as it involve exploring business model using digital technologies which reduces cost and expand business globally .

Review of Literature

Kamlesh K Bajaj, Debjani Nag in their study on E-commerce stated (2016) E-Commerce was largely seen as the vehicle to propel and accelerate these changes. Now a days business and economics feel accepted that e-commerce is here to stay, new methods are tried and tested along with the novel methods for exploiting the internet to make business survive in highly competitive market place. With the new opportunities internet has created global digital economy. Through the process of consolidation it has graduated from new technology to a medium technology. E-Commerce transforms the paper transactions into electronic transactions which makes organization much easier.

Dr.C.S. Rayudu in their study on E-Commerce E-Business titled (2016) From Electronic data interchange to e-commerce many changes has been seen. In the highly competitive market growth of the internet has created potential vision of the e-commerce. E-Commerce is nothing but a traditional business by using electronic means. A comprehensive change has been seen from Electronic Data Interchange to e-commerce. With the growth of internet has created the potential vision for Internet. Today traditional market becomes outdated now future depends on e-commerce, new way of doing market research and using new digital strategies. It involves all the process from buying to manufacturing and selling of goods by using Internet. It helps to build closer relationship between both the customers and the sellers and it also allows companies to be more flexible in their operations. For the companies all over the world internet is the global business platform. E-commerce is all about increase speed, make product globalize, increase productivity and reaching to the new customers in less time.

Factors that are Driving the Evolution of Digital Marketing in Today's Times

Technology

1. With the usage of new technology in the digital marketing customer needs can be easily assessed.
2. Track best time in a day to publish a blog post.
3. Which area getting more customer attention and adopting that accordingly.
4. Figure out which e-mail get the maximum click through the rate.
5. Which page get most form submission.
6. For your industry which layout seems to work best.
7. Most searched keyword can be easily tracked and target that only. customers and potential customers profile can be easily buildup.

Storytelling

Today almost every business man use various ways to promote and differentiate the business from others. How to grab the attention of the customers and

engage them. Content decided by the organization takes in the form of story that the audience can enjoy and easily communicate with the message you wants to give for your brand building.

Various opportunities to create remarkable content are: showing online videos, quizzes and polls.

Story telling also helps to build emotional relationship with the viewers and also helps to build the loyal customers.

Storytelling Drawn from Four Key Elements

A beginning and an end: In story telling create the situation for the customers so that they invest in the storytelling then create tension and get the response from the customers.

First Mover Advantage

First-Mover Advantage (FMA) is the advantage gained by the initial ("first-moving") significant occupant of a market segment. It may be also referred to as technological leadership.

A market participant has first-mover advantage if it is the first entrant and gains a competitive advantage through control of resources. With this advantage, first-movers can be rewarded with huge profit margins and a monopoly-like status. Not all first-movers are rewarded.

Mobile Focused Digital Marketing

Things which affect the digital marketing

- Website should be mobile friendly.
- Create more new videos.
- Create paid campaigns
- Live streaming to build good relationship with audience

Need for Digitalization

The main stress behind this belief is to make full use of technologies which will be beneficial for society as it help in reducing work load and reduction of cost.

Digitalization also ensure good quality of product available online which will increase the variety for the customers as they can go through any of seller of his or her choice from any corner of the country or outside the country.

Digitalization also builds an image of enterprise as it is the key for competition which increases enterprise ability to play a greater role in international markets. Technologies are used for manufacturing, trade, learning, interaction with customers and many others it also helps in utilization of the raw material from distant locations.

Traditional Marketing Vs. Digital Marketing

Marketing is an art and science of exploring, creating and delivering value to satisfy the needs of a target market at a profit. Marketing can be done through traditional as well as modern ways.

Traditional marketing refers to any type of promotions, advertising, campaign that has been in use by companies for years. There are various methods of traditional marketing such as newsletters, billboards; flyers and newspaper print ads, broadcast, magazine and direct mail.

Modern marketing or digital marketing is the marketing of products or services using digital technologies. The digital marketing can be done through internet, mobile phones or any other digital medium. It includes platforms like social media, blogs, pop ups, e mails and business networking sites. Traditional marketing is more costly than digital marketing. It took almost \$1800 to reach to 2000 customers through traditional marketing where as it took only \$125 to communicate with the customers through digital marketing. Thus it shows us that digital marketing helps us in reaching vast audience at a lower cost and even at a faster pace.

Importance of Digital Marketing

Growth opportunities for small business

One of the most important advantage of digital marketing is one can select any method for marketing as per the budget and can easily reach large number of audience at less cost. In traditional marketing launching any new product in the market is itself is very difficult task.

Convenience for the customers

Without setting local outlet marketer can easily market the product on the internet this eliminates the barriers of distance. Now without any spending on

distributor channels in different country one can easily export business globally.

Less cost

Marketing product through retail outlet costs very high a compare to market product on the Internet. One should not have spent on maintenances of stores and on displaying products on the shops, as one can order as per the demand of the product.

Conclusion

It is very important to know the psychology of the consumers in the dynamic environment. Ever changing buying behavior of the consumers in the digitalized world should be understood properly to make the business sustainable. The revolutionized economy possesses many threats and challenges which are to be faced by the marketers today. People should be made more aware regarding the advantages of digitalized marketing. More efforts should be laid down to make digital marketing safe so that there is an increase in the market size.

The digitalization has brought positive change in behavior of consumers. The greater change can be seen in big cities and among working couples due to lack of time it is convenient for them to do buying, payments at any time anywhere. Also digitalization gives rewards to consumer in form of coupons, gift vouchers, discount, cash back, cash discount which motivates them to use digital transactions.

At last to create awareness and increase the usage of digitalization there is need to have promotional campaigns, roads shows, workshops among costumers.

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A STUDY ON FACTOR AFFECTING ONLINE SHOPPING OF CONSUMER BEHAVIOUR IN MADURAI

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Abstract

Online shopping has increased in these recent decades, the development of internet technology is more and more rapid and mature; online shopping which help to save the time apart from that some monetary benefits like discounts and offer announced by online seller. In this study, perceptions of the online shopping have among the 90 sample respondent in Madurai city. Out of that survey majority of respondent opinion were given to prefer for online purchase, information offered by website, free offer or discount, low price rate, convenient these are mostly influenced. However, only income and occupation were found to significantly influence consumers' attitude to adopt online shopping. The findings help us in understanding consumers' online purchase behaviour.

Introduction

Online shopping has been emerged with fresh idea and has created endless opportunities for all. India has ranked in online shopping after Japan and America. Internet is the rapid growing media during the past decade and online shopping is the fastest growing e-commerce area. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Many companies have started using internet with the aim of cutting marketing costs thereby reducing the price of their products and services to stay ahead in highly competitive markets. Companies also use internet to convey, communicate and disseminate information to sell the product, to take feedback and to conduct surveys with customers. Customers use the internet not only to buy the product online but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. In, addition to the tremendous potential of the e-commerce market the internet

provides unique opportunity for companies to more efficiently reach existing and potential customers.

Review of Literature

Ahmed, (2012) Concerns of price, quality, durability and other product-related aspects are the main drivers of buying decision in developed countries but the considerations could be vary from the developing countries.

Jadhav and Khanna (2016), the main influencing factors for online shopping were identified as availability, low price, promotions, comparison, convenience, and customer service, perceived ease of use, attitude, time consciousness, trust and variety seeking.

Vaghela (2017) studied factors affecting online shopping behaviour in the city of and concluded that perceived ease of use, vendor's characteristics, perceived usefulness, website design are important factors for online shopping. Further, it is found that there is no difference in terms of gender towards factors affecting online shopping which means male and female are giving equal importance to the income group.

Wang et.al (2008) made exploratory research on the influencing factors of online shopping in China. The study pointed out four major influencing factors of online shopping such as making safe medium of payment and credit means of online shopping, preserving privacy of online shoppers, consumer cognition, consumer's computer and internet experience. The risk perception of consumer became the main restrictive factors of online shopping and most of the internet users in the country were indulging in online entertainment other than online shopping.

Kuester, Sabine (2012) in his study considers, Consumer behavior as the study of individuals, groups, process and organizations they use to secure, select, and arrange of experience, products, services, experiences, or ideas to satisfy the consumer and society. It balances components from sociology, psychology, management and economics. It tries to know the decision-making processes of consumers, International Journal of Business & Management Research (IJBMR) Volume 1, Issue 3, Pages 45-49, December 2013, ISSN: 2347-46962 both exclusively and in clusters. It makes emphasis on individual consumers and their characteristics such as demographics and behavioural variables to understand customers' want. It also tries to assess the effects on the consumer from family, friends, groups, and also society in general.

Objectives

- To study on consumer needs and preferences.
- To determine the Predicting consumer buying behavior.
- Segmentation decision-making processes.
- Strategizing business for growth.

Statement of the Problem

- As consumers' attitude towards online shopping is a prominent factor affecting actual
- buying behaviour, this research attempts to investigate a modest part of that area and to
- focus on examining the factors that predict and explain the satisfaction of the online
- customer. It becomes imperative to understand the attitudes and experiences of consumers

- to succeed. This study aims at improving the understanding of online consumer behaviour by
- investigating attributes and preferences as they form a prominent factor influencing actual buying behaviour.

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Mythology

The Madurai has been purposively selected for the present study. The 30 consumers of online shopping have been selected for the present study by adopting random sampling technique and the data and information. In order to examine the socio-economic status of consumers of online shopping, the frequency and percentage analysis have been worked out. In order to study the factors affecting online shopping behaviour of consumers, the exploratory

factor analysis has been employed. In order to examine the influence of factors affecting online shopping behaviour on purchasing decision of consumers, the multiple linear regressions has been applied. Management and Social Sciences ISSN: 2278-6236

Methodology

Limitation

A limitation of this study lies with the sample size and in the age distribution of the sample used in this study. Sample size 162 is small and approximately 50 percent of sample was in the age group of less than 25 years, thus, the results may not be generalized for consumers over age of 30- 35. We can develop regression model on the basis of the findings of this study. The geographical area for this study was Kanpur region only.

Data Analysis and Interpretation

Number of Years has you used the Internet

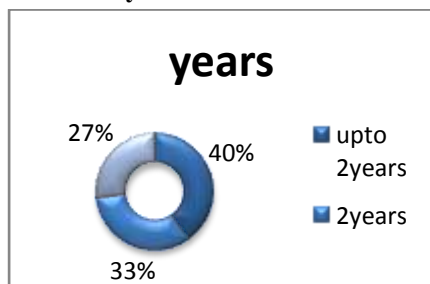
The table 1 shows the number of years have you used the internet classification of the respondents

S. No	Years	Respondents	%
1	Up to 2years	12	40%
2	2years	10	33%
3	3years above	8	27%
	Total	30	100%

Source: primary data

Interpretation

The table 1 shows that the number of years has you used the internet **40%** respondents were the internet used **up to 2 years**, **33%** respondents were the internet used in **2 years**, **27%** respondents were the internet used in **3 years above**.



Most Important Benefit of Online Shopping

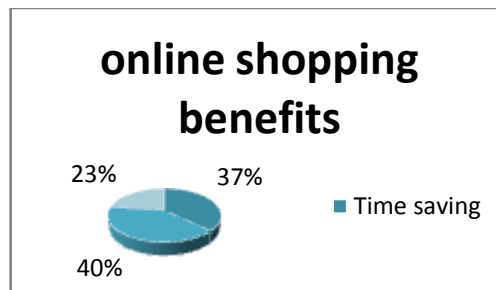
The table 2 shows the most important benefit of online shopping classification of the respondents

S. No	Particular	Respondents	%
1	Time savings	11	37%
2	Easy access	12	40%
3	More choice	7	23%
	Total	30	100%

Source: primary data

Interpretation

The table 2 shows that the most important benefit of online shopping **37%** respondents were the benefit of online shopping for **time saving**, **40%** respondents were the benefit of online shopping **easy access**, **23%** respondents were the benefits of online shopping **more choice**.



Online Shopping is Risky

The table 3 shows the online shopping is risky classification of the respondents

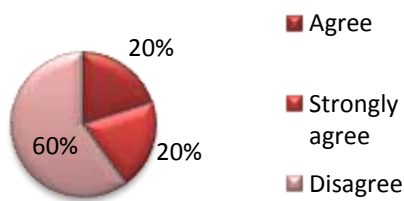
S. No	Particular	Respondents	%
1	Agree	6	20%
2	Strongly agree	6	20%
3	Disagree	18	60%
4	Total	30	100%

Source: primary data

Interpretation

The table 3 shows that online shopping is risky **20%** respondents were the online shopping is risky for **Agree**, **20%** respondents were the online shopping is risky for **Strongly agree**, **60%** respondents were the online shopping is risky for **Disagree**.

Online shopping is risky



Findings

- 40% of the respondents were the internet used for upto 2 years
- 40% of the respondents were the important benefits of online shopping for easy access
- 60% of the respondents were online shopping is risky for disagree
- Given the complex, dynamic and continuously evolving character of the Internet it is obvious
- that the Web experience is an issue with a multi-faced and dynamic character. New
- methods, technologies and tools for enriching and enhancing the online experience are
- frequently emerging as a result of technological advancements, market trends or as a
- response of Web vendors to the changing online population. The findings confirm that
- cyber visitors into customers and encourage customer loyalty and referrals

Suggestions

Given the complex, dynamic and continuously evolving of the internet it is obvious that the web experience is an issue with a multi-d and dynamic

character. New methods, technology and tools for enriching and enhancing and the online experiences area frequently emerging as a result of technological advancements, markets trends or as a response of web vendors to the changing online population.

Conclusion

Online retailers need to ensure that the online shopping process in their websites is designed to be as easy, simple and convenient as possible for online consumers to shop online. With easy to use and user friendly websites, this will encourage buyers to make a purchase decision that may more likely return for repeat purchases. In addition, online retailers also need to ensure that they provide an efficient delivery service to their consumers.

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FROM SCOTLAND TO MUMBAI: A COMPARATIVE ANALYSIS OF VISHAL BHARDWAJ'S CINEMA "MAQBOOL" WITH WILLIAM SHAKESPEARE'S TRAGEDY "MACBETH"

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Abstract

Vishal Bhardwaj was born on 4th August, 1965. He received quite a few accolades for writing and directing some of the brilliant films. Bhardwaj directed the film adaptations of three classic tragedies by William Shakespeare: "Maqbool" (2003) transposed from "Macbeth", "Omkaara" (2006) transposed from "Othello", and "Haider" (2014) transposed from Hamlet. This comparative analysis explores Vishal Bhardwaj's film "Maqbool" (2003) and its adaptation of William Shakespeare's tragedy "Macbeth". Set in Mumbai's underworld, "Maqbool" (2003) transposes the Scottish play's themes of ambition, power, and moral corruption into a contemporary Indian context. The study examines how Bhardwaj reinterprets Shakespeare's characters and plot, highlighting cultural and societal nuances that bridge the 17th-century Scottish setting with modern Indian sensibilities. Through a detailed comparative analysis of narrative structure, character development, and thematic elements, this work underscores the universality of Shakespeare's themes while celebrating Bhardwaj's innovative cinematic vision. The comparative lens provides insights into the timeless nature of Shakespearean drama and its adaptability across diverse cultures.

Keywords: Comparative, Transposes, Thematic, Shakespearean, Cultures

Introduction

Vishal Bhardwaj as a Film Director

Vishal Bhardwaj was born on 4th August, 1965. He was born in Chandpur city in Bijnor District, Uttar Pradesh and parents were Satya Bhardwaj (a homemaker) and Ram Bhardwaj (sugarcane inspector). He is the receiver of seven National Film Awards in four different categories. He made his entry into the film industry as a music composer in the children's film *Abhay (The Fearless)* (1995). He established himself with other brilliant compositions in Gulzar's *Maachis* (1996). The Filmfare RD Burman Award for New Music Talent was awarded for him. Later he composed songs for the films *Satya* (1998) and *Godmother* (1999). He also received National Film Award for Best Music Director. He also made his entry as a director with his debut children's movie *Makdee* (2002). He also composed music for the same film. He also got many critical acclamations. He received quite a few accolades for

writing and directing some of the brilliant films. Bhardwaj directed the film adaptations of three classic tragedies by William Shakespeare: *Maqbool* (2003) transposed from *Macbeth*, *Omkaara* (2006) transposed from *Othello*, and *Haider* (2014) transposed from *Hamlet* (Wikipedia).

"Maqbool" (2003): Summary

Maqbool is set in the Mumbai underworld background. The director has been influenced by Shakespeare's *Macbeth* and adapted the tragic tale of Macbeth into Bollywood. Both *Macbeth* and *Maqbool*, its opening scenes are manifested with vibrant darkness, heavy rains, gloom, lightning and thunder. Vishal Bhardwaj has very brilliantly portrayed the special atmosphere that Shakespearean drama actually carried from its very beginning itself. According to the demands of the the audience of Bollywood Bhardwaj successfully transposed

Macbeth to *Maqbool*. He took the liberty to mould the film according to his cinematic demands.

The character of Macbeth is handled by Irrfan Khan as Miyan Maqbool. The character of Duncan is done by Pankaj Kapur as Jahangir Khan alias Abba Ji. Abba Ji is a prevailing underworld don. Maqbool is always very fond of Abba Ji and was very grateful to him. He always felt a close connection to Abba Ji. Om Puri and Naseeruddin Shah are the actors who handled the character of the witches. They are portrayed as two corrupt policemen (Om Puri and Naseeruddin Shah) who predict. They prophesized that, Miyan Maqbool is going to become the main don of Mumbai underworld in the future. Om Puri is an amateur astrologer and his predictions in the film never go wrong.

The character of Lady Macbeth is done by Tabu. By contrast from the original text of Shakespeare, here Nimmi (Tabu) is Abba Ji's (Duncan's) mistress. Nimmi is actually in love with Macbeth. She secretly maintained a love affair with Miyan Maqbool. In the film, Nimmi (Lady Macbeth) encourages Maqbool's ambitions that the two police men have prophesized. She goes on to the extent of making Miyan to take life of Abba Ji. She encourages him to take over the position of her husband Abba Ji. Maqbool actually gets confused to choose between love and loyalty. His love for Nimmi finally gets adamant and he starts his planning to get ready to become the underworld king. His loyalty to Jahangir Khan alias Abba Ji seems to be lost. He also makes sure that nobody else in the line of succession should not come as a barrier for fulfilling his ambitions. At last, Miyan Maqbool murders Jahangir Khan alias Abba Ji. Maqbool takes up his gun and shoots Abba Ji while he was sleeping in bed. Nimmi was also with him and joins Maqbool in crime. There actually a doubt arises within the gang. Some of them felt that Maqbool is having a role in the death of Abba Ji. Maqbool now pleases everyone and becomes the King of the underworld. Now the only thing that was haunting both Nimmi and Miyan was their guilt. Miyan Maqbool also sends his people to kill Kaka (Banquo). Kaka gets killed in a Bhadrakali temple in

front of the deity Kali maa. When his body is brought to the premises of Maqbool, he sees the ghost of Kaka (He felt that Kaka is alive) and says, "Take him away right now...he's alive, Take him away right now...he's opening his eyes" (1:24:41-52).

Nimmi explains to Miyan Maqbool that she is pregnant and Miyan is going to be a father. Then Miyan replies in a doubtful tone that, "When was the last time you slept with Jahangir?", she explains that, "Its yours Miyan, I know it's yours" (1:28:13-49). Later Nimmi herself gets into a mental state of despair in which she was behaving differently. The two corrupted police officers right from the beginning of the film stands with Maqbool and they pretend to help him. When Maqbool visits the policemen and asks about his fate, "Will I sink or sail?" (1.38:22-23) the amateur astrologist (Om Puri) and his fellow friend (Naseeruddin Shah) answer that,

Police 1 (Inspector Pandit): Now if the sea comes up to your house, then you'll sink..obviously..sink..

Police 2 (Inspector Purohit): The sea will come up to the house..? Will it come walking or will it be chauffeured in a car?

Police 1: Why, it can also take a plane.

Police 2: The sea will come up to the house..? It will visit the house, ring the bell...ding dong..Hello..is Miyan at home? –who's there?

Police 1: who?

Police 2: Sir, its me, the sea..have travelled from afar to drown you. The sea will come up to drown you. Before it comes to you, you crash into the sea (1:38:43-1:39:36).

This "sea will come up to the house" resembles to the scene where the witches in *Macbeth* says about the birnam wood. Soon after this scene with the policemen, finally the troop led by Guddu (Kaka's son [Banquo's son: Fleance]) and Riyaz Boti (Macduff) attacks Maqbool's home. They kill Maqbool's people. Sameera (In the original play: Malcolm, elder son of King Duncan), Abba Ji's daughter who was in love with Guddu joins again. Nimmi gives birth to a child at the city hospital.

After this, Miyan goes to Boti's (Macduff's) house and finds that Macduff is escaped kills Boti's son and wife. Maqbool later forcefully picks up his wife from the hospital bed and takes her back to home so that they can escape from the attack of the opponent troop. He also says the nurse to keep his son alive so that he will pick him up later. Reaching to home Miyan Maqbool understands that Nimmi have lost her mental stability. She started narrating about the blood stains on the walls and she asks Miyan that when will it get off. She says, "The stench of blood is all over, let me wash it up" (1:48:54-55). She dies in the hands of Maqbool. Then DCP Davsere comes to catch Maqbool but he again escapes himself with the help of the two inspector friends. While on the way to airport he goes back to the hospital to pick up his son but by seeing the love for the kid from Sameera and Guddu, he repents. Maqbool undergoes a sincere regret about the wrongdoings or sins that he did. Maqbool was in a state of remorse and he started thinking about his mistakes. When he came out of the hospital Riyaz Boti (Macduff) shoots him. Both Maqbool and Nimmi get a tragic end.

***Maqbool* (2003): A Comparative Analysis of Vishal Bhardwaj's "Maqbool" with William Shakespeare's "Macbeth"**

Plot: This film can be considered as the modern day adaptation or rendering of *Macbeth*. "*Maqbool*" (2003) directed by Vishal Bhardwaj is a rare film out of all shakespearean adaptations in bollywood. The script of the film is good and it is very solid. On certain occasion, the film seems to be very astonishing appropriation of William Shakespeare's *Macbeth* in the current Indian context. In the middle of many other Shakespearean films "*Maqbool*" definitely is the finest film adaptation of *Macbeth* ever made in India. The discourse of the film is excellent and the script is by and large well-built.

The opening scene of the film shows the two cops along with Sadiq. They seem to question sadiq on the whereabouts of Mughal. Like Shakespeare's *Macbeth*, Bhardwaj opens the film with the

background of rain, thunder and lightning. Inspector Purohit, Inspector Pandit and Sadiq:

Son of the bitch screwed up my whole night.. howled everytime..you pulled the trigger..If we shot him in the back.. there'd have been trouble..Asked him to get lost.." but he fell on his knees, groveling.. It's difficult pulling an encounter on a wimp.. How can one kill a crying man.. one should enter this world smiling and depart the same..forget it it's past 12.. Nata.. Whose horoscope is that?..Mumbai.. Mumbai's horoscope!!!..So what does it predict?.. Nata is dead.. yesterday and today somebody else is..Going to get lucky, is it 12 yet?.. Just you are Mughal's girl, princess..Bastard, don't you know how to run this business.. Ask him what Mumbai's forecast predicts.. Abba Ji or Mughal..?.. maqbool.. Miyan Maqbool (0:01:42-0:04:09).

After this utterance from Inspector Pandit that, 'Maqbool', then Irrfan Khan (MiyanMaqbool) is shown on the screen and the film title card is shown. So here we can see that right from the entry scene itself both cops (the witches) predict that Maqbool is going to rule Mumbai. The film begins like this.

Now the scene comes in which Maqbool speaks to the corrupted police officers and to Sadiq. Sadiq tells him about Mughal and Boti. Maqbool (Macbeth), Kakka (Banquo) and Guddu (Banquo's son) can be seen in a single frame. All of them are travelling in a car. At the very beginning itself audience are given a picture of Kakka. He asks his son to take care while driving. It is Maqbool who tells Kakka that he is not your son, but your dad. Then in the next scene again the audience witnesses the corrupted cops (Purohit and Pundit) but this time shoots Sadiq and his blood splashes into the horoscope that they made in the glass of the vehicle. When the blood falls on the horoscope Inspector Pandit says, "You have painted Mumbai red" (0:06:12-13). This shows a clear picture of their deeds. The audiences are given a hint about the bloodsheds that are going to happen in the story.

In another scene that happens in the night time Maqbool and Banquo kill Mughal. On the other hand Guddu asks Boti weather he will work for Abba Ji's group or not?. This shows the humane note right from the beginning of the play for the character Guddu (Banquo's son). The very next scene is again the entry of two corrupted cops of the film (the witches), this time along with Kakka and Maqbool, where they predict that Miyan is going to take the position of Abba Ji:

“Inspector Pandit: your comet has entered the 7th position in your venus chart...the position heralds your kingly reign, forget Bollywood, In six months, Abba Ji's throne is going to be Miyan's..King of King's.

Inspector Purohit: Shut your mouth son of a bitch..shut up” (0:09:05-39).

Also they predict to Kakka that Guddu one day will herald the position of abba Ji in the future: “I have seen your son's chart..The lad has real promise..He's the antidote to Miyan” (0:10:22-26). Here the witches predict the future but this time in a comical way. Next we can see that a secret lover phones Maqbool and asks if he is alright. The audience only hear her voice.

The next scene shift over to the entry of ACP Davsere in the crime spot. When he asks Purohit and Pandit that where were they at the time of crime?, they answers that, “On duty sir..Things would have escalated. The balance of power is critical in this city...Fire has to fear water..without moving a muscle we managed to wipe out an entire gang sir..And whoever's left is on our side..I mean under our control” (0:12:22). Here the audience are introduced to the double-faced nature of the corrupted police officers Inspector Purohit and Inspector Pandit (The witches). They help the Mumbai underworld gang leaders as well as pretends to be the well-wishers in the police department.

The next scene we are shown with the introduction of Jehangir Khan alias Abba Ji (King Duncan), the current King of Mumbai underworld. He is known to be as the lord of minorities and if he stands with a party only that party will finally have a

victory. So even though he does many crimes all mob and people within his community respect him. Only once someone tried to arrest him that too 12 years back.

In the next scene in the graveyard Abba Ji asks Boti that who is the killer of his brother. Then Riyaz Boti points to Asif. Abba ji is brother in law to Asif. Asif shoots himself and dies in front of Jehangir Khan alias Abba Ji (0:15:31-40). Abba Ji's men including Miyan doubts Riyaz Boti. But since Boti helped the don to find the culprit behind the death of his brother, Abba Ji warns others not to hurt Boti at any cost. Now Abba Ji tells others that now the role of Asif will be handover to Miyan Maqbool, who will hereafter look onto the film industry. So here managing the Bollywood industry resembles the title of ‘Thane of Cawdor’ (0:16:38-0:17:01). Now Maqbool, Kakka and Inspector Purohit gets surprised because what Inspector Pandit (Om Puri) told about Maqbool, “king of Kings” in his prophecy turns out to be true. Even though he does not believe in the astrology, a kind of inner happiness can be seen in his face.

Next scene shows a typical Muslim culture where all sit together in a circle and having food. The audience is introduced to Sameera, Abba Ji's one and only one daughter (In the play King Duncan has two sons but by contrast from the play director takes the liberty to change the conventionality). Also, the audience is introduced to Nimmi (Tabu as Lady Macbeth).

Next scene, Jehangir Khan along with Nimmi goes to the Dargah (Holy sacred shrine). In between she asks her husband that, “I'll go walking from here, barefoot.. I'll offer my bruises. Now what am I suppose to do? You carry on in car” (0:20:12-27). When Miyan enquires about the problem to Abba Ji, he replies, “love is a disease miyan..The world is in my grasp, except for this runt of a woman.. wants to walk barefoot” (0:20:31-49). Miyan tells Abba Ji that he will escort her. Now the conversation between Nimmi and Maqbool takes place in the film. So she says, “That Inspector Pandit is a rank liar...you will never replace Abba Ji's position.. you are a wimp!

That's why? Of course! And my passion would consume you.. but don't have the guts to even touch me..Guddu is the rightful heir. If their's no son, the son in law becomes the next in line." (0:21:18-56). Here Nimmi conveys to Maqbool that Sameera and Guddu are in love. If the astrology comes true, Guddu can replace Abba Ji. Maqbool gets shocked after hearing this bit information from Nimmi. Also, when Nimmi tells about the prediction, the audience comes to know that the secret lover of Maqbool who phones him at the beginning is none other than Nimmi.

Then one sufi song plays in the background. Maqbool and Nimmi seem to be upset in the durgah. Maqbool notices the love stare between Sameera and Guddu. Also Maqbool's love for Nimmi increases. Upto this scene the audience understands that Maqbool is having love towards Nimmi.

The very next scene, both policemen (Pandit and Purohit) warns Abba Ji that an arrest warrant has been issued on Abba Ji and he should take care. ACP Davsere has taken out a warrant. When ACP Davsere comes to arrest Abba Ji Maqbool replies him that: "Come back in the morning ...you'll have the bail papers in your hands...Call him Abba ji, you dick...we have three dozen cops like you" (0:29:09-24). Here the audience can see that actually Maqbool is very loyal and faithful towards his master Jehangir Khan. Abba Ji gets arrested and early morning itself Kakka, Miyan Maqbool along with advocates reaches to the police station to take out Abba ji on bail. After this Abba Ji purposefully uses the system and ACP getes transferred. This scene actually highlights the corrupted political system of Mumbai, India.

In the very next scene, Maqbool reveals his sadness towards Abba Ji regarding the arrest. Abba Ji consoles Maqbool by saying that, "I, Jahangir, had to bear the humiliation, not you" (0:33:07-08).

The next scene, Bhosle, a corrupted politician comes to meet Abba Ji. Abba Ji forcefully keeps the pan on the mouth of Bhosle and warns him that it will block your tongue. In the next instance the audience are shown that an actress Mohini (Swetha

Menon) refuses to pay money to the bhai (Miyan Maqbool). The film also tries to highlight the Mumbai film mafia, in other words, the link between Bollywood and underworld. In the next shot, a corporate person visits Abba Ji and offers 30 crore rupees for an assignment to be done. But Abba Ji refuses his offer and says that Mumbai is his sweetheart and they are now on the land. They do not know how to swim.

Next scene portrays the sexual affair between Abba Ji and Nimmi and when Maqbool enquires about Abba Ji Kakka tells him that there is no time for fulfilling desires. Maqbool gets disappointed after hearing this. This scene actually points out the beginning of conflict in the mind of Maqbool. The conflict of thoughts; conflict between love and loyalty can be seen. At the same scene when all of them were seeing the construction model of a new house, Sameera and Guddu enter into the scene. Inner conflicts were already started to struggle up in the mind of Maqbool. He immediately reveals to everyone that Kakka's son Guddu and Abba Ji's daughter Sameera are in a love affair. Kakka beats Guddu in front of everyone and tells him, "even a dog never pisses in the master's house" (0:43:07-08). Abba Ji accepts Guddu as a groom for his daughter.

In the night, the scene shifts over to Guddu house. Guddu tells Kakka, "you are really naïve, father..Can't even make out the serpent from the charmer..that must be in mourning tonight" (0:45:45-0:46:09). The tone of Guddu proves that he is doubtful.

Till now Maqbool was somehow running away from Nimmi but in this scene Nimmi completely dominates over the mindset of Maqbool. They also go for lovemaking in the background of a song. From the beginning itself Nimmi had started her game to instigate Maqbool against Abba Ji. Maqbool having an influence of Nimmi's words started accepting her and join her game. It seems that Nimmi has won the half part of the game.

The next scene shows the engagement function of Guddu and Sameera. All seem to be very happy on this occasion. Almost all main characters of the film

including the two corrupted policemen (witches) were present in the wedding celebration. The scenes became more colourful because of “Jhin Min Jhini” song.

After this song, a goat is taken for sacrifice. When Nimmi tells that she is not happy with Abba Ji and he seems to be an old man most probably of her father’s age. Suddenly Maqbool says to her that, “And he is my father! I’ve been brought up in this house..” (1:05:14-25). Nimmi says to Maqbool that even dogs are brought up in home. She says him to kill one of them. This scene now brings in front of the audience, the conflict of Maqbool once again which has already started. Maqbool have to choose between his love and loyalty. Soon after their talk an animal imagery can be seen where, the sacrifice of goat happens and the the image of ‘blood’ is shown on the screen.

Again the two cops (the witches) are shown on the screen. The astrologer Pandit predicts that the girl Sameera is Manglik and she will leave behind a trail of corpses before her wedding. The audiences are now told that now lots of bloodshed will happen in the family. (1:05:56-1:06:12). In the next scene Abba Ji explains to actress Mohini about his bodyguard Usaman who have saved his life more. He also proves in front of others that Usmaan is a loyal bodyguard of Abba Ji whom he can trust blindly and makes him drink alcohol.

In the next scene, the director symbolically uses rain, thunder and lightening. Like Shakespeare’s play where nature gives a warning that something is going to happen similarly in the film *Maqbool* too nature is giving a warning. An old woman says: “strange night..For the first time in 70 years...I”ll see rain in this season” (1:08:08-42). Nimmi enters into the scene and asks Maqbool that have he decided whom to choose with, Abba Ji or Nimmi. Again the two police officers enter into the scene. “It’s critical to maintain the balance of power in this world...Fire must fear water.. Hey, let’s race” (1:10:07-30). Just after this scene on the way to slaughter Jehangir Khan, Miyan finds blood in a corner of the terrace. In an earlier scene in the same place the blood of the

sacrificed goat was shown. He shouts for a servant and asks him to clean it but when he saw it for the second time there was no blood on the floor. From this scene it is evident that Maqbool started losing his mind. This resembles the dagger scene in *Macbeth*.

Miyan first of all picks the pistol of Usmaan and goes to Aba Ji’s room and shoots him. Blood splashes on to the face of Nimmi which depicts that she is also involved in the crime. After killing Abba Ji, Maqbool places the gun back to usmaan. Usmaan now hears a bullet sound and rushes towards Abba Ji’s room where he encountered with Nimmi who was ready to shoot him. Maqbool now started a new life with Nimmi. They pretend as if nothing has happened. But Kakka, Guddu and others were doubtful.

Again there is the entry of the two corrupted cops. They again talk about, “Strength..power ”. They come to a conclusion that whoever does not accept Maqbool’s invitation will be the murderer of Abba Ji. Next scene is Miyan and Nimmi. Maqbool is making a prayer. Nimmi asks Maqbool that, “You remember the prayers byheart.. Haven’t seen you say your prayers ever.. you look like a child” (1:19:59-1:20:13). This actually is Nimmi pointing out that Maqbool is acting as if nothing have happened even after both of them have executed a devilish killing.

Macbeth celebrates his acquisition of the position of Jehangir Khan in a party. Meanwhile in the next scene Kakka gets killed by the people of Maqbool that too, in front of Kaali Maa (Hindu deity). Both Inspector Pandit and Purohit brings his body towards Maqbool. Maqbool and others were asking ‘dua’ at that time. Nimmi shouts and everyone’s attention goes over to the corpse. Also, looking on to the corpse of Kakka, he sees the ghost of Kakka. He felt that Kakka is alive and says, “Take him away right now....he’s alive, Take him away right now....he’s opening his eyes” (1:24:41-52). Then Nimmi intervenes and tells him that, “He is dead Miyan..He is dead” (1:25:01-05).

In the next scene the two cops (Pundit and Purohit) started questioning Riyaz Boti to understand

the whereabouts of Guddu. But in between they stopped there police van and allowed Boti to run away. When Inspector Purohit asks Pandit that, “why did you let him go?” (1:26:51-53), Pandit says that, “It’s critical to maintain the balance of power in this world..fire must fear water” (1:26:56-1:27:03). The witches of this film, the two corrupted cops again made a trickster here. For them it is “shaktikasantoolan”.

Now again the next scene move towards the two cops (Pandit and Purohit) and Maqbool. According to Pandit, “The chart shows that your stars have entered the house of Jupiter..Nobody can harm you..exceptGuddu” (1:27:30-49). Now the cops are tricky in making Maqbool to go after Guddu. Already they burned the flame through Boti in the earlier scene. The tricky game begins.

In the same scene Nimmi enters and tells to Maqbool that she is pregnant for three months.The two cops congratulates Maqbool. But after the cops left, Miyan asks Nimmi that, “When was the last time you slept with Jehangir?”, she explains that, “It’s yours Miyan, I know it’s yours” (1:28:13-49).

In the next scene Maqbool explains to Sameera that she should forget Guddu. Maqbool says to Sameera that guddu is behind the killing of her father. He also states that he will find a better groom than Guddu. She screams a lot to Maqbool. She is actually in a voiceless condition. Only thing she can do is scream because she knew that Guddu is innocent.

In the next scene Nimmi herself gets into a mental state of despair in which she was behaving differently. The two corrupted police enter into the scene and directs Bhosle to Abdul’s shop for having Kebab. Boti, Guddu and Bhosle joins together in this scene. Bhosle tells then that within a period of seven days the ruling government is going to fall. Also, Boti and Guddu started attacking Maqbool’s people including Tavde.

In the next scene Nimmi tells to Maqbool that she can’t sleep because the kid is crying in her and she now says to Maqbool that, “After all, we killed

it’s father” (1:34:32-34). But Maqbool this time tells her that the kid’s father is himself.

In the next scene, the politician warns Maqbool that if Palekaar comes into power firstly Maqbool will be arrested.

Now Maqbool asks the two policemen about his fate, “Will I sink or sail?” (1:38:22-23) Pandit and Purohit predicts to him that, “Police 1 (Inspector Pandit): Now if the sea comes up to your house, then you’ll sink..obviously..sink..” (1:38:43-49). This prediction of “sea will come up to the house” resembles to the the “birnam wood”.

In the next scene the gang of Guddu and RiyazBoti attacks Maqbool’s gang. They kill Maqbool’s people. Sameera, Abba Ji’s daughter who was in love with Guddurejoins again. Sameera calls Nimmi a “witch”.

Maqbool meanwhile tries to arrange 30 crores. Now, Nimmi gives birth to a child at the city hospital. After this, Miyan goes to Boti’s (Macduff’s) house. He kills Boti’s son and wife. Again back to the hospital Maqbool asks the nurse to keep his son alive so that he will pick him up later. Forcefully, Maqbool picks up Nimmi from the hospital bed. He takes her back to home. He was planning to escape. At home now, Miyan Maqbool notices the change in Nimmi. She has lost her mental stability. She started telling in relation to sin they did. She asks Miyan about the blood stains on the walls and that when will it get off. She says, “The stench of blood is all over, let me wash it up” (1:48:54-55). She asks Maqbool again and again that, “Our love was chaste, right? Tell me.. Our love was chaste, right? Tell me..” (01:51:16-01:51:58). This was the last dialogues that was uttered by Nimmi. She dies in the hands of Miyan Maqbool.

In the next scene, DCP Davsere tries to catch Maqbool. Maqbool escapes with the help of the two inspector friends. On the way to airport Maqbool goes back to the hospital. He goes back to pick up his son. He suddenly sees Guddu in the hospital and thinks that Guddu is going to kill his child. Maqbool slowly follows him and takes out his gun but by seeing the feel and affection for the child from the

end of Sameera and Guddu he repents himself. Maqbool undergoes a genuine or truthful regret on the wrongdoings or sins that he did. Maqbool was in a state of repentance. All his mistakes started haunting him. When he came out of the hospital Riyaz Boti (Macduff) shoots him to death. Both Maqbool and Nimmi gets a tragic end.

Characters

Table 1: Major Dramatic Personae and Film Personae (Source: IMDb)

<i>Macbeth</i> (1606) (Scotland/ William Shakespeare)	<i>Maqbool</i> (2003) (India [Bollywood]/ Vishal Bhardwaj)
Important Characters:	Actor and Character:
Macbeth	Irrfan Khan as Maqbool
Lady Macbeth	Tabu as Nimmi
King Duncan	Pankaj Kapur as Jahangir Khan (Abba ji)
Malcolm (Son of King Duncan)	Masumeh Makhija as Sameera (Abbaji's daughter)
Banquo	Piyush Mishra as Kaka
Fleance (Son of Banquo)	Ajay Gehi as Guddu
Macduff	Ankur Vikal as Riyaz Boti
Lady Macduff	Pubali Sanyal as Riyaz Boti's wife
First Witch	Om Puri as Inspector Pandit
Second Witch	Naseeruddin Shah as Inspector Purohit
Macdonwald	Gyanchand Rikhi as Mughal
Cawdor	Manav Kaushik as Asif
Additional Character	Murali Sharma as ACP Davsare

Setting: The Scottish tragedy is altered and set in the contemporary underworld of India's commercial capital "Mumbai" in the film *Maqbool* (2003) directed by Vishal Bhardwaj. For creating an appropriate setting for the film, the director alters the Lord as 'Bhai' (Desi Don) and Lady as 'Mistress' in

the current Mumbai underworld. The Mumbai underworld is absolutely a place where more corrupt cops, loads of handguns and conniving politicians, tons of politics, bloodshed, alliances and deals made and broken are seen or available in *Maqbool*. The movie clearly depicts all of this in its making. Murky moors and castles got replaced with big havelis and also with the bleak cityscapes of Bombay, India. Horses became cars and swords turned into guns/ pistols. In spite of making alterations in the movie settings, language and places, still the film is loyal to the theme of *Macbeth*.

Visual Dimension: Semiotics

Vishal Bhardwaj's *Maqbool* is really a different experience for the Shakespearean lovers because the film does not utilize any kind of Shakespearean language. The film as a substitute uses regionalized Urdu language. This actually points towards the signs of Muslim identity. The Muslim culture, life and identity are portrayed through these characters. *Maqbool* (2003) is packed deeply with 'Islamic signifiers'. For example signifiers like clothing, food style and Islamic fasting practices to a dramatized journey to arrive at a dargah (Mosque). Also, the film consists of Islamic religious music in its background. Vishal Bhardwaj's transposition of *Macbeth*, therefore is totally new, Islamified and indigenized.

The representation of the Shakespearean witches in Bhardwaj's *Maqbool* (2003) as two Mumbai police inspectors is actually a sharp satire on the entire political scenario of the country and the ruling party or government. The policemen who actually have to protect the nation from corruption are themselves corrupted and joined with the underworld. When ACP Davsare, an honest policeman tries to eradicate and change the corrupted system he gets transferred. It is not law and order but astrology [witchcraft] is more influential. This film that portrays this corruption of police, politicians, gundas actually not only of Mumbai. The condition of entire India is like this in real.

An environmental ambience of fear, terror and mystery is evoked by Bhardwaj like William

Shakespeare did in his opening. Just like William Shakespeare Bhardwaj also uses imagery of thunder and lightning.

The image of 'blood' is very important to not down in the film. At the beginning or opening scene of the film, the audience can see that Purohit and Pundit, two cops were asking questions to Sadiq about Mughal. Soon after the questioning, we can see that Purohit shoots Sadiq and blood got splashed into the horoscope. Here 'horoscope'/ birth chart can be considered as a symbol of all the course of action that is going to take place in the coming future. The first scene itself is so powerful that it narrates to the audience that the blood that is splashed onto the horoscope seem to be the game decider. The future course of action in the film can be understood from the very beginning of the film. Other instance were blood can be found is the night before the death of Jehangir Khan, Maqbool finds blood on the surface of the terrace and asks the servants to clean the blood. This image of 'blood' actually resembles the dagger scene (Macbeth imagines a dagger hovering in the air) of Shakespeare's *Macbeth*. The image of 'blood' can again be found when Nimmi gets obsessed. She imagines blood everywhere, in her hands, floor, walls and bed. Also there is an instance in the film in which a goat got slaughtered and after the sacrifice the audience are shown with the blood coming out of a drain hole. Here this is the moment in which Maqbool and Nimmi after seeing the image of 'blood' now decides to go against Jehangir Khan. So again 'blood' is so important as a sound image. So here in the film *Maqbool* 'blood' is an index of all the course of action to happen in the future.

The symbol of 'horoscope'/ birth chart is evident in many of the scenes in the film. The two police inspectors (The witches) use this horoscope to predict all the course of action that is going to take place in the coming future. They are the astrologers who predict each and every thing about Maqbool and calls him "King of king's". Right from the beginning of the film till the end this "kundalipathra" or birth chart plays an important role in the film.

Conclusion and Findings

Findings: Major Differences from the Original Text

1. In the film "*Maqbool*"(2003) the plot and characters of William Shakespeare is greatly reshaped. This reordered plot and characters are transposed to the upper reaches of India's commercial capital's criminal classes. Vishal Bhardwaj has given a very well and refined Bollywood style treatment to "*Maqbool*".
2. This film of Vishal Bhardwaj by contrast from the original play includes a rich sequence presenting the detailed, colourful wedding celebration (wedding of Guddu [Banquo's Son] and Abba Ji's Daughter Sameera [Malcolm]) that unites two criminal families. Malcolm (Sameera) figure is presented or established as heir apparent by the director.
3. The murder of Abba ji alias Jehangir takes place at night akin to the massacre of Duncan in the fiveact play but by contrast from the play the motives at the back of the misdeed are dissimilar. In the play, Macbeth was very ambitious to turn out to be the king and that was the one and only motive in the rear of killing King Duncan. Macbeth kills Duncan who was actually like a fatherly figure to him. However different from the play, Vishal Bhardwaj's *Maqbool* kills Abba ji alias Jehangir and the reason for this is not kingship but his sexual jealousy. *Maqbool*'s main aim was to marry Nimmi and to live along with her. This motive in the film is followed by his secondary ambition that is to place himself in Abba ji's spot which automatically he becomes.
4. To support the above mentioned point, in the play *Macbeth*, the killing is completed at the commencement of the act II itself but by contrast in *Maqbool*, the killing of Abba ji alias Jehangir happens only when half of the film is ended.
5. In the play Fleance is like a minor character but by contrast from the play there are many occasions and scenes in which Guddu (Fleance)

- is present. He is in love with Abba Ji's daughter Sameera (In the play, Malcolm, son of King Duncan).
6. The director has the liberty to change the order or things that is related to the film so here in the position of Malcolm and Donalbain, Abba Ji (King Duncan) has only one daughter named Sameera.
 7. Shakespeare's weird sisters or the three witches get a substitution in the film *Maqbool*. Here the witches are transformed or metamorphosed into two corrupt cops of Mumbai. They have prophetic claims in the film by analysing horoscope or Kundal chart. From the opening scene onwards this Kundal chart is shown as a repeated visual motif that is used in the film. The two cops (played by Naseeruddin Shah and Om Puri) are not showed in the film by Bhardwaj as supernatural like the witches of *Macbeth*. Instead they are shown or presented as corrupt police officers. The film changes both these officers into comic characters.
 8. Another important difference from Shakespeare's *Macbeth*, Duncan is killed while sleeping alone that too with a dagger but in Bhardwaj's version Maqbool shoots him with a gun of Usmaan while Abba Ji was sleeping with his mistress Nimmi.
 9. Lady Macbeth in the original play *Macbeth* does not have any kids but by contrast to this here in "Maqbool" Nimmi gives birth to a child before dying. On the other hand, audience are not clear with the father the child. It is hidden (an unsolved mystery in the film) from the audience by the director. The father of the child could be Abba Ji or Maqbool.
 10. The relationship between *Macbeth* and Lady *Macbeth* was valid and socially and ethically

accepted but by contrast here in the film the relation between Nimmi and Maqbool seems to be illegitimate with sexual jealousy.

In conclusion, Vishal Bhardwaj's "*Maqbool*" is a masterful adaptation that successfully transposes the essence of Shakespeare's "*Macbeth*" into the setting of Mumbai's underworld. By maintaining the core themes of ambition, power, and moral decay. Vishal Bhardwaj preserves the universality of Shakespeare's "*Macbeth*" while infusing it with unique cultural elements and contemporary relevance. This comparative study highlights the adaptability of Shakespeare's work and Bhardwaj's creative vision, demonstrating how classic literature can be reimagined to reflect different societal contexts. Finally, "*Maqbool*" not only pays homage to "*Macbeth*" but also stands as a powerful, standalone piece of cinema.

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