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PARENT CHILD COUNSELLING: A STUDY OF CHILD'S DEVELOPMENTAL BEHAVIOR

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ABSTRACT

The paper entitled, "parent child counselling," is viewing the child behaviour development. The focus in our study is towards the behaviour pattern of the children and early adolescents age between 7 years to 14 years. Every child is unique in his or her own way. Yet, there are certain similarities that children share with each other. With the help of many experts in the field, we have put together a collection of "Growth Milestones." This information is arranged in a sequence similar to a schedule of well-child examinations. It is therefore vital to have an understanding of what is typical in children's development – what they think, feel, do and say, as they grow up. It seems more fruitful to ask how children develop behaviour in general, rather than to limit the question to how they acquire abnormal or impaired behaviour as such. Parents want to do the best that they can for their children, but sometimes family life can be quite challenging. Acknowledging they have a problem with their child's behaviour is the first step for parents. Next is to find help and support to address the difficulties. There exists a wide range of therapeutic techniques predicated upon the principle that there is a close interrelationship among thoughts, feelings and behaviour. This study presents a case for understanding the need, and importance of behaviour pattern and how to manage it so that to have a positive relationship between the parent and child.

KEYWORDS: *Child Development, Behaviour Pattern, Adolescent, Pre Teens, Parent Child Relationship.*

INTRODUCTION

The notion that children "develop" seems obvious and self-evident idea. Psychologists, teachers, and others who deal with children constantly invoke the term development as a way to understand the child's behaviour status. The idea of development is used extensively to give order and meaning to changes over time in children's physical, cognitive, psychosocial, and moral development. Development is a teleological concept–it must have a direction and an end. The presumption is that later stages build on earlier stages and are more developed and "better" than earlier stages. The Swiss psychologist JEAN PIAGET (1896–1980) proposed formal operations as the universal end of cognitive development. In general, children and early adolescents begin to think and express themselves more like adults, they are developing abilities to think that are more efficient and effective. However, these intellectual changes are gradual, and it is not until late adolescence that these abilities become integrated into the individual's general approach to thinking and reasoning. The paper entitled, "Parent Child Counselling: A Study of Child's Behaviour and Development," is viewing the child behaviour development. The focus in our study is towards the behaviour pattern of the children and early adolescents aged between 7 years and 14 years. Parents want to do the best that they can do for their children, but sometimes family life can be quite challenging. The parent identifies the problematic behaviour in their child and then seeks help to address the difficulties. There exists a wide range of therapeutic techniques that show a close interrelationship among thoughts, feelings and behaviour. This study deals with the issues like why we need to understand the behaviour pattern of a child and how to manage it to have a positive relationship between the parent and child.

LITERATURE REVIEW

Rousseau described early adolescent as a kind of rebirth. It was described as a period of great complexity that marks a vital stage in human development. According to Hall, there is increased reactivity and normal adolescent is susceptible to abrupt shifts in mood like the high spirits at one moment and depths of despair in the next. Hall described this age group children's behaviour are extremely unpredictable and presents a challenge for the society. Thus it is important to understand the behaviour pattern. Hall characterized this period of pre teens as a period of storm and stress corresponds to the commonly held view of the pre teenage. He emphasized the importance of adolescence as a period of development, during which various elements of personality get integrated, resulting in the emergence of a sense of individuality. Anna Freud described adolescences as an exclusively egoistic stage. According to Sullivan, human development emphasizes significantly, inter-personal needs as a driving force in life. Erickson presents an inclusive conceptual theory, explaining many facts of adolescence development, both normal and abnormal. He says that the children and early adolescence are not able to differentiate feelings many times and fail to learn to express certain feelings in accordance with the acceptance with the accepted norms. Thus, in the view point of various eminent psychologist Hall, Anna Freud, Sullivan, Erickson the pre-teen period is turmoil (transitory period), although the emphasis varies from child to child.

OBJECTIVES

1. To develop an understanding of children and early adolescents' behaviour pattern
2. To study the level of empathy and sensitivity between parent and early adolescents.
3. To understand the overall development of children and early adolescents

RESEARCH METHODOLOGY

The present study was designed to understand the behaviour pattern of children and early adolescents. I conducted a structured questionnaire survey in Allahabad District, urban area. Two separate questionnaires were designed to examine the overall development behaviour patterns, problematic symptoms, and school performance of children from class fourth to class ninth, in addition to study the level of compatibility between parent and child. Two separate questionnaires were used on the sample size of 30 students, which were selected randomly from the urban area of Allahabad District, to examine the behaviour pattern. Study 1 was used to get behaviour related information from the parents about their children (subjects). While the study 2 was used to cross check the information received from the parent by getting the separate questionnaire filled by the subject (children). Then on the basis of filled questionnaire and study of the related literature we came to the findings, conclusions and some suggestions after analyzing and keeping in view problems of parents and children.

STUDY 1

METHOD

To understand the behaviour pattern of the subjects we approached their parents to get the questionnaire filled. Thus, the parents are the secondary subjects. Sample size was thirty parents (secondary subjects). Initially I meet with the parents and get the questionnaires filled to get the background information regarding the subject's development history, current behaviour pattern, general mood, anxiety level, peer relationship and school performance.

SECTION 1: CHILD DEVELOPMENT HISTORY

Data for the study 1 came from the parents. They were given a dataset of seven variables to checklist the problematic symptoms in their child. The data once collected are coded. if they check any box then we count as yes and rest we put in the category of no. After coding we prepared the tally bars. In the light of below given variables, we derive frequency of each symptom separately in tabular form (table 1). The data further converted in to percentages by diving each variable frequency by total sample size thirty and multiply by hundred, which is shown in the below given pie diagram (fig 1).

TABLE 1: CHILD DEVELOPMENT HISTORY

S.No.	PROBLAMATIC SYMPTOM	FREQUENCY	PERCENTAGE
1.	Poor eye contact	7	23.33 %
2.	Fearful	10	33.33%
3.	Irritable	9	30%
4.	Difficulty adjusting to schedules (eating, sleeping, etc.)	6	20%
5.	Feels uneasy	3	10%
6.	Sleep problems	2	6.67%
7.	Stubborn	14	46.67%

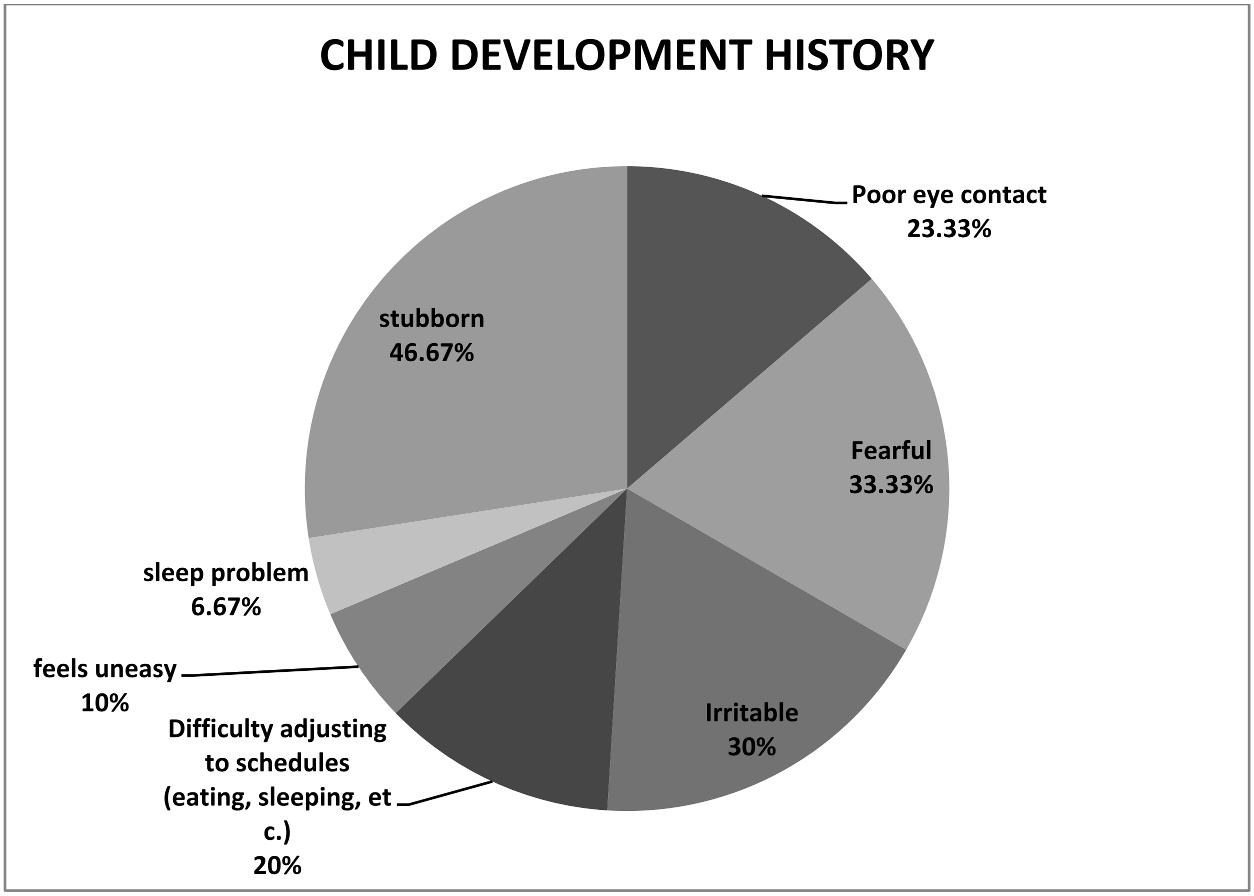

FIG 1: CHILD DEVELOPMENT HISTORY

INTERPRETATION

In our study we found that 47% children were stubborn in nature, whilst 34% were found fearful. The findings of the study also reveal that 30% children were irritable, 24 % had poor eye contact, and 20 % were found facing difficulty in adjusting to schedules respectively. In short we can say the children and early adolescents are confident, bold, stubborn, confident, cheerful, adaptive, friendly, and stubborn in nature. They also take proper sleep and remain active whole day.

SECTION II: OVERALL BEHAVIOUR PATTERN

Under section II there were five sub sections (Behaviour, general mood, anxiety level, peer relationships and school performance) to assess the overall behaviour pattern of the subjects. Here again we approached secondary subjects (parents of the subjects) and asked them to check the problematic symptom in their child in each five sub sections. The variables were measured with the help of four options, never, occasionally, often and very often respectively. The options were further been coded as given below:-

Never = 1 Occasionally =2 Often = 3 Very often = 4

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S.NO.	SYMPTOMS	NEVER	OCCASIONALLY	OFTEN	VERY OFTEN
1.	Overactive/always on the go	5	12	11	2
2.	Impulsive-act without thinking about behavioral consequences	12	11	5	2
3.	Distractible-shifts focus from one activity to another	10	4	12	4
4.	Disorganized-frequently loose things	13	6	7	4
5.	Difficulty complying to rules and expectations	16	13	0	1
6.	Forgetful-has trouble following directions	19	8	3	0
7.	Talks too much-interrupts others	9	10	3	8
8.	Impatient-difficult waiting for turns	5	12	9	4
9.	Compliance to Rules and Social Norms	14	3	8	5
10.	Argue with adults	14	12	2	2
11.	Dishonest-lies, cheats, steals	26	4		
12.	Throw tantrums	8	8	11	3
13.	Physically aggressive towards others-gets in fight	15	3	9	3
14.	Refuses to comply with adults and rules	22	6	1	1

The frequencies were then interpreted with the help of graph, shown in Fig 2. The x axis of the graph depicts the variables while the y axis shows the number of observations. The percentage method is again used to make the results more reliable. The frequency of each variable are divided by sample size thirty and divided by hundred to get the percentages.

SUB SECTION 1: BEHAVIOUR PATTERN

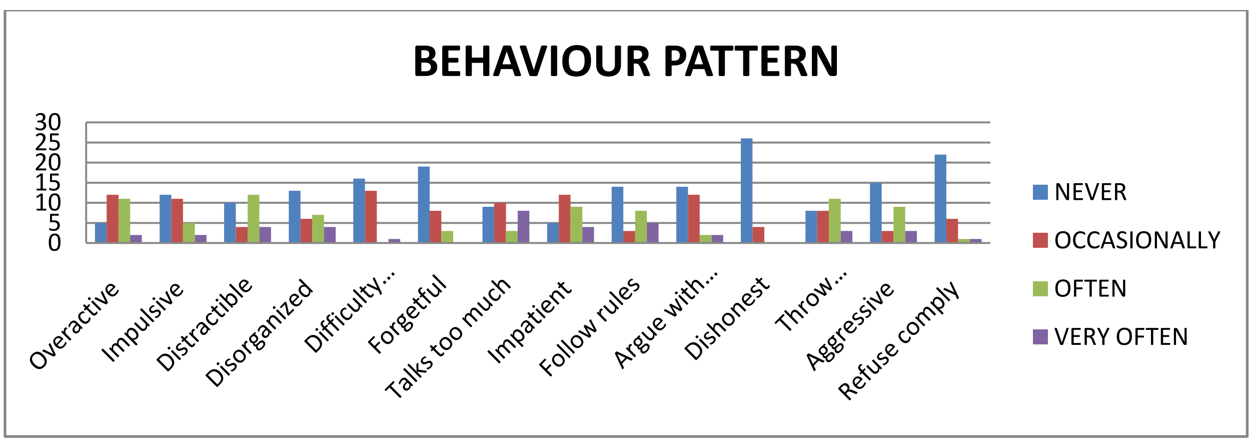

FIG 2: BEHAVIOUR PATTERN

INTERPRETATION

The study of the target group reveals that 87% children were honest, while 74% were obedient and followed directions. It was also observed that 19% children had sharp memory and never forgot the directions.

It was also found in study that sporadically the children were over reactive (37%), impatient (30%), impulsive (17%), and argued with adults (7%).The parents also complained that their child frequently wanted attention (40%), threw tantrums (37%) and were aggressive (30%) by nature.

In the nutshell the findings of the study reveals that generally children and early adolescents are well organised, comply with rules, regulations and social norms. It is also revealed that these age group children have sharp memory. At times the parents complain that their children are over reactive, and sporadically quite impulsive, can be distracted with sweet talks, which may gradually vanish as child grows up.

SUB SECTION 2: GENERAL MOOD

A basic assumption is that children and early adolescents have normal behaviour, which is persistence in nature but if not cared and handled properly may leads to problems. To develop the sensitivity towards the child and his behaviour, it is vital to understand what they think, feel, do, say, as they grow up. It seems more fruitful to ask how children develop behaviour in general, rather than to limit the question to how they acquire abnormal or impaired behaviour as such. Thus to get better understand the subjects behaviour we given the below dataset to secondary subjects (parents) to check the problematic area (given in table 3). The above procedure was repeated to reach the conclusion about general behaviour with the help of below given graph (fig 3).

TABLE 3: GENERAL MOOD

S. No.	SYMPTOMS	NEVER	OCCASIONALLY	OFTEN	VERY OFTEN
1.	Cries often or without apparent reason	21	2	3	4
2.	Irritable / Moody	5	17	6	2
3.	Excessive fatigue / Loss of energy	20	4	4	2
4.	Complains of having no friends	28	2	0	0
5.	Doesn’t seem to enjoy activities that used to be fun	21	4	2	3
6.	Complains about feeling unloved	20	6	3	1
7.	Expresses suicidal thoughts(“I don’t want to live”)	27	3	0	0
8.	Can’t sleep at night / sleeps too much during the day	23	4	1	2

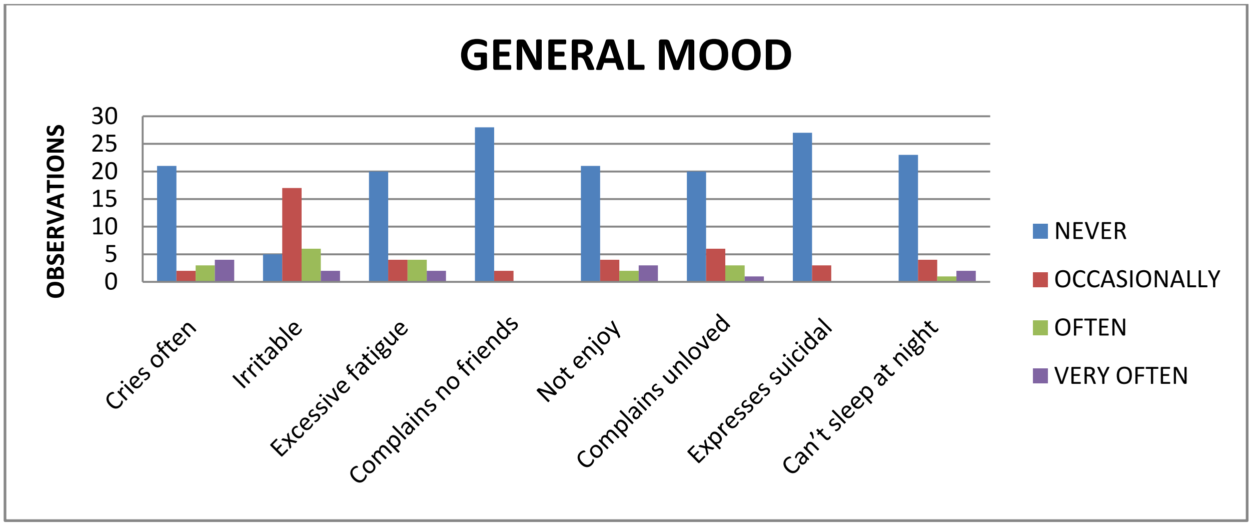

FIG 3: GENERAL MOOD

INTERPRETATION

The findings of the study reveal that children general mood is normal and there is no sign of distorted emotional swing. The children and early adolescent of the focused age group (7-14yrs) are generally energetic, active, highly socialised in nature, cheerful in nature, and at times moody.

SUB SECTION 3: ANXIETY LEVEL

In daily life, stress and anxiety surrounds us: simply getting to work or school, dealing with peers and colleagues, and communicating with friends and family can increase feelings of anxiety and even fear. Some feelings of anxiety are normal and healthy; extreme anxiety can be physically and emotionally overwhelming.

Everyone experiences feelings of anxiety from time to time. Anxiety can be described as a sense of uneasiness, nervousness, worry, fear, or dread of what's about to happen or what might happen. While fear is the emotion we feel in the presence of threat, anxiety is a sense of anticipated danger, trouble, or threat. Mild anxiety can feel like a sense of uneasiness or nervousness. More intense anxiety can feel like fear, dread, or panic.

For more intense cases of anxiety or phobias there are a range of anxiety management techniques available. This might include various problem solving techniques, talking therapies and cognitive behaviour therapy - which seeks to identify and change negative thoughts.

Here again we worked on seven variables and frequencies are calculated with the help of tally bar. The frequency table is given below in table 4. The data so collected is interpreted with the help of graphical presentation in fig 4.

TABLE 4: ANXIETY LEVEL

Symptoms	Never	Occasionally	Often	Very Often	TOTAL
Worries excessively(e.g., sickness, safety, school)	15	9	5	1	30
Difficulty separating from parents	5	9	11	5	30

Difficulty in sleeping	26	2	2	0	30
Difficulty concentrating	13	14	2	1	30
Doesn't seem to enjoy activities that used to be fun	23	5	0	2	30
Restless / easily agitated	16	7	6	1	30
Complains of physical ailments	10	13	4	3	30

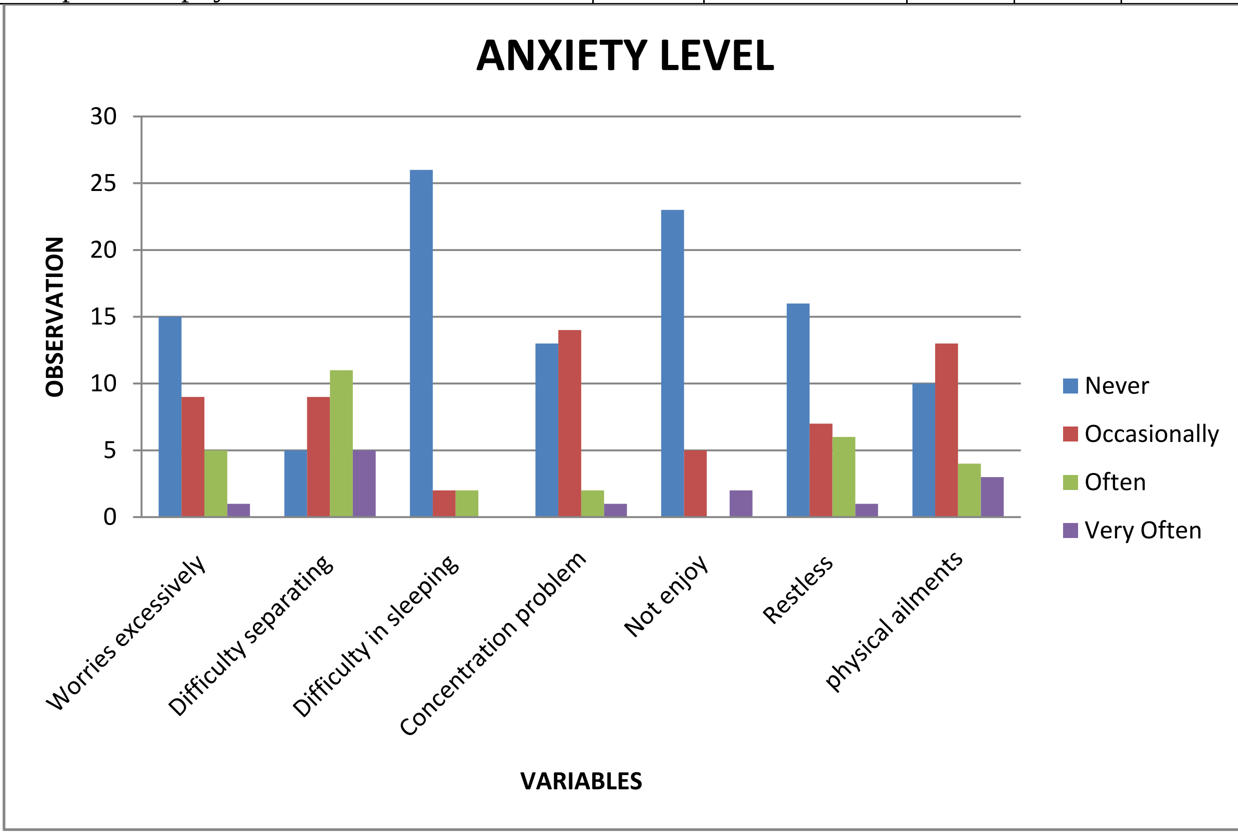

FIG 4: ANXIETY LEVEL

INTERPRETATION

In the light of the above figure, we have observed that children at times worry excessively. It may be due to pressure of studies, high expectations from parents, teachers and competition among the peer groups. The finding of the study also reveals that the children did not want to live in isolation i.e. away from their family. The target group seldom complains of physical ailment like cough and cold, headache, and difficulty in concentration. It may be due to unclear directions and frequent change in environment conditions.

SUB SECTION IV: PEER RELATIONSHIP

It's very common among siblings and friends to argue. It's also common for them to swing back and forth between adoring and detesting one other. It can be frustrating and upsetting for parents to watch and hear their children arguing and maybe fighting with one another. Yet often it's hard to know what to do and even whether you should get involved at all. But you can take steps to promote peace in your household and help your children get along.

The sibling rivalry and angry feelings are normal but children need to learn how to control that anger. Also that the way parents treat their children and react to conflict can make a big difference in how well siblings get along.

Parents often blame one child for starting it but there are always two sides to every story and they both have played their part. Also parents often ignore children when they're playing nicely but give them attention when a problem arises. And children love attention and it doesn't matter whether it's positive or negative.

LEARNING FROM PEER RELATIONSHIPS

The children and early adolescents learn how to share, how to come face to face with jealousy, and how to accept their individual strengths and weaknesses. Also, as children cope with disputes, they also learn how to value another person's perspective, how to compromise and negotiate, and how to control aggressive impulses.

TABLE 5: PEER RELATIONSHIPS

Symptoms	Never	Occasionally	Often	Very Often
Complains that "nobody likes me"	25	4	1	0
Has difficulty sharing and cooperating with others	14	8	5	3
Bossy- has to have own way	17	7	4	2
Doesn't follow rules when playing games	14	11	3	2
Doesn't show concern for the welfare of others	14	14	2	0

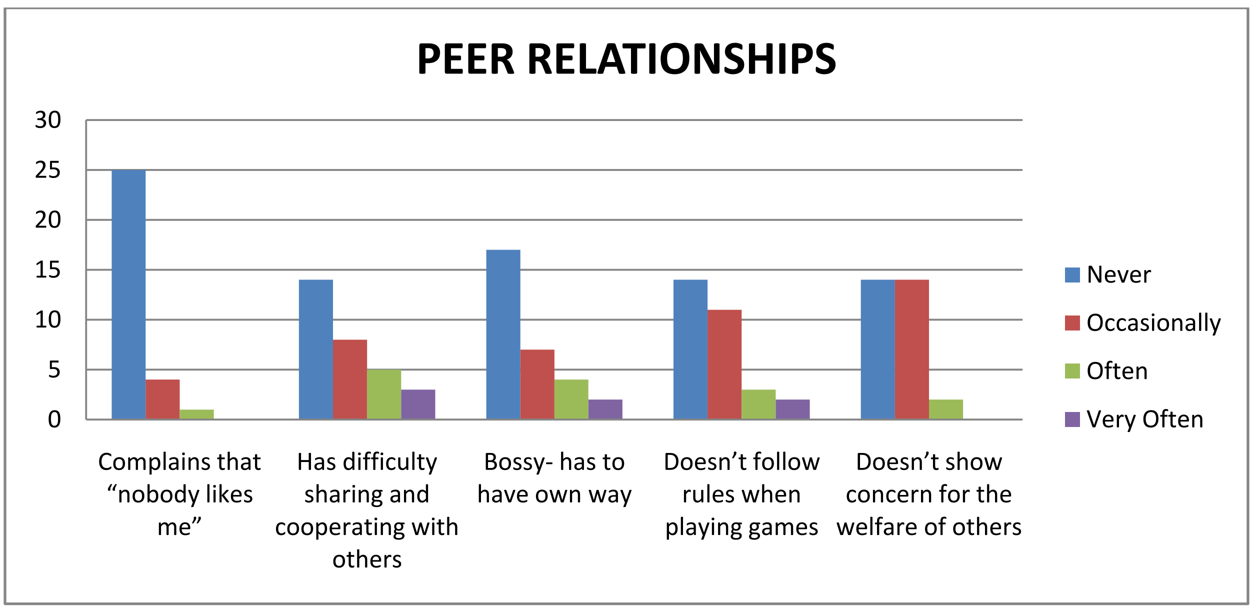

FIG 5: PEER RELATIONSHIPS

INTERPRETATION

The finding of the study reveals that children and early adolescents (7-14yrs) sporadically break rules while playing or we can say they do cheatings while playing as they want to win by hook or crook. They don't like to be looser while playing games with peers and hence at times to win the game they may do cheatings. Due their age factor they tend to be quite selfish sometimes and not able to be empathetic towards others. It was also revealed from the study that children of this age group are always loved by others and they have concern to cooperate with peers.

SECTION 5: SCHOOL PERFORMANCE

Elementary education is the first stage of compulsory education, typically provided in schools. The major goal of the Education is to achieve the basic literacy and numeracy amongst all pupils. Early Childhood Education may be conceived as developing those competencies, which help a child realise excellence as per his/her inherent potential through proper education in later life leading to a physically healthy, emotionally managed, socially conscious and creative and spiritually enlightened life.

Children enrolled in school are associated with the regular school activity. It help to develop awareness of the developmental needs as well make them sensitivity towards the family members, peer groups and friends. It acts as an advocate in the family on adopting the corrective practices and behaviour towards the children as well as amongst the community group.

Thus to understand the school performance of subjects, we collected the information from their parents. The parents were given a set of questions to check the given four categories. The frequencies are calculated, shown in the below table 6. The tabulated data was further converted into graph shown in fig 6 to interpret the information's so far collected from the secondary subjects (parents).

TABLE 6: SCHOOL PERFORMANCE

Symptoms	Never	Occasionally	Often	Very Often
Academic deflects-not learning as quickly as classmates	19	9	2	0
Low test scores	21	7	2	0
Behaviour problem-disruptive / does not follow rules	21	8	1	0
Excessive absence	24	5	1	0
Fails to complete work	20	7	1	2

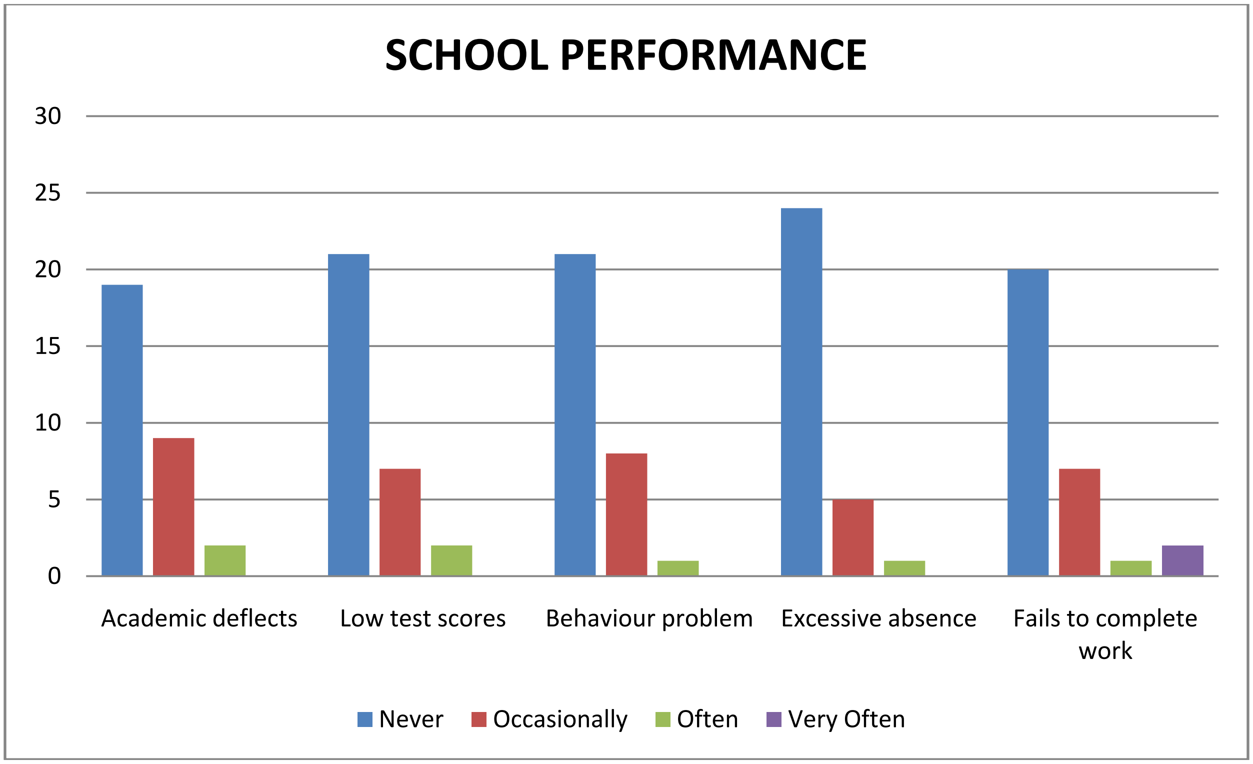

FIG 6: SCHOOL PERFORMANCE

INTERPRETATION

The finding of the study reveals that the children and early adolescents of given age group (7-14yrs) are quick learner, high performer, disciplined, love to go school but at times have problem in completing the given task. It may be due to slow in writing the sentences from the black board or they found the teacher speaks too fast. It may be also caused due to over loaded with information's at times, which make guidelines unclear. In school they interact with friends, play with them and enjoy the most due different activities they perform in school premises (like music, painting, drama), hence they love to go to school.

STUDY 2

METHOD

To understand the behaviour pattern of the subjects (children and early adolescents), we approached them to get the questionnaire filled. The Sample size was thirty children and early adolescents of class fourth to ninth, selected randomly from the urban area of Allahabad district. Initially I meet with the children and develop a rapport with them. Then I asked them to fill the questionnaire. Here we collected the direct information from the subjects to cross check the information's so far collected from their parents (secondary subjects). In our questionnaire we asked firstly the basic information's about the subjects like their name, age, class, school name and hobby respectively. We given a set of seven questions to the subjects to cross check the parent's responses. The questions and their interpretations are as follows:-

1. Which channel(s) do you like to watch most?

2. Which is/are your favourite program(s)?

3. Who scold you at home?

4. Why are you being scolded?

a) On watching TV

b) Not eating food on time

c) Not doing homework

d) Playing too much

5. How's is your school performance?

a) Poor b) Average c) Good d) Very Good

6. How many friends do you have?

7. How is your relationship with siblings?

a) Poor b) Okay c) Good d) Very Good

DATA ANALYSIS AND INTERPRETATION

TABLE 7: CHILD

SYMPTOM	**MOTHER**	**FATHER**	**BOTH**	**UNCLE**	**SIBLINGS**	**NO BODY**
Who Scold you at home?	21	6	3	2	1	2
SYMPTOM	**WATCHING T.V.**	**NOT EATING FOOD**	**NOT DOING HOMEWORK**	**PLAYING TOO MUCH**		
Why scold you?	10	9	8	9		
Percentage	34%	30%	27%	30%		

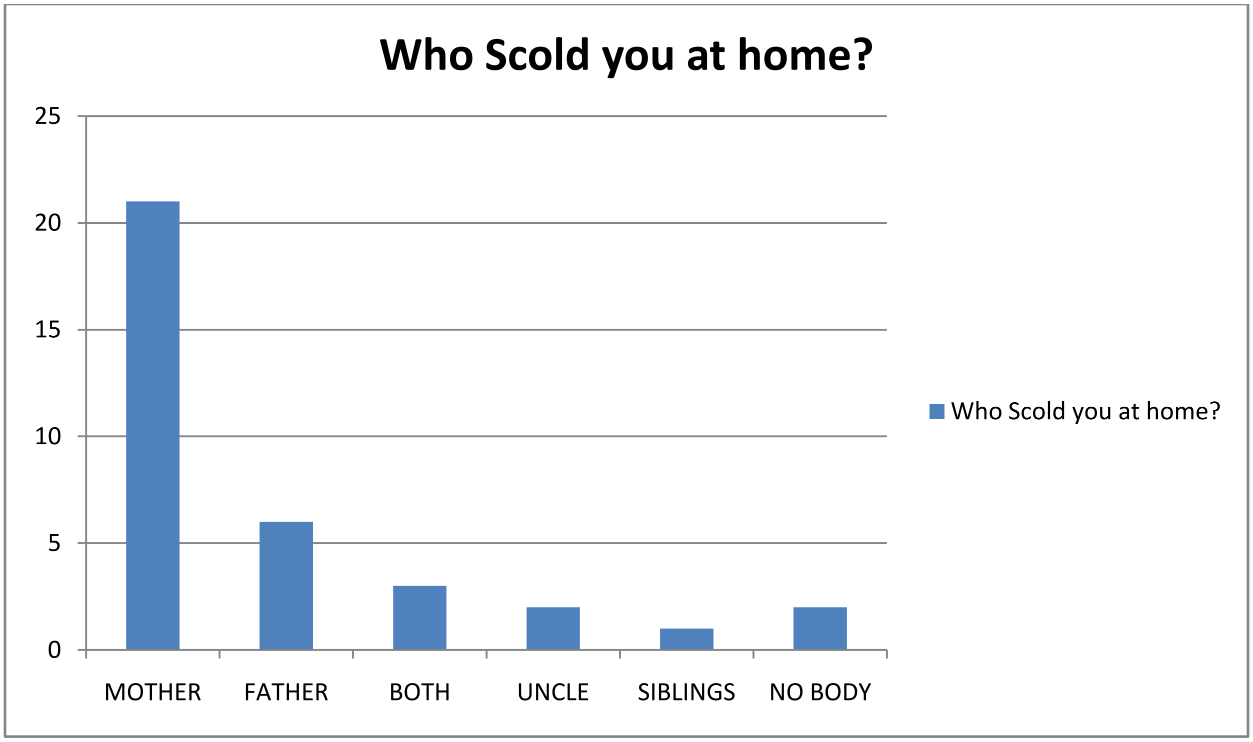

FIG 7: CHILDREN SCOLDED AT HOME

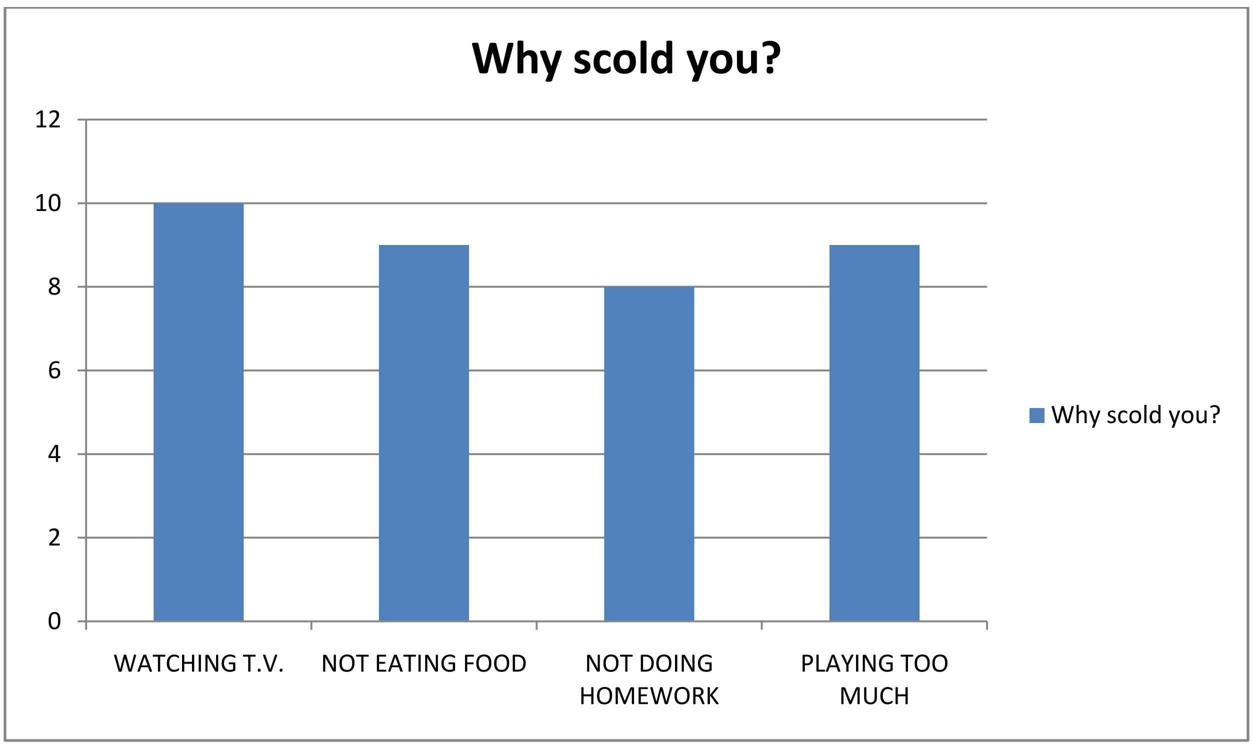

FIG 8: REASON TO SCOLD CHILD

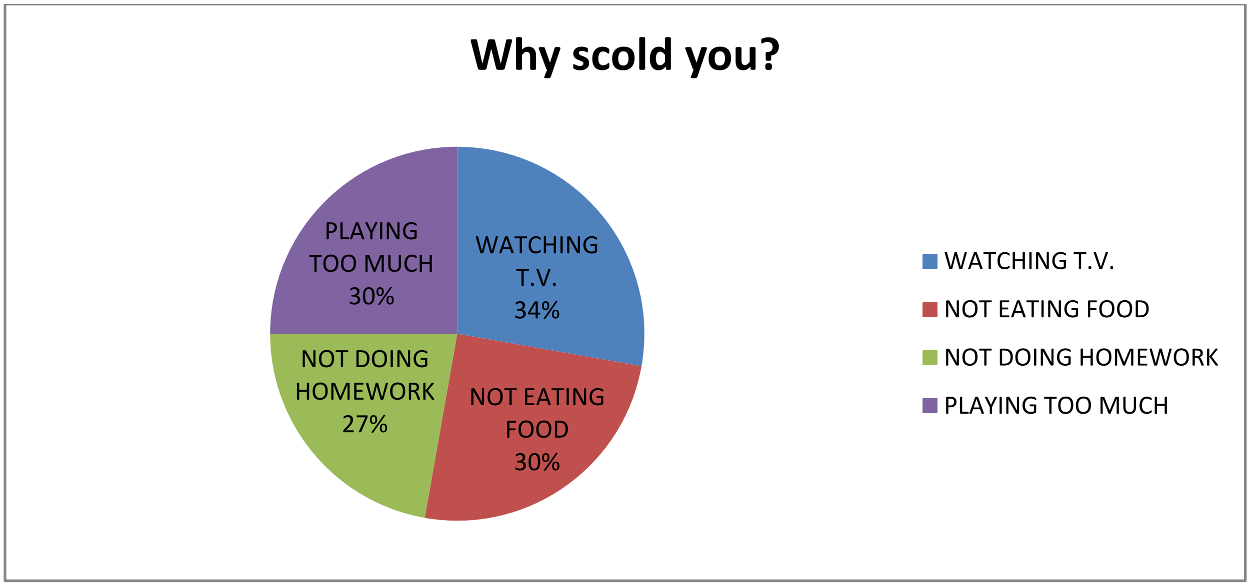

FIG 9: REASON TO SCOLD CHILD IN PERCENTAGE

The study reveals that cartoon channels like Disney, cartoon network, hungama are all time favourite among children as well as among early adolescents. But as we move from the age group 10 to 11 up to 14 we found that early adolescents like to watch other channels like discovery, national geographical, news channels, movie channels, daily soaps on star plus and colors. This depicts their taste and preference changes as they begin to move from one stage of life to next one. Hence we can conclude that as children grow up their interest also start to change.

The present study of the favourite program reveals that children aged up to 10 years like to watch shows like Tom and Jerry, doremen, while the pre teenagers like to watch mens vs wild, power rangers, roadies and daily soaps like balika vadhu, choti bahu and so on.

The most of the children admitted that their mothers scold them the most at home, and next their father. Only three children said that they are been scolded by both of them and four said no one scold them. And when asked why they scolded then the study reveals that mostly for not eating food on time, next reasons was watching excessive television and for playing too much, and lastly for not doing their homework.

The study reveals that the school performances of the subjects are good and very good except that of two students, who said their performance is average. The results are also match with the information's gathered from the parents about their children.

The study reveals that all the subjects have at least two to three friends and up to ten in number, and they enjoy healthy relationship with their siblings.

The study also reveals that the pattern of hobby among boys and girls also follow the same tradition rules. The boys and girls both enjoy watching television, reading, playing computer games and painting. The boys enjoy most the outdoor games like playing cricket, football, due to their masculine image, while the girls generally makes them busy in indoor activities like dancing, music, and crafting.

CONCLUSION AND FINDINGS

Many times parents are concerned with what is the typical development and behaviour of a healthy and/or normal 7-14 year old. In this project, we had discussed other commons attributes of a 7-14 year old.

Children and pre teens have improvements in several areas of cognitive functioning. The pre teen has improved bother reasoning and decision-making skills. Even though abstract concepts and reasoning is apparent, remember, many children still lack life experience in using these skills in real life situations.

An 11-12 year old can still be impulsive and behave in erratic ways. This may be due to the beginning or hormonal changes in the child. With these changes comes the increased demand for more independence and even more social freedoms. Even though the 11-12 year old can understand consequences better, he or she may still have trouble expressing intense or negative emotions.

Children of this age will learn faster from their mistakes then they did in previous years. The 11-12 year old will be able to predict consequences without them having to be pointed out by a caretaker and/or adult. Even though an 11-12 year old can be frustrating at times, they still needs positive feedback and continued praise. It is very important to remember that even though children and early adolescents are bigger, he or she doesn't outgrow the need to be loved and accepted.

In conclusion, children of this age are growing more independent but they still will need clear limits and guidelines. The pre-teen can be challenging time for children in general. The stability of rules can help the child feel safe.

SUGGESTIONS

Given the uniqueness of each and every child and family, their need for help at times of distress will differ in important ways. The range of psychological interventions required to meet these needs is of necessity wide and varied.

The several key issues and suggestions for improvement in child behaviour development are as follows:-

- Assessing and treating children and early adolescents with internalizing problems such as anxiety and depressive disorders, and externalizing ('acting out') disorders
- Planning and initiating cognitive–behaviour therapy, family therapy and other treatment programs for problematic child;
- Training parents, teachers, and care staff in the management of disruptive children
- Counselling foster parents on the management of disruptive children;
- Leading treatment and training interventions for children with learning difficulties and development disorders (e.g. autistic children);
- Counselling parents of children and adolescents with emotional, conduct and developmental problems;
- Planning and leading parent and teacher behaviour management groups;

- Crisis counselling for adolescents who have taken drug overdoses;
- Liaising/consulting with health visitors, school nurses and other health professionals;
- Counselling/training staff and parents in voluntary groups;
- Providing stress management for adolescents, who feel burden from high expectations from family and teachers;
- Providing training and consultations for mental health and parents on child protection issues;
- The parents were required to actively involve in their children's schooling, and talk with their children daily about school work and school friends, monitored homework, and participated in activities at their children's school.

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ETHICS AND BUSINESS: THEIR INTER RELATIONSHIP

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ABSTRACT

Individuals will accept external moral authority when it is independently filtered. The problem is that most public service leaders do not follow a consistent approach to ethical decision making and accomplishing ethical behavior in the bureaucratic organizations they lead. While formal codes of ethics offer some standards of conduct and guidelines for ethical decision-making, a more effective approach is to mesh code enforcement with a normative approach to establishing an ethical climate. Public Administrative style, methods, hierarchy and training are closely interrelated with ethics. Training alone is not enough. However, serious, sustainable improvements of the public service without adequate education and training seem to be impossible. Evaluation of training policies in every country in the region appears to be necessary. Public servants must understand what is acceptable behavior, and, in the end, when the risk of detection and punishment outweighs the gains. Modern people who have embraced scientific development as truth do not judge goodness according to the will of God. They ask their own insight for advice and often end up in conflict because insights differ. If we concentrate on the basis of the conflict, we discover common ground that is often hidden or misconstrued. The groups who are fighting, willing to kill each other, are actually striving for the same goals, "progress and justice." Students will grasp the importance of ethics only when educators give it the same priority as other areas of accounting. Academia should accept ethics as a research and teaching specialty equal to other areas of accounting. CPAs should emphasize to faculty and administrators the importance of ethics teaching, such as speaking to students, holding faculty training sessions, or funding faculty curriculum development in ethics. Stressing the importance of the fundamentals, character, integrity, and responsibility should be part of accounting education.

INTRODUCTION

In concept, business ethics is the applied ethics discipline that addresses the moral features of commercial activity. In practice, however, a dizzying array of projects is pursued under its rubric. Programs of legal compliance, empirical studies into the moral beliefs and attitudes of business people, a panoply of best-practices claims (in the name of their moral merit or their contribution to business success), arguments for (or against) mandatory worker participation in management, and attempts at applying traditional ethical theories, theories of justice, or theories of the state to firms or to the functional areas of business are all advanced as contributions to business ethics—even and especially in its academic literature. These projects vary considerably and often seem to have little in common other than the conviction, held by those who pursue them, that whatever each is pursuing is business ethics.

ETHICS AND BUSINESS: THEIR INTER RELATIONSHIP

What constitutes business varies from society to society. To relieve a business of likely specific problems, the business is to be decided by the people of the society and not by business or those who run the business. The basic problem is that the ethical course of action is not always clear to company's managers. Business ethics is a studyof moral standards as they apply to business policies, behaviour and institutions, and to the people who work within these organizations. Its function is not only to analyze moral norms and values, but also to attempt application of this analysis to business.

Business ethics partly aims to analyse the presuppositions both moral presuppositions and the presuppositions from a moral point of view of business. Since business operates within an economic system, part of the proper task of business ethics is to raise questionsabout economic systems in general and about the morality of a country's economic system in particular. This, in turn, raises questions about the appropriateness of using moral language to evaluate these systems.

WHAT BUSINESS ETHICS CAN DO AND CANNOT DO: Business ethics can help people approach moral problems in business more systematically and with better tools than they might otherwise approach them. It can help them to see issues they might normally ignore. It can also drive them to make changes that they might otherwise not be moved to make. However, business ethics does not by itself make anyone moral. Business ethics presupposes that those who study it are moral beings, and they wish to be even better,more thoughtful, and more informed moral beings. Business ethics does not change business practices unless those engaged in the practices that require moral change wish to change them. Business ethics can produce arguments to show that a practice is immoral, but obviously only those in a position to implement the change can be able to bring them about.

MORAL REASONING IN BUSINESS: The pertinent questions that arise are: Is morality simply a matter of individual choice? Is it culturally determined? Is the claim that there is a universal morality applicable to all people and at all times, defendable? Certainly, some business practices are held to be moral and proper and others improper. But the question to be asked is: Whether these conventional norms should be held, whether some of them may infact be improper? At times, conventional morality is challengeable and is attacked. A moral law at times needs to be violated.

ARGUMENTS FOR AND AGAINST BUSINESS ETHICS

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There may be objections toward application of moral standards to business. Let us see what some of these objections are and what can be said against or in favour of applying moral standards to business.

OBJECTIONS TO BRINGING ETHICS TO BUSINESS

The objection is that in perfectly competitive free market, the behaviour of people in business organizations should not be subjected to moral standards. On this view, the people in business should single mindedly pursue the financial interests of their firm without diverting their energies or their firm's resources into "doing good works". In support of this view there may be advanced three different arguments as also put by Velasquez (De George, 2002).

These are as mentioned below.

FIRST OBJECTION-ARGUMENT: The pursuit of business being profit, the society will benefit most if managers do not impose their own values on a business and devote themselves to produce 'efficiently' what the society wants (or values). Arguments of this sort conceal a number of such questionable assumptions that require quite lengthier discussion. However, briefly,first assumption is that contrary to a point in the argument advanced, most industrial markets are 'not' "perfectly competitive", and as such, therefore, to the extent that firms do not have to compete they can maximize profits "despite inefficient production". Second, it is a wrong presumption of the argument that 'any' steps taken to increase profits will "necessarily" be socially beneficial. In fact, several ways of increasing profits actually cause injury to society: allowing bribery, fraud, tax evasion, deceptive advertising, harmful production to go Psychology uncontrolled concealing product hazards. Third, the argument assumes that by producing whatever the buying public wants (or values) firms are fulfilling the want of 'the whole' of the society. Infact, the wants of large segments of society (the poor and disadvantaged) are not necessarily met because they cannot participate fully in the market place. Fourth, the objection-argument is essentially making a normative statement ("managers should devote themselves to the single-minded pursuit of profits") on the basis of unproved moral standards ("people should do whatever will benefit those who participate in markets"). Thus, although the argument tries to 'show' that ethics does not matter, it can do this only by assuming an 'unproved' moral standard that at least appears mistaken.

Second objection-argument for bringing ethics into business is that business manager (as loyal agent of his employer) should single mindedly pursue the interests of his firm and should ignore ethical considerations.

Agreements do not change the moral character of wrongful acts. Ifit is morally wrong for a manager to do something out of self-interest, then it is also morally wrong for him to do it in the interests of his company even though he has agreed to serve the company. The assumptions of the loyal agent's (manager's) argument, then, are mistaken.

THIRD OBJECTION-ARGUMENT FOR BRINGING ETHICS INTO BUSINESS: TO BE ETHICAL IT IS ENOUGH FOR BUSINESS PEOPLE MERELY TO OBEY THE LAW

Business ethics is essentially obeying the law. It is wrong to see law and ethics as identical. It is true that some laws require behaviour that is the same as the behaviour required by moral standards, e.g., the laws that prohibit murder, rape, fraud,etc. In such cases, there is coincidence between law and morality, and the objection to obey such laws is the same as the obligation to be moral. However, law and morality do not always coincide. Some laws have nothing to do with morality because they do not involve serious matters, e.g., laws of parking, dress codes, and other laws covering similar matters. Other laws may even violate our moral standards so that they are actually contrary to morality. Thus, ethics is not simply following the law. Nevertheless, this does not mean that ethics has nothing to do with following the law Our moral standards are sometimes incorporated into the law when enough of us feel that a moral standard should be enforced by Psychology pressure of a legal system. In contrast, laws are sometimes criticized and eliminated when it becomes clear that they blatantly violate our moral standards. E.g., law permitting job discrimination and bribery in business must be eliminated since they violate our moral standards. Therefore, morality shapes and influences many of the laws.

THE CASE FOR ETHICS IN BUSINESS

There may be quite some arguments for bringing ethics into business.

(1) One way to argue is that ethics should govern all voluntary human activities, and, business is such an activity. Therefore, ethics should also govern business.

(2) Another argument is that business activities, like any other human activities, cannot exist unless the people involved in the business and its surrounding community adhere to some minimal standards of ethics. Business is a cooperative activity whose very existence requires cooperative behaviour. First, any business will collapse if all of its managers, employees, and customers come to think that it is morally permissible to steal, lie or break their agreements with the company. Because no business can exist entirely without ethics, the pursuit of business requires at least a minimal adherence to ethics on the partof those involved in business. Second, all businesses require a stable society in which to carry on their business dealings, the stability of a society requires that its members adhere to some minimal standards of ethics. The impossibility of conducting business in society without ethics_ a society in which lying, theft, distrust,cheating, and unrestrained self-interested conflict became the norm_is shown by the way in which business activities break down in Indian Psychological societies torn by strife, conflict, and distrust. Because business cannot survive without ethics, it is in the interests of business to promote ethical behaviour both among its own members as well as within its larger society (Michales, 1980, for a similar version of this argument).

(3) Third argument for bringing ethics to business is by showing that ethical considerations are consistent with business pursuits, in particular with the pursuit of profit. That ethics is consistent with the pursuit of profit can be shown simply finding examples of companies where a history of good ethics has existed side by side with a history of profitable operations. Such companies have combined a good history of profit with exemplary ethical climates.

However, the above mentioned claim-proposition that ethics is consistent with the pursuit of profits is not fully demonstrated by certain individual companies. There may be many chance factors that affect profitability, e.g., over-capacity in a particular industry, changing consumer tastes, recessions, weather patterns, interest rates, etc. There are many difficulties involved in trying to see whether ethical companies are more profitable than unethical ones. There are many different ways of defining ethical, many different ways of measuring profit, many different factors that can affect a company's profits, many different ways of deciding whose actions count as the actions of company, and many different dimensions along which companies can be a compared. Despite these difficulties, several studies in examining whether profitability is correlated with ethical behaviour, suggest that, by and large, ethics does not detract from profit and seems to contribute to profits.

(4) Yet another reason (Fourth Argument) to think that ethics should be brought to business is that in a situation when two parties in business are faced with a dilemma of choice as ‘to cooperate’ or ‘not cooperate’, they must opt for mutual cooperation. For, if both cooperate with each other, each of them will benefit.

Any conclusive proposition that the rational self-interested person should behave unethically in business when there is something to be gained through unethical behaviour is a false assumption. The threat of future retaliation by the victim againsthis exploiter makes it more rational for the parties in a series of repeated exchanges to cooperate than to try to take advantage of each other. Through cooperation, the parties will gain the advantagesPsychology conferred by mutually beneficial activities, whereas non- cooperation will lead to deteriorating series of costly clashes.

2. THE CORPORATION IN BUSINESS ETHICS

Although self-conscious, academic business ethics is of recent vintage, its intellectual roots are found in the corporate social responsibility (CSR) and business-and-society literatures originating in law and in business in the early and middle 20th century Academic business ethics displays its CSR heritage in the peculiar constellation of concerns that pervade its literature. Those concerns surround the business corporation, which Robert Solomon (1991) calls “the basic unit of commerce today.”

The corporate focus is evident in the titles of early works of academic business ethics that have done much to shape the subsequent discussion in the field. Tom Donaldson's Corporations and Morality (1982) and Patricia Werhane's Persons, Rights, and Corporations (1985) take business ethics to be concerned centrally with questions about the corporation's proper role in and relationship to the social order. These questions, taken up by the field and continuing to inform its main conversation, are said to surround the “moral status of the corporation,” by which is meant typically one or both of: (1) Is the corporation a moral agent, distinct from the persons who compose it? (2) Morally, how or in whose interests ought the corporation to be managed?

2.1 IS THE CORPORATION A MORAL AGENT?

At law, the corporation is a person, distinct in its personality from the persons who bear ownership shares in it (its shareholders) or conduct activities on its behalf (its directors, officers, and other employees). Among the many manifestations of the corporation's separate legal personality are: (i) Distributions of dividends from the corporation to its shareholders are subject to income taxation in the same way that gifts between persons are subject to income taxation. If the corporation were not a separate legal person (as, for example, in U.S. and English law a partnership is not a separate legal person from the partners who compose it) the distribution of dividends would not a be a taxable event (because money would not be changing hands). (ii) Corporations are subject to civil liability that is distinct from that of its owners. Indeed, one of the principal motivations for organizing business activities in the corporate form is that corporate assets are legally separate from the personal assets of the corporation's shareholders. Shareholder liability for corporate debts is limited to whatever assets owners have contributed to the corporation in return for their ownership stakes. (iii) Corporations are subject to criminal liability that is distinct from that of its owners, directors, officers, or employees.

If the corporation is a legal person, is it also a moral person? Anglo-American law takes no explicit position on this, although the corporate personality is frequently described there as a legal fiction, suggesting that the corporation's legally recognized personality is not also ontological fact. Business ethicists have taken a variety of positions on the question whether the corporation is a moral person or moral agent.

Peter French (1979, 1984, 1995) argues that important features of the corporation and corporate decision making exhibit all of the necessary components of moral agency. He argues that corporations have corporate internal decision (CID) structures that provide sufficient grounds for attributing moral agency to them. These CID structures consist of two main parts: (i) an organization chart that corresponds to decision authority within the corporation and (ii) rules (usually contained in the corporation's articles of incorporation or its by-laws) for determining whether a decision, made by one who possesses decision making authority according to the organization chart, is a corporate decision rather than merely a personal decision. That is, analogous to H.L.A.

HOW AND IN WHOSE INTERESTS OUGHT THE CORPORATION TO BE GOVERNED?

Seeing the large, publicly-traded corporation as the key actor in business, most academic business ethicists understand the foundational normative question of their discipline to be that of how and in whose interests corporations ought to be governed. Over the last two decades, the main attempts to answer this foundational normative question have been understood as constituting a 'shareholder-stakeholder debate' in business ethics.

Originating in the work of R. Edward Freeman (1984), stakeholder theory is widely regarded among academic business ethicists as the most significant theoretical construct in their discipline. Normative ethical stakeholder theory articulates the view that a business firm ought to be managed in a way that achieves a balance among the interests of all who bear a substantial relationship to the firm—its stakeholders. In Freeman's account, the very purpose of the firm is coordination of and joint service to its stakeholders.

Closely-held corporations and partnerships lack the fluid markets for ownership shares that make exit a viable choice for the disgruntled shareholder. Moreover, closely-held corporations and partnerships are marked frequently by widely diverging interests among members of the ownership class, whether due to the fact that some of those members are in day-to-day control of the enterprise whereas others are not, or that one or a small coalition of owners form an effective voting majority of shareholders, leaving minority shareholder interests to the majority's mercy.

INTEGRATING VALUES AND ETHICS

The implication for teaching at the college and university level is that instructors need to understand the ways in which values and ethical frameworks are relevant to their course content. To create understanding and properly extend the learning of students, instructors need to make clear their perspectives on moral literacy. As discussed in the preceding section, valuation processes can be relevant to leadership as conscious and unconscious influences on the cognitive processes of individuals, as rubrics or codes for responding to problematic situations, and as meta-values around which to establish consensus on shared objectives and purposes.

3. THE EMPLOYMENT RELATION IN BUSINESS ETHICS

Falling neatly out of concern about the power of large, publicly traded corporations is a concern about the terms of employment they afford. The discussion of the employment relation in academic business ethics has crystallized into a debate over the relative moral merits of at-will employment terms and just cause employment terms, especially in light of the place each occupies in employment law.

Most of the discussion of the employment relation in academic business ethics concerns the fairness of the at-will doctrine and whether other terms of employment ought to be substituted for it through public policy initiatives. Indeed, the debate makes little sense outside the public policy context. On broadly Kantian grounds, Werhane (1985) argues that arbitrary dismissal is incompatible with respecting employees as persons. Respecting employees as persons demands that they be supplied with good reasons when adverse action is taken against them. Thus, at-will employment (or at least, dismissal without cause undertaken in accordance with the at-will doctrine) is incompatible with recognizing and respecting the employee's personhood.

The debate over at-will employment is a debate not about what employers and employees ought or ought not to do, but instead about the merits of taking the terms of employment continuation out of the realm of contract and into the realm of public policy. In that sense, it is more like the debate over the minimum wage. The at-will doctrine neither commends nor incentivizes a managerial practice. Instead, it apportions the legal risk of arbitrary firing in a way different than just cause rules do. Which apportionment is better may tell us much about the public policies we ought to have, but it doesn't tell us how we ought to conduct business.

INTERNATIONAL BUSINESS ETHICS

Doing business transnationally raises a number of issues that have no analogue in business dealings done within a single country or legal jurisdiction. International business ethics seeks to address those issues. Where ethical norms are in conflict, owing to different cultural practices, which ethical norms ought to guide one's business conduct in other nations and cultures? Some discussions of international business ethics conceive this home country/host country question as central. On one hand, adopting host country norms is a way to respect the host culture and its members. Thus, business persons are advised that when in Rome they ought do as the Romans do—as in etiquette, so too in ethics. On the other hand, business persons are advised to resist host country norms that are morally repugnant. Therein lies the rub. When, for example, bribery of officials is central to doing business where you are, ought you to embrace the practice as a mark of cultural respect or forswear the practice on the grounds that it is morally repugnant?

One common approach in international business ethics is to refer to or to construct lists of norms that ought to guide transnational business conduct. Thus, for example, the United Nations' Universal Declaration of Human Rights or, more recently, the United Nations Global Compact, is advanced as a guide to conduct.

5. CONCLUSION

The main conversation in academic business ethics is focused on the large, publicly traded corporation. It owes its prescriptions mainly to normative political philosophy, rather than moral theory. It speaks more to public policy toward business (and especially the large, publicly traded corporation) and the institutions of capitalism than it does to ethical business conduct, i.e., what one ought to be doing when one is doing business.

To be sure, there are cases of corruption that respond to the unethical nature of the corrupt individual. But for the most part, the unethical behavior stems from the environment in which individuals must interact. Convoluted regulations and weak rule of law foster a culture of corruption and informality both in the private and public sectors.

In the public sector, convoluted regulations and weak rule of law provide ample opportunities for public officials to accept bribes without punishment. In the private sector, those two factors push some people to do business informally as a means to survive and others to profit far more than they would if the possibility of bribery did not exist. The result is an increasingly unequal society, in terms of the opportunity to create wealth and improve living standards.

To fight corruption and informality, it is essential to understand that corruption is a symptom--of overregulation, lack of rule of law, a large public sector--not the root of the problem. The perceived problem is unethical/corrupt behavior of the private sector, which leads the government to press more on private-sector activities. The real problem is the government action/regulations causing undesired behavior of the private sector. The optimal solution would be to eliminate burdensome regulations so that unethical behavior does not occur.

Countries must advance economic freedom in all possible areas of the economy, with particular emphasis on regulations affecting small and medium business, in order for corruption and informality to decrease. The Index of Economic Freedom is an excellent guide to identify what is obstructing economic activity and, therefore, perpetuating poverty.

Countries must also preserve the independence and effectiveness of the judiciary to punish corrupt actions. Economic freedom with a strong rule of law will foster a culture of investment, job creation, and institutional respect--all essential factors in massively improving the living standards of ordinary people.

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ROLE OF ELECTRONICS AND INFORMATION TECHNOLOGY IN THE ECONOMIC DEVELOPMENT OF INDIA

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ABSTRACT

Electronics and IT possess a great role in the economic development of India. Even though there is slowdown in the country's economic growth, the National Policy on Electronics promises far reaching consequences for every Indian. The factors that are used to accelerate the process of economic development would be e-Innovation such as innovation in processes/products that aid financial inclusion, facilitate the use of IT Networks, as well as e-Social factors that have demonstration effects. A particular industry that has predominant growth in the Indian economy is the IT service sector. Digitalization has a positive impact on economic growth and development.

KEYWORDS: *Digitalization, E-Development Index, Electronics and IT, Information Technology.*

INTRODUCTION

Electronics and IT possess a great role in the economic development of our country. As a result the government established the Department of Electronics (DOE) in June, 1970 and the Electronics Commission in February, 1991. In 1975, the Government of India strategically decided to take steps for the development of information systems and utilization of information resources. In view of its relevance for all round socio-economic growth, and also to get benefit of the emerging digital economy, the Central Government has created a new Ministry of Information Technology (MIT) in 1999 by merging the DOE, National Informatics Centre (NIC) and Electronics and Software Export Promotion Council. As per economic theory, digitalization of the economy impacts economic growth in two ways: one as an input in to production process and the other through technological process. Various policy announcements like the Import Policy (1983), Computer Policy (1984), Electronic Policy (1985), and Software Policy (1986) laid the foundations for the liberalized growth of IT industry in the country. It was recognized that IT would become strategically as important to the Indian economy as oil. The three main Stakeholders Government, Industry and Individuals use the elements of digitalization to develop e-Government applications, software products and/or download complex internet products. "Among top exporters/importers of services (with EU-27 taken as a single unit), India ranked among the first five countries in the export of commercial services, computer and information services, communication services & other business services and in the import of computer and information services and financial services in 2008" (Economic Division, Department of Economic Affairs, Ministry of Finance, Government of India, 2010). National policy on electronics aims at addressing the huge gap between locally manufactured electronics and consumer demand for electronics.

EMERGING DIGITAL ECONOMY

In the era of globalization and phenomenal growth in IT, a paradigm shift in productivity and economic development and in management thought is clearly noticeable. There has been a significant growth in Electronics and IT sector during 1980s and 1990s. The outsourcing of IT Enabled Services (ITES) has a great potential for growth and contribution towards employment opportunities in India. Information Technology Act (2000) and Communication Convergence Bill (2001) of the Government clearly show the direction in which the country is moving to facilitate a single communication network catering to all types of technologies (i.e. Internet, Dotcom, Telecom, Wireless, Wireline, Fixed, Mobile, Satellite Communication, etc.), and e-commerce. National Information Infrastructure (NII) is evolving as a network of networks including such nationwide networks as NICNET, ERNET, HVNet & I-Net, in addition to an extensive Fibre Optic Telecommunication Backbone being set up by Department of Telecommunication (DOT), Railways, and the Private Sector. The share of Electronics and Services industry was Rs. 466990 Crores during 2010-11 of which Rs. 125790 Crores (is from electronics industry and Rs. 341200 Crores is from service industry. Production of electronics products and software during 2010-11 had 12 percent growth over 2009-10 when the total production was Rs. 418090 Crores. The total Indian IT industry is worth over USD 70 billion. The global economy is forecasted to grow at around 4% annually through 2015. Over the long term electronics industry will grow at twice that rate.

DIGITALIZATION IN INDIA

The international concept of digitalization is that it is composed of three elements –networks, IT services and digital goods. IT services is expanded to include both human resources (HR) and IT services as the Indian experience shows that appropriate skilled labour is a crucial element in adaptation and dissemination of IT in a developing country. Digital goods are relabeled as content which in the Indian context would mean that users have the information they want available and in the regional language of their choice.

E – DEVELOPMENT INDEX

The measure of extent of digitalization as well as the factors driving the process of economic developed can also be conceived of as a composite index measure of the following sub-indices:

1. E-Readiness (economic): Identification and realization of value-creation opportunities facilitated by ICT for stakeholders.

2. E-Governance (administrative): ICT-enabled governance potential at the State/ UT level. Four models of e-Governance are Government to citizen (G2C), Government to employees (G2E), Government to government (G2G) and government to business (G2B).

3. E-Industry (industry and services): Production, exports and employment of IT services (technology embedded), ICT-triggered services (commercial Services), ICT goods and ICT-triggered goods.

4. E-Innovation (innovation triggered by IT): Innovation activities facilitated by IT in technology-embedded and technology-enabled services including banking, services sector development in rural areas, etc.

5. E-Social (Demonstration Effect): Applications of IT in health and education and measurement of disparity in access/usage of IT.

INITIATIVES OF THE MINISTRY OF INFORMATION TECHNOLOGY

Development of IT enabled services, IT education, electronics and computer hardware manufacturing and exports, silicon facility, e-commerce and internet based enterprises has become the thrust area of the Ministry. R&D in emerging technological area has remained a key activity of the Ministry and the promotional efforts in electronics and IT have helped enormously in the laying of solid foundation in the IT industry. The Ministry has initiated about 300 R&D projects at more than 100 institutes including industries, academic institutes and research laboratories.

TECHNOLOGIES FOR INTERNET, E-COMMERCE AND E-GOVERNANCE:

Net master, a software system for traffic monitoring and bandwidth management of the Internet access link has been developed. VOICE, a versatile online information system to address the needs of citizens, civic administration and Municipal Corporationhas been successfully implemented. Knowledge management system KMAP has been developed to help people in an

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organization to have access to context specific information to help them indecision making process.

COMMUNICATION, BROADCAST & TELEMETRY:

Digital mobile radio to provide secure and reliable mobile communications with full duplex voice or data within option for encryption has been developed. System for use in subtitling of feature film telecast in regional languages has been designed and developed. A spread spectrum radio modem has been developed for various networking applications. UHF wireless data modems for high speed data communications have been designed and developed.

AGRO - AND RURAL APPLICATIONS

Various agro instruments like fertilizer testing kit, soil and grain moisture indication instruments, soil nutrient measuring instrument, rice polish measurement system and multichannel choke indicator to optimize seed spacing, using a tractor have been developed. These instruments are simple to operate and can be produced at nominal costs. Also IT tools for watershed development have been developed along with irrigation canal control automation. Solar pumps for rural use have been fabricated.

NATIONAL POLICY ON ELECTRONICS

By far the most exciting event on the horizon for the Indian semiconductor and electronics ecosystems is the National Policy on Electronics which is expected to be formalized in 2012. The Policy aims at addressing the huge gap (estimated at Rs.15.31 lakh crore ($300 billion)) between locally manufactured electronics and the consumer demand for electronics that we expect to see by 2020. If immediate steps are not taken to address this gap, it is forecasted that by 2020, electronics imports may far exceed oil imports. The Policy takes a holistic view of developing the Electronics System Design and Manufacturing (ESDM) ecosystem with a view to bridging the demand-supply gap. Its provisions are wide ranging and cover diverse areas such as manufacturing, R&D, IP creation, manpower and training, standards, e-waste management, investments, and the setting up of a National Electronics Mission.

IMPACT OF INFORMATION TECHNOLOGY ON INDIAN ECONOMY

A particular industry that has been instrumental in the growth of the Indian economy is the IT sector. IT stands for Information Technology. The design, development, implementation or management of information systems is referred to as information technology. It describes the production, storage, manipulation and dissemination of information. IT industries account for 6% of the GDP of India and provide employment directly or indirectly for over 2.3 million people. It also contributes very significantly to India's exports: accounting for around 18% in 2001. India produces roughly 150,000 technically and socially skilled engineers every year. Most of them migrate to developed countries and form an integral part of the workforce there, thus becoming India's most beloved export.

CONCLUSION

Digitalization has a positive impact on economic growth and development.Indiais a land burgeoning with youth and life. It is the 11th largest economy in the world by nominal GDP (Gross Domestic Product) and 4th in terms of PPP (Purchasing Power Parity). India is also making very significant steps forward economically to become an economic superpower by 2020. The growth in demand for telecom products has been high, with India adding two million mobile phone users every month, which is one of the main reasons for the growth in production of electronic goods. While agriculture is still the predominant employer and economic mainstay of the nation, industries contribute a very large percentage to the economy. This contribution has increased more rapidly after the government opened up the economy and revised its economic policy to include liberalization and globalization.

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PERFORMANCE AND PROSPECTS OF WOMEN LECTURERS (A COMPARATIVE STUDY OF AIDED AND UNAIDED COLLEGES AFFILIATED TO ANDHRA UNIVERSITY)

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ABSTRACT

Lecturer evaluation is to assess the merits and weakness of a lecturer's performance and assessment of the teachers' scholarship in his subject or related subjects; his techniques of meeting each teaching situation, class-room management and relationship with students, peers and superiors, and finally his sensitivity to problems of life and learning[5]*. Thus, the need for a good system of performance evaluation of lecturers cannot be over emphasized.*

INTRODUCTION

PROLOGUE

The teacher is the pivot of the system of higher education. It is the teacher who influences the standard of learning in educational institutions. An interesting aspect of a college teacher is that, at present, there is no foolproof method for the assessment of his performance. A general observation is that all teachers are not equally efficient. It is suggested that those teachers who are excellent in their performance must be duly honoured or rewarded, and the poor and non-performers must be made to know of their performance and be given opportunity to improve it. Muthu Kumaran (1989)[1] stated one reason why some form of performance evaluation of teachers is considered necessary is that "even good things if left un-reviewed or unchecked may deteriorate and degenerate in course of time".

Performance evaluation is a technique, which endeavors to assess, as impartially as possible, the attributes of the individual employee, his strengths and weakness stated as Beach (1975)[2]. In the works of Scott (1977)[3] and others, performance evaluation is a process of evaluating an employee's performance of a job in terms of its requirements. Levinson (1976)[4] identifies three functions of performance evaluation: it provides an adequate feedback to each employee for his or her performance; it serves as a basis for improving or changing behaviour towards some more effective working habits; and it provides data to superiors with which they may judge future job assignments and compensation.

The performance assessment of lecturer will be useful for both the lecturer and the employer (superior). It provides the necessary information to the lecturer to judge where he stands. The information provided to the superior would help to determine the various policies relating to reward system, personnel counseling, lecturers training etc.

The purpose of lecturer evaluation is to assess the merits and weakness of a lecturer's performance and assessment of the teachers' scholarship in his subject or related subjects; his techniques of meeting each teaching situation, class-room management and relationship with students, peers and superiors, and finally his sensitivity to problems of life and learning[5]. Thus, the need for a good system of performance evaluation of lecturers cannot be over emphasized.

In the present paper, an attempt has been made to assess the performance of the respondents and analyze the views of the lecturers regarding the various aspects of performance assessment of lecturers in aided and unaided colleges.

OBJECTIVE

The main objective of the study is to probe into the performance and prospects of women lecturers in aided and unaided colleges.

HYPOTHESIS

Considering the nature of the study the authors have laid down the following statement of hypothesis to start with research inquiry. Performance, prospects and type of college are independent to each other.

METHODOLOGY

The study is based on the primary data collected from various aided and unaided colleges lecturers. The primary data constituted of information gathered through formal and informal discussions and interviews. The field work for the study was staggered over two months. The primary data for the study are collected by using a questionnaire for women lecturers. The aspects include characteristics of teachers, assessment of lecturers' performance, self confidence, promotional opportunities, prospects etc. The secondary data are drawn from research reports, published books, journals, bulletins and internet.

SAMPLE

The present study was confined to the women lecturers working in aided and unaided colleges affiliated to Andhra University. In total 320 sample women lecturers, out of which 105 aided lecturers and 215 unaided lecturers have been chosen on purposive and random sampling methods. The geographical scope of the study was various districts like Srikakulam, Vizianagaram, Visakhapatnam, East Godavari and West Godavari. The statistical methods adopted for the present study are as follows:

- The data has been processed with percentages and weighted means.

- Chi-square test has been applied to test the hypothesis.

RESULTS AND DISCUSSIONS

The results of the study are presented in two sections (A) performance, (B) Prospects. The following eight tables present the various ethical dimensions on which the opinion of the various respondents has been taken.

A. PERFORMANCE

1. SELF CONFIDENCE ON THEIR ABILITIES

TABLE NO. 1. RESPONDENT'S OPINION ON SELF-CONFIDENCE ON THEIR ABILITIES VS TYPE OF COLLEGE

		Aided	Unaided	Total
q3.01	Yes	13	7	20
		12.4%	3.3%	6.3%
	Almost and always	57	148	205
		54.3%	68.8%	64.1%
	Frequently	10	33	43
		9.5%	15.3%	13.4%
	Occasionally	7	14	21
		6.7%	6.5%	6.6%
	Rarely	6	7	13
		5.7%	3.3%	4.1%
	Never	12	6	18
		11.4%	2.8%	5.6%
	Total	105	215	320
		100.0%	100.0%	100.0%

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.922(a)	5	.000
Likelihood Ratio	22.535	5	.000
Linear-by-Linear Association	3.681	1	.055
N of Valid Cases	320		

a 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.27.

(Table value = 12.8)

Table no.1 analyses the respondent's opinion on self-confidence on their abilities Vs type of colleges. Out of 320 sample, 57 aided and 148 unaided women have replied that they feel confident almost and always in their teaching and performed their work confidently. 5.7 per cent aided and 3.3 per cent unaided lecturers are confident rarely and 11.4 per cent aided and 2.8 per cent unaided lecturers are never confident of their teaching.

For the above table the hypothesis is rejected the variables are dependent.

2. CHARACTERISTICS OF LECTURERS

Character is a combination of abilities and interest of a candidate to do a job. Only those persons who have ability, character and interest can perform a task efficiently and effectively. Every employee must possess right skills to perform his task efficiently. Lecturers are no exemption to this. In addition to the educational qualification, the lecturer is expected to possess certain abilities and skills. He/She must have command over the subjects, punctual to the work, well behaviour, must cover the syllabus, good communication skills, friendly and affectionate relation with the students etc. If a person possesses all these characteristics, he can prove himself to be a successful lecturer.

The following observations are made from the table no.2 regarding respondent's opinion on characteristics of the lecturer. Majority of the respondents gave first rank to punctuality to the work by both colleges respondents.

From the above table it may be observed that both the aided and unaided colleges' respondents expressed similar opinion except 5th and 6th rank interchanged. The characteristics of a good lecturer is one who is punctual to the work, well behavior, thoroughness in subject, communication skills and skills in dealing with students.

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TABLE NO. 2. RESPONDENTS' OPINION ON CHARACTERISTICS OF LECTURERS VS TYPE OF COLLEGE

	Aided College									**Un-Aided college**								
Factors	**1st Rank**	**2nd Rank**	**3rd Rank**	**4th Rank**	**5th Rank**	**6th Rank**	**7th Rank**	**TWAS**	**Rank**	**1st Rank**	**2nd Rank**	**3rd Rank**	**4th Rank**	**5th Rank**	**6th Rank**	**7th Rank**	**TWAS**	**Rank**
Punctuality to the work	60 (65.02)	24 (22.29)	12 (9.29)	2 (1.24)	1 (0.46)	5 (1.55)	1 (0.15)	646	1	102 (57.91)	47 (22.87)	27 (10.95)	10 (3.24)	8 (1.95)	17 (2.76)	4 (0.32)	1233	1
Well behaviour	13 (19.96)	32 (42.11)	11 (12.06)	9 (8.89)	10 (6.58)	22 (9.65)	8 (1.75)	456	3	28 (19.98)	48 (29.36)	47 (23.96)	31 (12.64)	25 (7.65)	27 (5.50)	9 (0.92)	981	3
Thoroughness in the subject	20 (27.45)	18 (21.18)	37 (36.27)	6 (4.71)	12 (7.06)	5 (1.96)	7 (1.37)	510	2	42 (28.82)	41 (24.12)	45 (22.06)	31 (12.16)	30 (8.82)	15 (2.94)	11 (1.08)	1020	2
Coverage of syllabus	4 (6.83)	10 (14.63)	7 (8.54)	30 (39.02)	29 (21.22)	15 (7.32)	10 (2.44)	410	4	11 (10.36)	21 (16.96)	27 (18.17)	45 (24.23)	42 (16.96)	30 (8.08)	39 (5.25)	743	4
Friendly, affectionate relations with the students	3 (5.72)	8 (13.08)	21 (28.61)	21 (22.88)	22 (17.98)	13 (7.08)	17 (4.63)	367	5	8 (8)	24 (20.57)	26 (18.57)	31 (17.71)	44 (18.86)	32 (9.14)	50 (7.14)	700	6
Using of good and pleasing language	6 (13.13)	5 (9.38)	8 (12.5)	19 (23.75)	18 (16.88)	29 (18.13)	20 (6.25)	320	7	6 (6.53)	22 (20.53)	22 (17.11)	30 (18.66)	26 (12.13)	52 (16.17)	57 (8.86)	643	7
Communicating skill	8 (17.23)	11 (20.3 1)	9 (13.85)	15 (18.46)	13 (4)	10 (6.15)	39 (12)	325	6	20 (19.64)	16 (13.46)	21 (14.73)	33 (8.51)	41 (17.25)	33 (9.26)	51 (7.15)	713	5

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3. ASSESSMENT OF LECTURERS' PERFORMANCE

One of the debatable points in Indian conditions has been that who should assess the performance of the lecturer is it the student, the principal, colleagues, a team of university experts or by the lecturer himself. But, it is generally felt that the students are the best judges of the performance of lecturers.

TABLE NO. 3. RESPONDENTS' OPINION ON ASSESSMENT OF LECTURERS' PERFORMANCE VS TYPE OF COLLEGE

		Aided	Unaided	Total
q3.03	Through the results of the students	61	114	175
		58.1%	53.0%	54.7%
	Through the behaviour of the students	21	42	63
		20.0%	19.5%	19.7%
	Through the completion of syllabus	12	20	32
		11.4%	9.3%	10.0%
	Through feed back forms from the students	11	39	50
		10.5%	18.1%	15.6%
	Total	105	215	320
		100.0%	100.0%	100.0%

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.310(a)	3	.346
Likelihood Ratio	3.493	3	.322
Linear-by-Linear Association	1.873	1	.171

N of Valid Cases	320		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.50.

(Table value =11.3)

The respondents have stated that results of the students are the basic criteria for performance of lecturers for which 58.17 per cent in aided and 53 per cent unaided college respondents opined performance as the criteria. About 50 respondents out of total sample revealed that feed back forms from students are good assessment for their performance.

It can be concluded that an industrial worker whose performance can be measured in terms of his output, the lecturer performance can be measured exclusively in terms of the quality of his products (students' results), (Table no.3)

The hypothesis is accepted for the above table, there is no relation between the variables and they are independent.

4. LECTURERS PERFORMANCE VARIES FROM LECTURER TO LECTURER DEPENDENTS ON THE ABILITIES AND OPPORTUNITIES

TABLE NO. 4. PERFORMANCE OF THE LECTURERS VARIES FROM LECTURER TO LECTURER DEPENDS ON THE ABILITIES AND OPPORTUNITIES VS TYPE OF COLLEGE

		Aided	Unaided	Total
q3.04	Yes	100	199	299
		95.2%	92.6%	93.4%
	No	5	16	21
		4.8%	7.4%	6.6%
	Total	105	215	320
		100.0%	100.0%	100.0%

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CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.826(a)	1	.363
Likelihood Ratio	.871	1	.351
Linear-by-Linear Association	.824	1	.364
N of Valid Cases	320		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.89.

(Table value=5.024)

It can be understood from table no.4 that 95.21 per cent aided and 92.6 per cent unaided lecturers said that the performance of the lecturers depends upon the abilities and opportunities available to them, which is a measure of estimating the interest shown by the lecturers. It may be concluded that almost all respondents believe that their abilities and opportunities are good criteria for good performance and also it shows variation between lecturer to lecturer performances.

The null hypothesis is accepted and variables have no significant relation.

5. LECTURERS PERFORM WELL IF MORE FACILITIES AND SUPPORT FROM STUDENTS AND MANAGEMENT ARE PROVIDED

TABLE NO. 5. RESPONDENTS' OPINION ON LECTURERS PERFORMANCE EFFECTIVELY AND EFFICIENTLY IF MORE FACILITIES PROVIDED VS TYPE OF COLLEGE

		Aided	Unaided	Total
q3.05	Agree	88	176	264
		83.8%	81.9%	82.5%
	Disagree	17	39	56
		16.2%	18.1%	17.5%
	Total	105	215	320
		100.0%	100.0%	100.0%

CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.186(a)	1	.667
Likelihood Ratio	.188	1	.665
Fisher's Exact Test			
Linear-by-Linear Association	.185	1	.667
N of Valid Cases	320		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.38.

(Table value = 5.02)

Respondents opinion on lecturer's performance effectively and efficiently if provided more facilities is depicted in table no.5. Majority of the respondents 83.8 per cent aided and 81.9 per cent unaided lecturers agree with that, if more facilities are provided by the management such as transparencies, LCD screen, micro-phone etc., the performance will increase and the lecturers would be able to teach effectively and efficiently. On the other hand the student will also be impressed with this healthy teaching and automatically they will also participate in the classroom discussion.

It may be concluded that the lecturers in aided and unaided colleges are having positive attitude with this statement. Generally if the management provides more facilities to the employee, the employee will be satisfied and work more efficiently and effectively, it is proved in the study also.

The calculated chi-square value 0.186 is less than the tabulated value 5.02. Hence, the hypothesis is accepted the variables are independent.

B. PROSPECTS

6. OPINION ON PROMOTIONAL OPPORTUNITIES

TABLE NO. 6. RESPONDENTS' OPINION ON PROMOTIONAL OPPORTUNITIES VS TYPE OF COLLEGE

		Aided	Unaided	Total
Q3.06	Adequate	50	61	111
		47.6%	28.4%	34.7%
	Very few	33	110	143
		31.4%	51.2%	44.7%
	Nil	22	44	66
		21.0%	20.5%	20.6%
Total		105	215	320
		100.0%	100.0%	100.0%

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.690(a)	2	.001
Likelihood Ratio	13.714	2	.001
Linear-by-Linear Association	4.640	1	.031
N of Valid Cases	320		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.66.

(Table value=7.38)

As shown in table no.6 the majority of the respondents 47.6 per cent in aided college lecturers opined that they have adequate promotional opportunities available for teaching profession, whereas in unaided colleges more than half of the respondents 51.2 per cent perceived very few promotional opportunities in teaching profession.

It may be concluded that aided college lecturers are having more positive attitude towards teaching profession when compared with unaided college lecturers because they get few promotions.

The calculated chi-square value 13.690 is greater than the table value 7.38. Hence, the hypothesis is rejected.

7. JOB PROSPECTS AND ITS IMPACT ON PERFORMANCE

TABLE NO. 7. RESPONDENTS' OPINION ON JOB PROSPECTS AND ITS IMPACT ON PERFORMANCE VS TYPE OF COLLEGE

		Aided	Unaided	Total
q3.07	No Comment	54	35	89
		51.4%	16.3%	27.8%
	Failure to exhibit the talents	15	70	85
		14.3%	32.6%	26.6%
	Poor performance and Indiscipline	12	40	52
		11.4%	18.6%	16.3%
	Frustration	24	70	94
		22.9%	32.6%	29.4%
	Total	105	215	320
		100.0%	100.0%	100.0%

CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.702 (a)	3	.000
Likelihood Ratio	43.522	3	.000
Linear-by-Linear Association	29.471	1	.000
N of Valid Cases	320		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.06.

(Table value = 9.35)

The respondents' opinion on job prospects and its impact on performance have been described in table no.7. More than half of the respondents that is 51.4 per cent of the aided college lecturers have not made any comment upon the question. An equal per cent of 32.6 per cent unaided lecturers have replied that failure to exhibit the talents and frustration are barriers for the performance. 11.4 per cent in aided colleges lecturers and 18.6 per cent unaided college lecturers has replied that poor performance and indiscipline are influencing the performance of the lecturers.

It can also be concluded that the unaided college lecturers are frustrated when compared to aided college lecturers because of low salary and lack of promotional opportunities available to them.

The null hypothesis for the above table is rejected. Hence, the variables have more significant relation between them.

8. PROSPECTS OF LECTURER JOB

TABLE NO. 8. RESPONDENTS' OPINION ON PROSPECTS OF LECTURERS' JOB VS TYPE OF COLLEGE

		Aided	Unaided	Total
Q3.08	Satisfactory	66	126	192
		62.9%	58.6%	60.0%
	Dissatisfactory	23	33	56
		21.9%	15.3%	17.5%
	No opinion	16	56	72
		15.2%	26.0%	22.5%
	Total	105	215	320
		100.0%	100.0%	100.0%

CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.608(a)	2	.061
Likelihood Ratio	5.804	2	.055
Linear-by-Linear Association	2.331	1	.127
N of Valid Cases	320		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.38.

(Table value = 7.38)

As per the table no.8 the majority of the respondents 62.9 per cent aided and 58.6 per cent unaided college respondents satisfied with the prospects in their job, while, 21.9 per cent aided and 15.3 per cent unaided lecturers were dissatisfied with their job prospects. It can be concluded that most of the respondents have more satisfaction on job prospects thus it leads to less employee turnover and attract more women to take-up this profession.

The hypothesis is accepted there is no relation between the variables.

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EVALUATION AND GROWING PROSPECTUS OF INDIAN RUBBER INDUSTRY

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ABSTRACT

Rubber and rubber products is a large and diverse industry. Natural rubber, obtained from plantations in Africa and Asia, accounts for only about 25% of the rubber used in industry. Health hazards in synthetic rubber production are primary related to exposure to monomers. Excesses of cancer and respiratory disease have been reported, although specific causative agents are rarely identified. The Rubber industry in India has been growing in strength and importance. This is the result of India's burgeoning role in the global economy. India is the world's largest producers and third largest consumer of natural rubber. Moreover, India is also one of the fastest growing economies globally

INTRODUCTION

The production of rubber and rubber products is a large and diverse industry. Natural rubber, obtained from plantations in Africa and Asia, accounts for only about 25% of the rubber used in industry. Health hazards in synthetic rubber production are primary related to exposure to monomers. Excesses of cancer and respiratory disease have been reported, although specific causative agents are rarely identified. Exposures have varied greatly over the years, based on changes in materials used, work practices, and ventilation. In modern industry, exposures to noise, skin and respiratory irritants, and ergonomic stressors remain important. The tire industry, in particular, has been studied extensively over the past 50 years. The world production of rubber was considered to be very unstable during the last few years. Comparatively, India's production of rubber is consistent at the rate of 6% per annum. The Rubber industry in India has been growing in strength and importance. This is the result of India's burgeoning role in the global economy. India is the world's largest producers and third largest consumer of natural rubber. Moreover, India is also one of the fastest growing economies globally. These factors along with high growth of automobile production and the presence of large and medium industries have led to the growth of rubber industry in India.

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RUBBER PRODUCING REGIONS IN INDIA ARE DIVIDED INTO TWO ZONES – TRADITIONAL AND NON-TRADITIONAL

Traditional zone	Non-Traditional zone
Kanyakumari in Tamil Nadu	Coastal regions of Karnataka
Districts of Kerala	Goa
	Andhra Pradesh
	Orissa
	Some areas of Maharashtra
	Northeastern states (mainly Tripura)
	Andaman and Nicobar Islands

Kerala contributes 90% of India's total production of natural rubber. Also, Kerala and Tamil Nadu together occupy 86% of the growing area of natural rubber.

RUBBER PRODUCTION IN INDIA

Here are some facts regarding rubber industry in India.

- India is the third largest producer of rubber in the world.
- It is the fourth largest consumer of natural rubber.
- It is the fifth largest consumer of natural rubber and synthetic rubber together in the world.
- India is the world's largest manufacturer of reclaim rubber.
- India and China are the only two countries in the world which have the capacity to consume the entire indigenous production of natural rubber.

RUBBER CONSUMPTION IN INDIA

The following industrial sector consumes most of the rubber products.

- **AUTOMOTIVE TYRE SECTOR:** 50% consumption of all kinds of rubbers
- **BICYCLES TYRES AND TUBES:** 15%
- **FOOTWEAR:** 12%

- **BELTS AND HOSES:** 6%
- **CAMELBACK AND LATEX PRODUCTS:** 7%
- **OTHER PRODUCTS:** 10%

INDIAN RUBBER MARKET

India's production varies between 6 and 7 lakh tons annually which amounts to Rs. 3000 crores. Seventy percent of the total rubber production in India is in the form of Ribbed Smoked Sheets (RSS). This is also imported by India accounting for 45% of the total import of rubber. The Indian rubber industry has a turnover of Rs 12000 crores. Most of the rubber production is consumed by the tyre industry which is almost 52% of the total production of India. Among the states, Kerala is the leading consumer of rubber, followed by Punjab and Maharashtra. The exports of Indian natural rubber have increased tremendously over the years and have reached 76000 tons in 2003-04. Though, India is one of the leading producers of rubber but it still imports rubber from other countries. At present, India is importing around 50000 tons of rubber annually.

INDIA RUBBER INDUSTRY OVERVIEW

There are about 6000 unit comprising 30 large scale, 300 medium scale and around 5600 small scale and tiny sector units. These units are manufacturing more than 35000 rubber products, employing 400 hundred thousand people, which also includes 22000 technically qualified support personnel, contributing Rs. 40 billions to the National Exchequer through taxes, duties and other levies. The Indian Rubber Industry plays a vital role in the Indian national economy. The rubber plantation sector in India produces over 630 hundred thousand tones of natural rubber and there is a projected production of more than one million tones in near future. This has helped in the radical and rapid growth of the Indian rubber industry. This prospect of growth is further enhanced by a boom in the vehicle industry, improved living standards of the people and rapid over-all industrialization. The per capita consumption of rubber in India is only 800 grams compared to 12 to 14 kilos in Japan, USA and Europe. So far as consumption of rubber products is concerned, India is far from attaining any saturation level. This is another factor leading to tremendous growth prospects of the industry in the years to come.

MAJOR GLOBAL PRODUCERS OF PLASTIC AND RUBBER MACHINERY

The manufacturing of plastic and rubber machinery according to changing demands decide which country becomes major producer of such machinery. Those countries that continually perform based on innovation, automation and precision tooling are at the forefront of manufacturing plastic and rubber machines. The major plastic and rubber machinery manufacturers include:

United States	Germany	Canada	China
Japan	Italy	France	

MAJOR GLOBAL PLASTIC AND RUBBER MACHINERY MARKETS

The consumption of plastic and rubber products are more in developed countries as their industries like automobile and packaging industries etc. require more of such machines to produce plastic and rubber machinery for manufacturing their end products. The companies based in the following countries make them the major plastic and rubber markets of the world- United States, China, Germany, Italy, Canada, India, Brazil, Vietnam, Mexico, Eastern Europe, and Japan.

TOP RUBBER PRODUCING COUNTRIES

Thailand (2357000 tons)	Indonesia (1543000 tons)	India (632000 tons)
China (451000 tons)	Vietnam (317000 tons)	Liberia (109000 tons)
Brazil (80000 tons)	Philippines (66000 tons)	Nigeria (50000 tons)
Malaysia (546000 tons)	Sri Lanka (86000 tons)	Cambodia (47000 tons)

RUBBER MARKET INFLUENCING FACTORS

- Production of rubber fluctuates on a monthly level keeping low in the rainy season
- Production growth in automobile industry
- Ratio of domestic rubber utilization and imported rubber utilization
- Government policies
- International price movements of rubber
- Speculation
- Hoarding and storability

TOP MAJOR TRADING CENTERS OF RUBBER

Tokyo Commodity Exchange , Singapore Commodity Exchange , Osaka Mercantile Exchange , Kuala Lumpur , London and New York

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IN INDIA, RUBBER IS TRADED AT - KOTTAYAM, KOCHI, KOZHIKODE, AND KANNUR

It is also traded at the Indian commodity exchanges like National Commodity & Derivatives Exchange ltd; Multi Commodity Exchange of India ltd and National Multi Commodity Exchange of India ltd. Rubber industry has a tremendous global impact. Infact, it is very interesting to note the fact that in the history and the application of various materials, very few have made a large impact globally as natural and synthetic rubber. The natural rubber material stretches from plantations in Malaysia, Thailand, and Indonesia to factories in almost all countries of the world. It is estimated that natural rubber accounts for only about 25% of the rubber used in industry. Synthetic rubber is the primary source of raw materials for many rubber products today.

WORLD RUBBER MARKET

The future of the rubber industry is tied to the global economy. The consumption of rubber worldwide during the period 1993-2003 was between 3.5 and 4.0% annually and was in line with the increase of world GDP. The growth rate for rubber should be more than those for motor vehicle production and motor vehicle registration in the coming years. Non-tire applications account for the majority of usage of rubber at 52 to 54 percent of the total, with little change expected. There are and will be numerous applications in various sectors like-

- Automotive (belts, hoses, gaskets, moldings)
- Industrial (adhesives, padding, belting, vibration dampening, wire sheathing)
- Consumer (toys, door moldings)
- Construction (roofing, sealants, moldings)

The outlook is very bright for midrange specialty elastomers, such as ethylene-propylene and nitrile. The US synthetic rubber industry reports more than $4.5 billion in annual shipments, and it exports substantial amounts of these materials. The production and sales of rubber-based products constitute major market opportunities.

WORLD RUBBER SUPPLY

Major producing countries of natural rubber are Malaysia, Indonesia, and Thailand. This is the reason why many of the large tire companies have vast holdings in South East Asia. Small producers equally play an important role. Synthetic rubber is manufactured in various plants to different specifications around the globe. The division between the two source of rubber is about 40 percent for natural and 60 percent for synthetic on a global basis and it is not expected to change much in the coming years.

WORLD RUBBER DEMAND

Demand for natural rubber is always greater than synthetic rubber because it is considered superior to synthetic rubber. As a result of its high quality, natural rubber is the preferred choice when making surgical gloves and drapes, contraceptives, shoe soles, nipples on baby bottles, rubber bands, even carpet backing, in radial tires and in blends with various synthetic elastomers, where its use improves weathering qualities. The demand for synthetic rubber is aggravated by increasing growth for non-tire products, rising motor vehicle production, and stable pricing. Infact, the demand for non-tire rubber is expected to outpace world economic growth due to growth in industrialization levels in developing regions of the world. According to a recent estimate, world tire demand is projected to expand 2.6% every year, with OEM tire demand growth by strong gains in the global motor vehicle industry, and this requires a boost in the replacement needs by a steadily rising global motor vehicle park.

INDUSTRIAL RUBBER PRODUCTS DEMAND

Global demand for industrial rubber products is estimated to rise to 4.3% annually through 2013 to $97.8 billion. Market advances in developing areas will further increase due to healthy economic growth, rising personal income levels, ongoing industrialization efforts and also due to growth in manufacturing output and fixed investment expenditures. The industrial equipment market, which includes industrial machinery and equipment, off-road vehicles, will continue to hold the largest share of aggregate demand in 2013.

ADVANTAGES OF INDIAN RUBBER INDUSTRY

- An extensive plantation sector.
- Indigenous availability of the basic raw materials, like natural rubber.
- Synthetic rubber, reclaim rubber, carbon black, rubber chemicals, fatty acids, rayon and nylon yarn are easily available to make various rubber-based products.
- There is a large domestic market.
- There is easy availability of cheap labor.
- On-going economic reforms.
- Improved living standards of the masses.

SECTORS COVERED BY INDIAN RUBBER INDUSTRY

Civil, Aviation, Aeronautics, Railways and agriculture transport, Textile engineering industries, Pharmaceuticals, mines, steel plants etc.

GROWTH DURING LAST FOUR DECADES

From a handful of manufactures, during early 70s this product has some market recognition. In the next 3 decades over 100 manufactures have entered rubberized coir field. Today rubberized coir products are increasingly used in many industries notably in transport industry like Railways and Buses, packaging industry (pharmaceuticals, heavy engineering, electronics etc.), hospitals, theatres and auditoriums. The basic raw material for Rubberized Coir Industry is the brown coir fiber and the natural latex rubber. Over the last decade, the brown coir sector has registered a tremendous growth.

Main types and applications for synthetic rubbers

Name	Type of Rubber	Asphalt Modifications	Footwear	Adhesives	Technical Goods
eSBR	Styrene-Butadiene in emulsion	-	X	X	X
sSBR	Styrene-Butadiene in solution	X	X	X	X
BR	Polybutadiene	-	X	-	X
NBR	Nitryl	-	X	-	X
EPDM	Ethylene-propylene	X	-	-	X
IIR	Butyl	-	-	X	X
CR	Polychloroprene	X	X	X	X
TR	Plastics	X	X	X	-
Látex	Various types of latex	X	X	-	X

Name	Type of Rubber	Tires	Treads	Plastic Modifications
eSBR	Styrene-Butadiene in emulsion	X	X	-
sSBR	Styrene-Butadiene in solution	X	X	-
BR	Polybutadiene	X	X	X
NBR	Nitryl	-	-	X
EPDM	Ethylene-propylene	X	-	X
IIR	Butyl	X	-	-
CR	Polychloroprene	-	-	-
TR	Plastics	-	-	X
Látex	Various types of latex	-	X	-

SECTOR WISE CONSUMPTION

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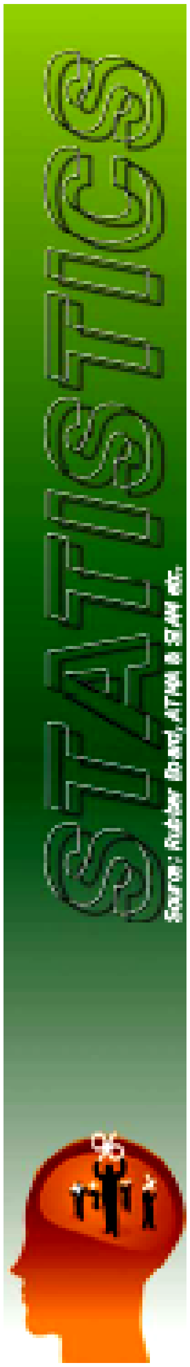
From the figures available, there is an increase in consumption both in the tyre sector and non-tyre sector by 17.57% and -1.34% respectively during the period as can be observed from Table No. 2 & 3.



All India Rubber Industries Association

INDIAN RUBBER INDUSTRY AT A GLANCE

[Approximate Indicator]

	Parameter	A/c Unit	2008-09	2009-10	
1	**Annual Turnover**				
	Tyre Sector	Crore Rs.	22000	25000	
	Non-Tyre Sector	"	15000	17000	
	Total	"	**37000**	**42000**	
2	**Exports**				
	Tyre Sector/Tubes	Crore Rs.	3585	3650	
	Rubber Manufactured Products	"	3115	3150	
	Total		**6700**	**6800**	
3	**Revenue to Govt. Exchequer**				
	Through Excise Duties & Cess	Crore Rs.	6000	6500	*
	Through Import Duties	"	3000	3500	*
	Total	"	**9000**	**10000**	*
4	**Rubber Production**				
	Natural Rubber	M. Tonnes	864500	831400	
	Synthetic Rubber	"	96739	106743	
	Reclaim Rubber	"	86390	93535	
	Total	"	**1047629**	**1031678**	
5	**Rubber Consumption**				
	Natural Rubber	M. Tonnes	871720	930565	
	Synthetic Rubber	"	292950	347710	
	Reclaim Rubber	"	86030	92250	
	Total	"	**1250700**	**1370525**	

- **WORLD SCENARIO**

here are mainly three major players in the mattress industry as follows:-

- **SEALY CORPORATION**

Sealy Corporation is the major mattress manufacture and it got the name from the place it started, Sealy, Texas.

- **KING KOIL**

Founded in 1988, King koil has over a century of experience crafting high - quality, affordable bedding both in United States and throughout the world.

- **SIMMONS BEDDING COMPANY**

Simmons Bedding Company is a major manufacturer of mattress and is one of the oldest companies in the U.S for over 125 years.

- **INDIAN SCENARIO**

The rubberized coir mattress market of India is estimated to be highly fragmented with little brand loyalty. The major players in rubberized coir mattress industry in India are:

- **KURL-ON LIMITED**

Kurl-on Limited, a manipal group company came into existence in 1963.Kurl-On limited is the brand leader in the mattress industry and has acquired major market share in the branded mattress segment.

- **CENTURY MATTRESS**

Century fiber plates Pvt.Ltd started the rubberized coir plant at Hyderabad in 1988 under the brand name “Century”. Century is the first mattress manufacture with ISO 9001-2000 series and ISI certification.

FUTURE OF THE INDUSTRY

Now in Rubberized coir mattress industry, there is stiff competition. The demand of the product is in the growth stage. Therefore, there could be more players and better prices for mattresses in the future. There is no doubt that with the saturation reaching in rubber consumption in various Western countries and the shift in consumption of rubber to the Asia Pacific region, the focal factor for this decade for development is India. The rubber industry is expected to grow at over 8% per annum in this decade. The industry is envisaged to grow at the rate of 8% per annum and the per capita consumption of rubber at 0.8 kg against 14 kg. There exists a huge scope for expansion and development and exports in coming years. Infact, exports of rubber goods was worth Rs. 30 billion in the year 2005.

OTHER TYPE OF MATTRESSES

*Cotton mattress * Form mattresses * Spring mattresses

GROWTH IN RUBBER PRODUCTION AND CONSUMPTION

The growth of the industry can be judged from the data on production and consumption of different types of rubbers in the country, which are given in Tables 1 and 2

Table 1.Production of different types of rubbers (MT)

Type of rubber	2006-07	2007-08	2008-09
Natural rubber	842,752	825,345	864,500
Synthetic rubber	102,516	101,265	96,739
Reclaimed rubber	80,477	83,075	86,390
Total	**1,025,749**	**1,009,685**	**1,047,629**

Table 2.Consumption of different types of rubbers (MT)

Type of rubber	2006-07	2007-08	2008-09
Natural rubber	849,197	861,455	871,720
Synthetic rubber	251,745	277,155	292,950
Reclaimed rubber	81,127	83,165	86,030
Total	**1,182,049**	**1,241,775**	**1,250,700**

STRUCTURE OF INDUSTRY

The two broad groups of the Indian rubber industry are the tyre and the non-tyre sectors, the former promoted mostly by large industrial houses and multinational companies and the latter comprising mostly by small and medium scale units. Details about the rubber product manufacturing units in the country are given in Table 3. Many of the units in the small scale sector are tiny units consuming less than 10 tonnes of rubber per annum. It is pertinent to point out that the total number of units decreased from 5066 in 2001-02 to 4327 units in 2008-09. This is mostly on account of the closure of many SSI / tiny units which could not survive the present highly competitive environment and the high cost of raw materials.

Table 3. Size distribution of rubber products manufacturing units

Type of unit	2006-07	2007-08	2008-09
Tyre factories	58	58	58
Large/medium non- tyre units	471	490	490
SSI / tiny units	4121	4093	3779
Total No. of units	4650	4641	4327
Employees	435,000	450,000	465,000

IMPORTANT CHARACTERISTICS OF THE INDIAN RUBBER INDUSTRY

The following are the special characteristics of the rubber industry in the country, which make India a little different from many of the other natural rubber producing countries:

- India is a major producer and consumer of natural rubber.
- The rubber products manufacturing industry in India had been mostly inward oriented, catering to the domestic market.
- In recent years India has entered the global market exporting both raw natural rubber as well as rubber products.
- With its large population base, India is emerging as a large market for rubber products and with the opening up of the economy, import of rubber products has also been increasing in recent years.
- The rubber product mix in India is based mostly on dry forms of rubber, dictated by the requirements of the domestic market.
- The natural rubber / synthetic rubber consumption ratio in the country is presently 75:25.
- While the Indian tyre companies have been performing well, multinational tyre manufacturers are establishing production facilities in India.
- Manufacture of non-tyre products particularly high-value technical goods needs further investments

PERFORMANCE OF THE INDUSTRY

There has been a steady growth in the rubber industry in India as indicated by the data on tyre production, annual turnover, exports and the revenue accrual to the government as given in Tables 4 – 7. In spite of the economic recession in most parts of the world, the rubber industry in India has performed reasonably well even during the financial year 2008-09.

Table 4. Tyre production ('000 numbers)

Type of tyre	2006-07	2007-08	2008-09
Truck & Bus	12,367	13,137	12,839
LCV	4,820	5,320	5,298
Car / jeep	15,631	17,904	18,039
Two-wheeler	35,722	39,525	41,031
ADV	381	409	281
Tractors & OTR	3,988	4,075	4,051
Industrial	635	733	568
Total	**73,544**	**81,103**	**82,107**

Table 5. Growth in annual turnover of the rubber industry (Million US$)

Sector	2006-07	2007-08	2008-09
Tyre	4027.1	4429.7	4566.6
Non-tyre products	2758.9	3034.7	3133.3
Total	**6786.0**	**7464.4**	**7700.0**

Table 6.Value of products exported (Million US$)

Sector	2006-07	2007-08	2008-09
Tyre	629.4	774.0	733.9
Non-tyre	528.5	617.7	607.5
Total	**1157.9**	**1391.7**	**1341.4**

Table 7. Revenue accrual to the government (Million US$)

Type of collection	2006-07	2007-08	2008-09
Excise duty / cess	1094.0	1111.1	1222.2
Import duties	551.8	606.9	622.2
Total	**1645.8**	**1718.0**	**1844.4**

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CONCLUSION

Indian rubber industry is unique in the sense it is a major producer and consumer of natural rubber. Though rubber products manufacture started in the country in the year 1920, rapid growth in the last four decades has transformed the rubber products manufacturing industry one of the important sectors of the Indian economy. Considering the large population and the large manufacturing base particularly in the automobile industry and the availability of competitive labour, the country offers great opportunities for rubber product manufacture. With further investments in R&D and infrastructure, the country is poised to become a leader in rubber products manufacture in the years ahead.

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CAREER PLANNING & HRD CLIMATE - A MAJOR HR CHALLENGE FOR PUBLIC SECTOR BANKS IN INDIA

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ABSTRACT

The effective performance of human resource depends on the type of HRD climate that prevails in the organization; if it is good, then the employees' performance will be high but if it is average or poor then the performance will be low. This study is an attempt to understand the HR climate in banks and the experience of a target group of executives in various public sector banks in India with respect to their career in the bank. The research study was an exploratory study. Data was obtained through a carefully designed questionnaire/interview schedule. For data collection, a suitable sample was selected from amongst fifteen out of nineteen Public Sector Banks in India. 201 responses were found to be usable and those were utilized and content analysis was made for the purpose of the study. The respondents included GMs, DGMs, AGMs and Chief Managers of various PSBs, with varying age groups and experiences.

KEYWORDS: *Bank Employees, HRM in Indian banks, HRD climate, Public Sector Banks, Performance, Training & Development.*

INTRODUCTION

Regulation of banking system in India started with Banking Regulation Act, 1949. Banks in India used to be in private hands. In 1969, 14 big private banks were nationalized bringing them under the ownership of government. After 11 years, in 1980, six more banks were nationalized. Of these 20 banks, one bank namely,"New Bank of India" got merged in Punjab National Bank. Now in all there are 27 public sector banks in the country consisting of 19 nationalized banks and 8 banks from State Bank group (State Bank of India and its associates).

In the last two decades Public Sector Banks in India have witnessed a transition from traditional banking to modern technology driven banking. Exposure to competition has made these banks re-engineer and re-structure their processes, systems and product line. After economic liberalization these banks have been given enough freedom to do so. However, for various matters these banks are required to follow guidelines issued by Ministry of Finance, Reserve Bank of India and Indian Banks Association.

Post nationalization, the Banks were asked to open more branches in rural areas. Large number of people were recruited to man these newly opened branches. Expanded network gave a new identity to these banks and millions of new customers came to the fold of Banking. The business of Banking moved from class banking to mass banking.

The financial sector reforms in India have brought about a certain degree of liberalization and deregulation. While liberalization lowered the barriers to entry and generated the much needed competition, deregulation of the banking sector has led to financial innovations and expansion of the market for financial products & services. In the decade and half of reforms, the banking sector has particularly undergone a complete transformation. In particular, public sector banks have been rapidly rising on the “learning curve”. Besides adjusting well to the market-driven environment, banks have made rapid progress in the areas of technology, asset quality and, risk management. With most of the banks adopting core banking and moving towards multiple channels of delivery, public sector banks have ably repositioned themselves to meet the forces of competition. However, all these public sector banks still continue to face some of the legacy issues and more particularly, these banks are believed to be at a disadvantage vis-à-vis their private sector competitors in respect of manpower management & HR policies & practices. Saddled with rather high level of manpower, public sector banks today face the critical challenge of people management to retain their competitive position. Notwithstanding the success they have met in the area of technology, the people challenge before public sector banks is most crucial and will in turn decide their continued success in meeting the competitive forces.

Development of human capital is therefore the most important challenge before banks and the human resource management systems in banks need to gear itself to face up to this task. It is an opportune time that HR practices in banks undergo a complete transformation to suit the needs of the knowledge economy. More important, banks will not only have to reskill their employees, they also need to retain and nurture talent. This in turn would be possible only if the HR policy framework in banks provides for clear career path planning and an enabling environment which will help employees to develop & excel in their tasks. But such policy response calls for clearly understanding the HR climate in the banks and how cross-section of the employees view their work environment vis-à-vis progress in their career.

REVIEW OF LITERATURE

Many researches have been conducted on HRD climate .The result has shown that HRD climate affects the performance of the employees. Some of the important studies are as follows:

Benedikter (2011) defines Social Banks as “banks with a conscience”. They focus on investing in community, providing opportunities to the disadvantaged, and supporting social, environmental, and ethical agendas. Social banks try to invest their money only in endeavors that promote the greater good of society, instead of those, which generate private profit just for a few. He has also explained the main difference between mainstream banks and social banks that mainstream banks are in most cases focused solely on the principle of profit maximization whereas, social banking implements the triple principle of profit-people-planet.

Saxena and Monika (2010) studied a case of 5 companies out of 1000 organizations and 8752 respondents surveyed across 800 cities in India by Business Today. The survey was on nine basic parameters like career and personal growth, company prestige, training, financial compensation and benefits and merit based performance evaluation. It was concluded that the biggest challenge for organizations is that when new employees appointed, it is difficult to merge them in organizational culture. Each organization has its own unique culture and most often, when brought together, these cultures clash. When there is no retention, employees point to issues such as identity, communication problems, human resources problems, ego clashes, and intergroup conflicts, which all fall under the category of “cultural differences”.

Selvaraj (2009) in his study reveals that private banks are more successful vis-à-vis public sector banks in terms of implementing Total Quality Management (TQM) initiatives, such as human resource management, customer focus, and top management commitment. Furthermore, public and private sector banks differ with respect to their compensation structures, working environments, technology, growth opportunities, and job security provided to the employees. Public sector banks structure compensation in a way such that there are lower pay differentials between the employees, long-term tenure is rewarded and there is a high base pay, whereas in the private sector banks, there are larger pay differentials, fewer rewards for tenure, and pay for performance.

Kumudha and Abraham (2008) compared 100 managers from 13 public and private sector banks and found that the programs related to self-development, information about job openings, opportunities to learn new skills and retirement preparation programs greatly influence the feelings of career satisfaction.

Anil, K. Khandelwal (2005), observed; "though the system of employee appraisal has been in vogue in banks, it has not helped in developing an organization wide performance culture in PSBs. The system often fails to differentiate performers from non performers, average performers from high performers. Reforming the performance appraisal system by making it more objective and linked to corporate business objectives is the need of the hour. Key performance indicators need to be scientifically assessed and objectively linked with organizational goals so that the performance of the employees can be assessed on critical parameters".

Anil, K. Khandelwal (2005) argues; "PSBs need to develop such compensation standards, which can provide a linkage between risk and reward, performance and payment. Though the current system of industry level wage settlement provides lesser leeway, slowly and surely the compensation system would have to be repositioned to take care of specific organizational needs".

Sampath & Kalpana, (2005) conducted a study and found that to a large extent organizations where knowledge workers work, enjoy a ‘good’ HRD Climate. The strengths of the HRD

Climate emerges from the organization’s belief that the human factor is a critical factor and need commitment to development, team spirit, helpfulness and providing training on skills and knowledge. The result indicated the presence of psychological climate conducive for development.

K.V. Krishnamurthy (2004), said that "New ways of banking requires new competencies. The existing skills are hopelessly outdated. Basic skills like posting ledgers, balancing books, writing statements, etc. are redundant with introduction of technology. We need now to unlearn old habits and breed new ones".

A.K. Purwar (2004), Chairman, State bank of India stressed on customer focus. "Greater customer centric focus calls for greater employee involvement and motivation and change in mindset. Working in a protected environment for long hours, staff in public sector banks is widely perceived to have low motivation and low involvement. Further, lack of distinction between high performers and poor performers with no reward and punishment system has only added to the lethargy. Banks need to build a service culture using technology in a customer friendly manner. This requires reorienting HRD strategies in banks on an urgent basis and banks need to emphasize right size, right skills and right attitude".

According to G.S. Bhaskara Rao (2004), Management Specialist, Central Bank of India "HRM practices and policies in Indian banks have been evolved primarily through reactive processes, and were the matters of bilateral agreements between the managements and the representative Unions. The post-nationalization period had witnessed a phenomenal growth in the number of trade unions, encouraged by the management's continued patronage by way of leaving all matters relating to HR to the prudence of unions.

Alphonsa, (2000) conducted a survey to examine the HRD climate of a private hospital. The responses were collected from different departments in the hospital. The researcher found that the perception of the supervisors about the HRD climate was satisfactory and reasonably good climate was prevailing in the hospital.

Sharma and Purang (2000) conducted a study to find out the relationship between value institutionalization and HRD climate in engineering and manufacturing sector and found the positive relationship between the two variables.

Krishna and Rao, (1997) *carried out* a comprehensive empirical study in BHEL, Hyderabad and found that *HRD climate in the organization* encouraged middle and senior managers.

RESEARCH METHODOLOGY

BACK GROUND OF THIS HR STUDY IN PUBLIC SECTOR BANKS

People are the most important assets in any organization. All efforts towards strategic planning, innovations, desires for improvement in productivity and developing efficiency at work places yield little results unless, ‘people develop a total organizational commitment and involvement and willingly own and implement the ideas, strategies and programmes. Therefore, there is a need to emphasize on all vital aspects of Human Resource Management (HRM) and take effective steps towards developing people to be matured and more efficient individuals.

HRM constitutes a variety of sub systems, viz.

TABLE 1: SUB SYSTEMS OF HRM

Career Planning & Development	Counseling and Mentoring
Selection/Recruitment/Induction	Manpower Planning
Job designs/enlargement	Organizational development
Training and Development.	Skills development
Performance appraisal and review.	Attitudinal changes orientation.
Potential appraisal.	Personality development.

While all these sub systems are important in varying degrees, "Career Planning and Development" was perceived to be the most important sub system as it has a very strong bearing on the individual and organizational growth and development. It is this very sub system of HRM, which greatly contributes towards individual and organizational goal integration.

The individual and organizational aspects of "Career Planning" therefore, need to be fully explored and understood. It is this very sub system of HRD, which, if researched and carried out systematically at all levels of management, can make a major contribution towards development of careers and work life of people. The subject - 'Career Management by individuals and organizations' needs further probing through research and experimentation. It is against this background that this study on Career Planning and Human Resources Development was contemplated.

STUDY OBJECTIVES

1. To study and analyze the individual employee's own role in Career Planning and Development.

2. To study and analyze the organizational role in planning and development of careers of its people.

3. To study and analyze the individual Career Planning experiences and bring out salient features of such experiences.

4. To enhance the available knowledge and understanding of career makers, both individuals and organizations, in the area of Career Planning and HRD.

SCOPE OF THE STUDY

This research study was an exploratory study – a study to assess the current status of "Career Planning & HRD in Indian Public Sector Banks. While various HRD related studies have been carried out in India & abroad, no specific study has been conducted on this twin topics "Career Planning & HRD System", specifically related to Public Sector Banks in India. It is widely believed that "Career Planning" as a constituent of the overall HRD System, plays a much greater role and contribution towards individual-organizational goal integration. It is this aspect of relationship between Career Planning and HRD, within Indian Public Sector Banks that was aimed to be studied. The study is largely based on the feedback given by a sample group of Public Sector Bankers themselves which makes the study more banker-specific.

BROAD HYPOTHESIS OF THE STUDY

While the study is of a descriptive nature and aimed at understanding the Career Planning and HRD processes in Indian Public Sector Banks, it also tested the validity of following widely held assumptions.

i. Career Planning is the most important component of overall HRD system, which helps, in individual- Organizational goal integration.

ii. While career planning depends largely on the individual career makers' own efforts, organizations can play a meaningful and supportive role towards this HRD sub system.

iii. While career makers will face certain hurdles and setbacks on their career path, organizational environment can help them in facing and overcoming these hurdles and setbacks.

iv. The well-established corporate sector has better career planning and HRD systems than those prevailing in Indian Public Sector Banks.

METHODOLOGY

a) Thorough review of available literature on Career Planning and HRD.

b) The career building experiences of people in Public Sector Banks was studied and analyzed.

c) Data was obtained through a carefully designed questionnaire/interview schedule seeking responses from identified executives at senior executive levels in Public Sector Banks and a detailed content analysis of the responses was undertaken with a view to get an insight about;

- The manner in which they planned and developed their careers
- The hurdles they faced on career course and the manner in which they overcame these hurdles.
- The organizational and infrastructural support and direction they received in their career planning efforts.

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SAMPLING

- For data collection, a suitable sample was selected from amongst fifteen out of nineteen Public Sector Banks.
- About 200 (at least 10 from each bank) Executives in the top management level formed the sample.
- Besides studying Career Planning & HRD Systems in Public Sector Banks, views about established corporate sector like Telco, Reliance Industries, Hindustan Levers in the non banking sector and a few foreign banks in India, like Citibank, American Express etc. were also sought from the respondents with a view to make a comparison of Career Planning and HRD System in these private sector organizations vis-a-vis those in public sector banks. These are well established organizations having a positive HRD image.
- Certain specialists/experts on HRD and Career Planning areas were consulted, through the interview/personal discussions and opinions/views sought on the subject.

DATA COLLECTION

In all 915 questionnaires were mailed to Scale-IV & above, senior executives of various Public Sector Banks. The source of information was mainly from NIBM, Pune by collecting addresses of senior executives who had attended short duration training programmes. Duly filled in questionnaires were received from 216 respondents, out of which 15 responses were found incomplete/inconsistent. In all 201 responses were found to be usable and these were utilized and content analysis was made for the purpose of this study. The respondents which included GMs, DGMs, AGMs and Chief Managers of various Public Sector Banks, were from varying age groups and experiences. The entire data collections took nearly two years period.

ANALYSIS & FINDINGS

HYPOTHESIS 1

Career Planning is the most important component of overall HRD system which helps in individual organizational goal integration.

In connection with this hypothesis, following question was put to the bank executives.

HRD generally constitutes the following areas/sub-systems. Please rank these HRD sub-system in terms of perceived importance, which contribute towards individual organizational goal integration.

TABLE 2: SUB SYSTEMS OF HRD

1. Selection, Recruitment, Induction	7. Organizational Development
2. Job design, Job enlargement, Job	8. Skills Development

Enrichment	
3.Training & Development	9. Attitudinal Changes and Orientation
4. Performance Appraisal & Review & Potential appraisal	10. Personality Development
5. Manpower Planning	11. Career Planning & Development
6. Counselling & Mentoring	12. Others (Please specify)

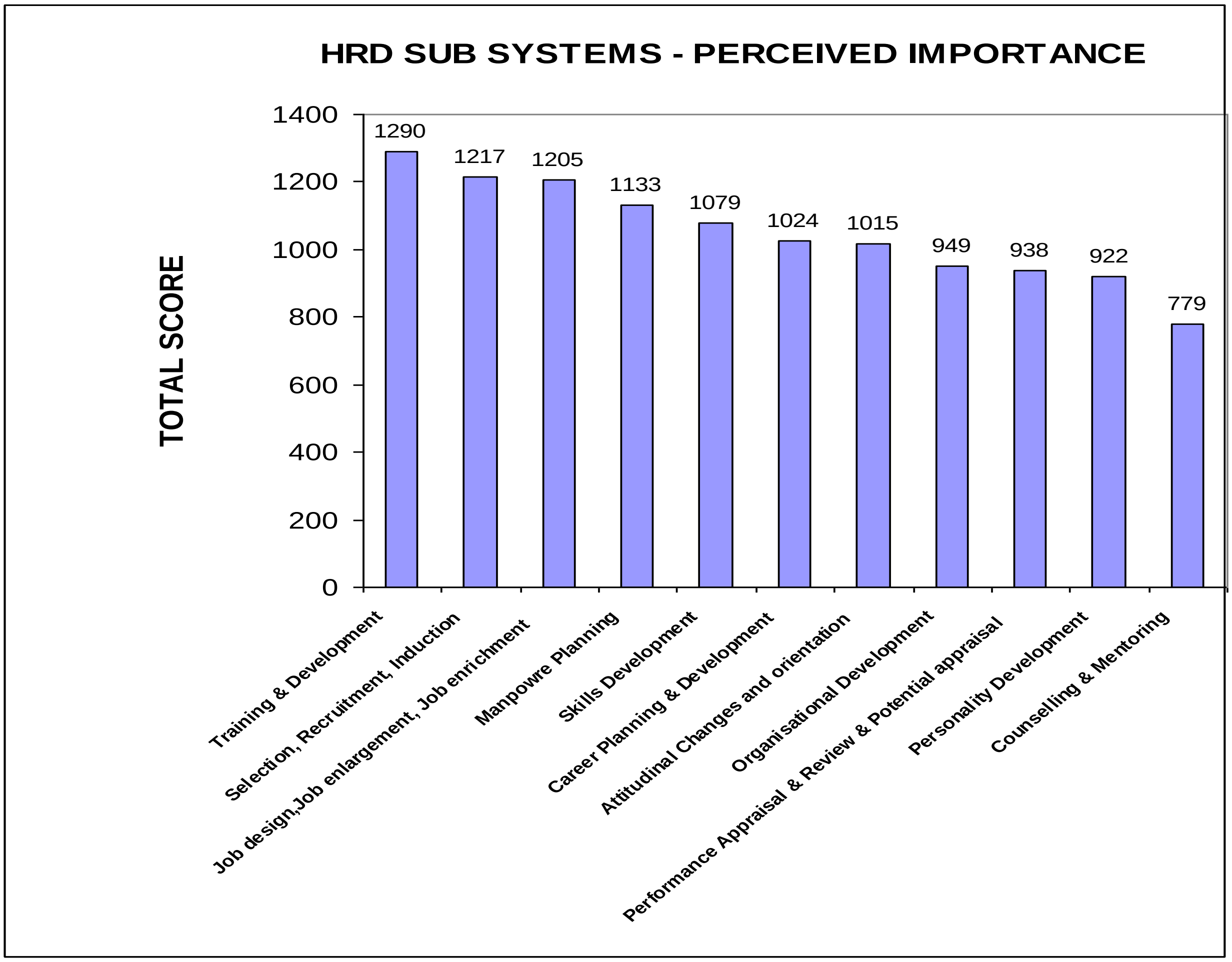
Respondents gave different ranks to the above listed Sub-Systems of HRD and according to their perceived importance, "Career Planning & Development" was perceived to be one of the most important HRD Sub System and not the most important HRD Sub-System. In fact, the analysis of responses revealed the relative importance of various sub systems of HRD in the following order:

TABLE 3: RELATIVE IMPORTANCE OF VARIOUS SUB SYSTEMS OF HRD

1. Training & Development	7. Attitudinal changes & orientation
2. Selection, Recruitment & Induction	8. Organizational development
3. Job Design, Job Enlargement, Job Enrichment	9. Performance appraisal & Review & Potential Appraisal
4. Manpower Planning	10. Personality Development
5. Skills Development	11. Counseling & mentoring.
6. Career Planning & Development	

The following graph depicts the relative importance.

GRAPH- 1



INTERPRETATIONS: Apart from 11 Sub Systems of HRD, as listed in this question, there was an additional open ended option left to the respondents. In response to this option, some of the respondents indicated the following additional HRD Sub System to be also contributing towards individual organizational goal integration.

I. Encouragement and support by seniors and superiors with the human touch.

II. Constant review and feedback with open mind, of every Sub-System.

III. Suitable transfers and postings.

IV. Para Physical inputs, intrapersonal & interpersonal values, professional values, etc.

V. Knowledge Management & Information Management.

VI. Success in personal life.

VII. Manpower actuation (not simply manpower planning)

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HYPOTHESIS 2

While Career Planning depends largely on the individual career makers' own efforts, organizations can play a meaningful and supportive role towards this HRD Sub System.

Towards this hypothesis, a few questions were framed.

First question in the context of this hypothesis was framed as under:

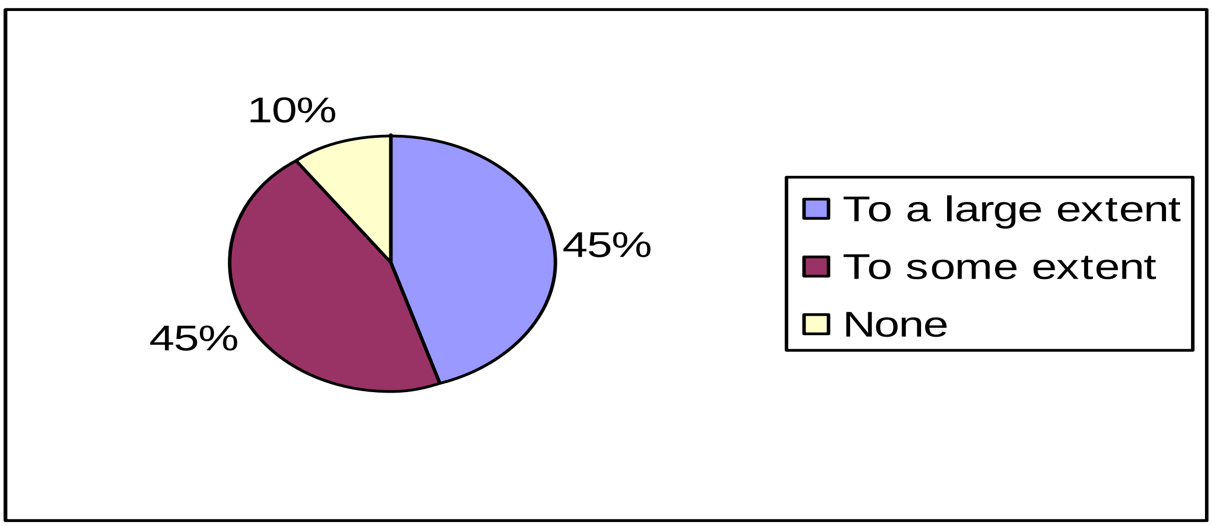
In your own working life, do you think you consciously planned your career growth and development over the years.

a) Yes, to a large extent b) To some extent c) None

Responses to this question, were as under :

a)	Yes to a large extent	=	45%
b)	To some extent	=	45%
c)	None (Not at all)	=	10%

GRAPH-II



INTERPRETATIONS: The responses as above indicate that 45% respondents consciously planned for their career growth and development, to a large extent. Another 45% planned their career growth and development to some extent. Putting the two together, we could infer that as many as 90% respondents did consciously plan their career growth and development. In contrast, only 10% respondents stated that they did not plan their career growth and development.

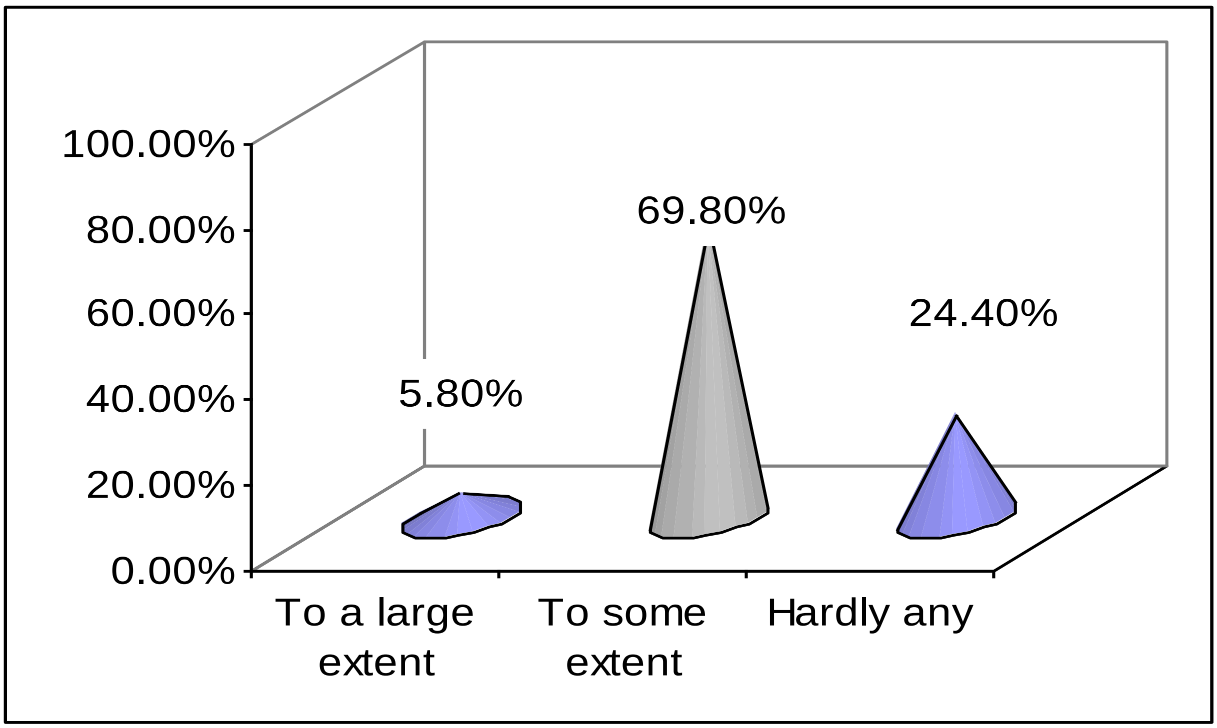
It is, therefore, concluded that 'Career growth and development' needs a consciously planned effort on the part of the individual careerist and the same cannot be left to chance.

In the context of Hypothesis 2, there was yet another question put to the bank executives and this question was posed as under:

Do you think Public Sector Banking Organizations' in India are suitably oriented towards HRD and career planning and development of its people?

a)	To a large extent	=	5.8%
b)	To some extent	=	69.8%
c)	Hardly any	=	24.4%

GRAPH-III



INTERPRETATIONS: From the above data it is revealed that only marginal number of respondents i.e. 5.8% state that Public Sector Banks in India are suitably oriented towards HRD & career planning and development of its people, "to a large extent"**.** An overwhelming majority of the respondents i.e. 69.8% however, state that Public Sector Banks are HRD oriented only "to some extent", meaning thereby that there is much scope for developing HRD orientation. A sizeable, one fourth of the respondents i.e. 24.4% have stated that Public Sector Banks in India are 'hardly' oriented towards HRD and career planning and development of its people. This response is quite startling and gives sufficient pointers towards Public Sector Banking organizations - the top managements, the HRD bosses and the organizations as a whole need to bring about suitable policy changes in the HRD and Career Planning areas.

In the context of individual efforts on Career planning & Development, which constituted a part of hypothesis 2, another question that was put to the bank executives, was as under:

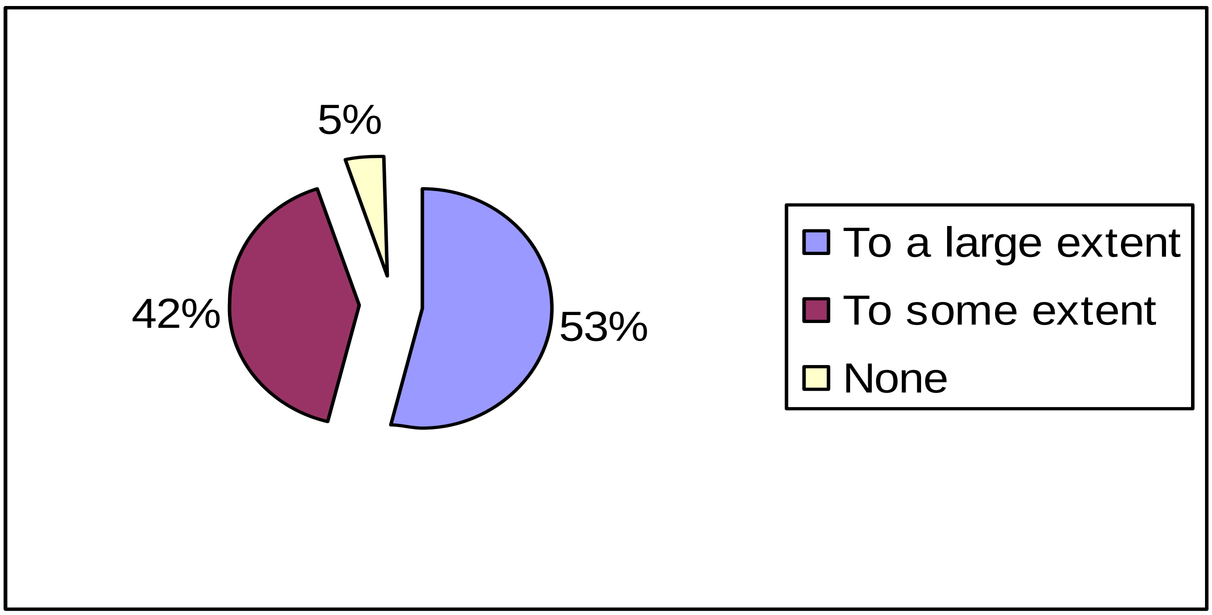
Do you think your own banking organization and its environment supported you in your career growth?

a) To a large extent b) To some extent c) None

Responses to this question were as under:

a)	To a large extent	=	53.2%
b)	To some extent	=	42.1%
c)	None	=	4.7%

GRAPH-IV



INTERPRETATIONS: 53.2% of respondents stating that their own banking organization & its environment supported them in their career growth to a large extent, is quite a positive & a healthy response. Further, 42.1% respondents stating that their banking organization & its environment, supported them in their career growth to some extent, is certainly adding up considerably to the positive contribution of banking organizations towards career growth of its people. If we add the two responses, it would mean that as many as 95.3% respondents have recognized that banking organizations and their environment have supported their people in their career growth. A very positive indication indeed. Only 4.7% respondents have stated that there was no support for career growth.

Following question also formed part of analyzing responses relating to Hypothesis 2

In your opinion, does career development of people in banking organizations depend largely on?

a) The efforts of individual employees themselves.

b) Organisational HRD support systems.

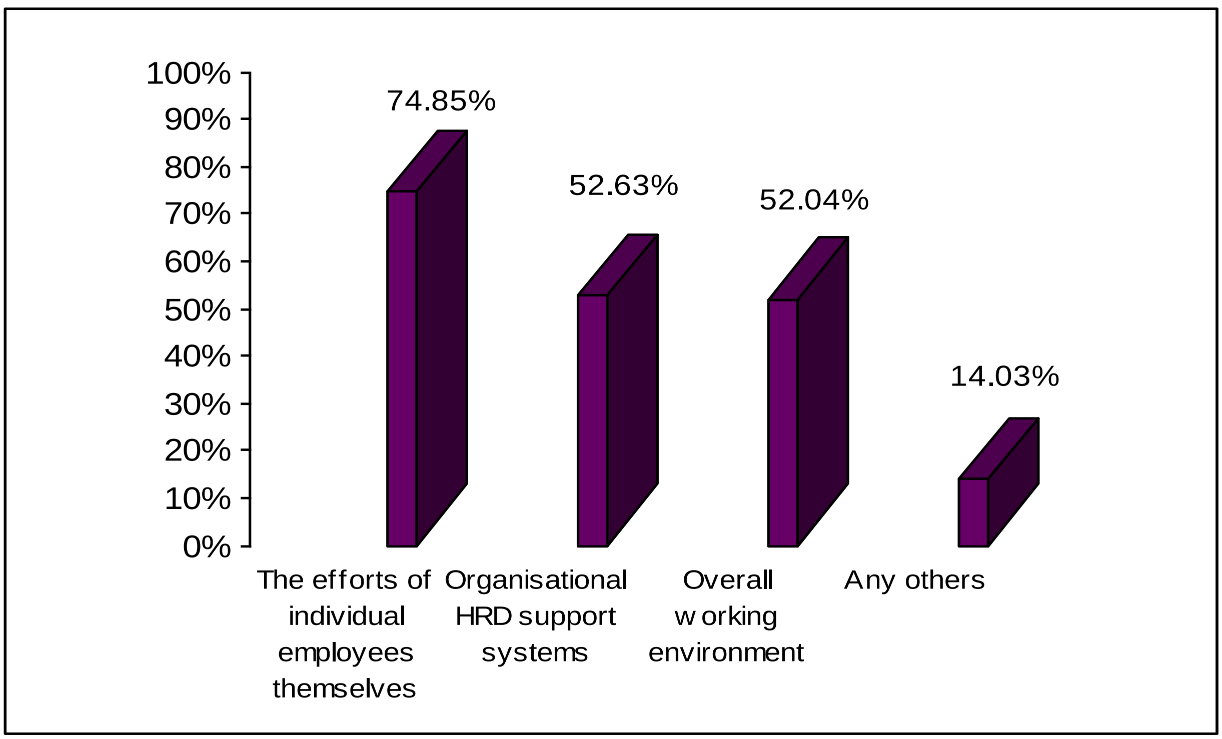
c) Overall working environment.

d) Any others.

Responses to this question were as under

a)	The efforts of individual employees themselves	=	74.85%
b)	Organisational HRD Support systems	=	52.63%
c)	Overall working environment	=	52.04%
d)	Any others (please specify)	=	14.03%

GRAPH-V



INTERPRETATIONS: As many as 74.85% respondents stated that career development of people in banking organizations depends largely on the 'efforts of individual employees' themselves. At the same time, 52.63% respondents stated that it depends on 'organizational HRD support systems. Similarly, 52.04% respondents stated that the career development of people in banking organization depends largely on the "overall working environment". The percentage here will not add to 100, as many respondents have tick marked more than one option and some of them have ranked all the three options.

Some of the respondents (25.73%), ranked all these three options. Out of those respondents, who ranked these options, as many as 61.36% respondents have ranked the first option (a) i.e. "Efforts of individual employees themselves" to be the major contributing factor towards career development of people in banking organizations. An 18.18% respondents ranked the option (b) i.e. "Organizational HRD support systems" on top of the list. Remaining 18.18% respondents ranked the option (c) i.e. "overall working environment" on top of the list.

HYPOTHESIS-3

While career makers will face certain hurdles and setbacks on their career path, organizational environment can help them in facing and overcoming these hurdles and setbacks.

In connection with this hypothesis, three questions formed part of the structure questionnaire.

The first question in this context was as under:

In your career span within the banking organization, did you come across any career barriers/hurdles / obstacles?

Responses to this question were as under

(a)	Often	14.12%	78.24%
(b)	Sometimes	64.12%	
(c)	Rarely	15.88%	21.76%
(d)	None	5.88%	

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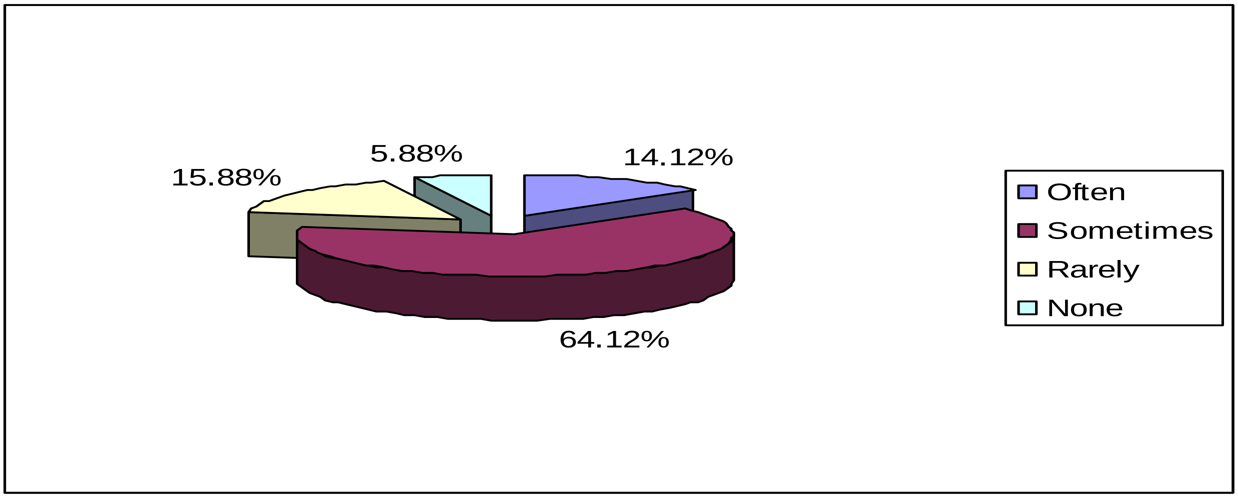
GRAPH-VI



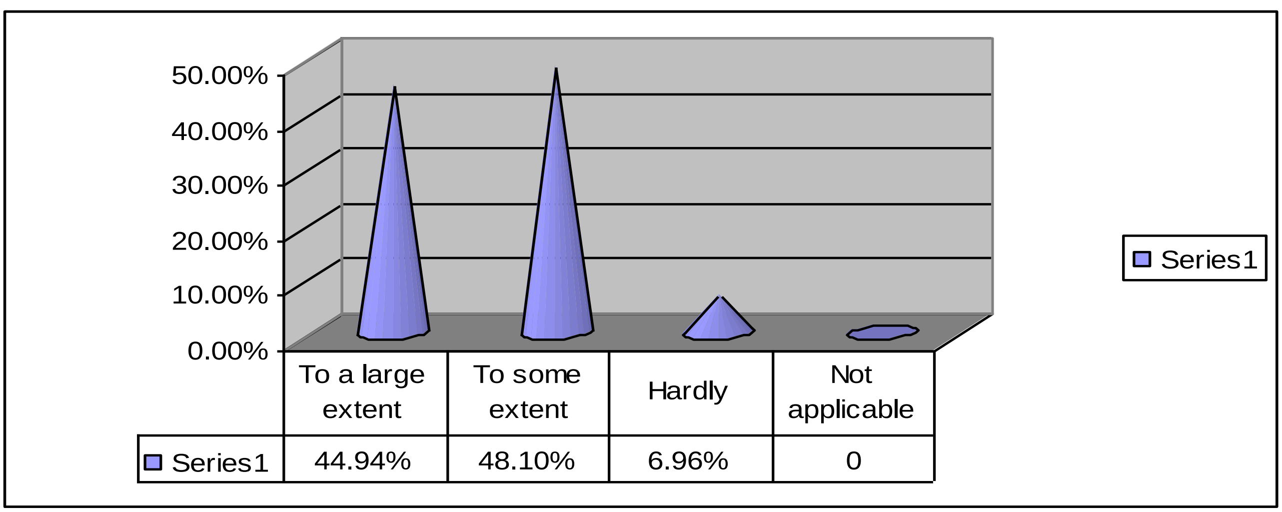
INTERPRETATIONS: A good number i.e. 14.12% respondents have stated that they “often” faced the career hurdles/ barriers / obstacles, while 64.12% respondents have stated that they came across such hurdles, “sometimes” during their career. Adding these two responses, it would mean that as many as 78.24% respondents did face some hurdles / barriers in their career. At the same time 15.88% respondents have stated that they ‘rarely’ faced any career hurdles, while 5.88% respondents stated that they ‘never’ faced any hurdles in their career. Adding these two later responses, it would mean that 21.76% did not face any career hurdles while 78.24% respondents faced career hurdles.

Extending this subject of “hurdles in career” further, the second question that was posed to the bank executives was as under:

Could you overcome these barriers/hurdles/obstacles?

(a) To a large extent (b) To some extent (c) Hardly

GRAPH-VII



And responses revealed the following:

(a)	To a large extent	=	44.94%	} 93.04%
(b)	To some extent	=	48.10%	
(c)	Hardly	=	6.96%	
(d)	Not applicable	=	--	

Interpretations: As many as 44.94% respondents stated that they could overcome career barriers/hurdles to a large extent, while 48.10% respondents could overcome these barriers to some extent. Adding the two responses, it would mean that 93.04% respondents did actually overcome these barriers/hurdles in their career path. It was only 6.96% respondents who stated that they could hardly overcome the career hurdles. There were 13 respondents, who stated 'Not applicable' in their reply as they had not faced any hurdles and as such there was no question of overcoming these hurdles.

As regards overcoming these barriers/hurdles in career path, following question formed part of the questionnaire.

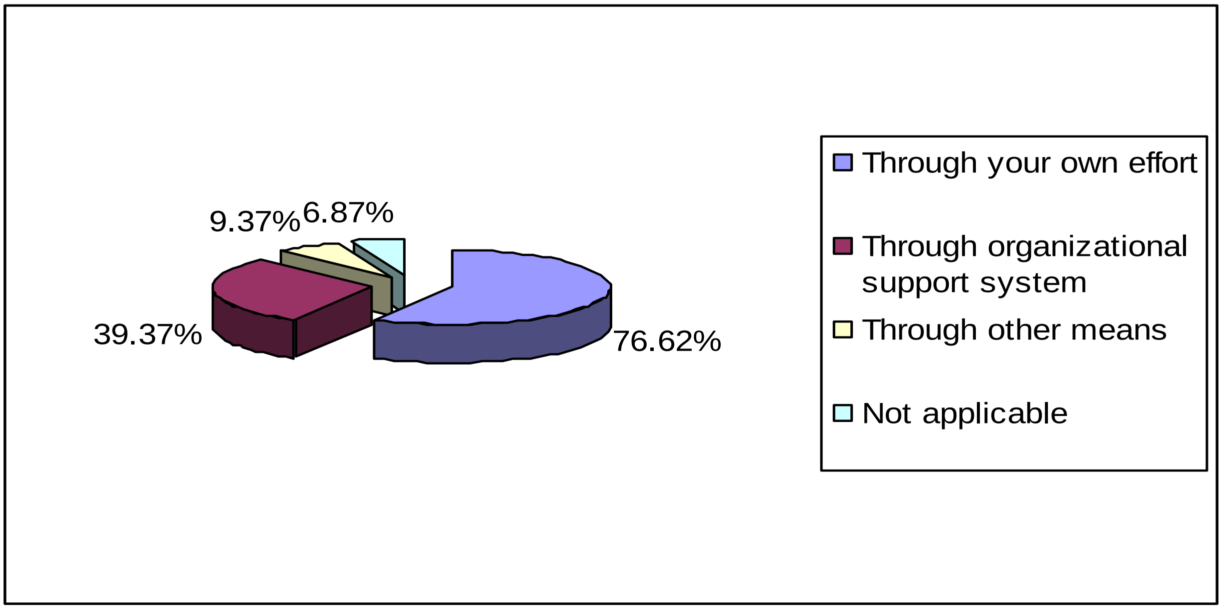
How did you overcome these barriers / hurdles / obstacles?

(a) Through your own effort. (b) Through organizational support system. (c) Through other means (please specify)

Responses revealed the following:

(a)	Through your own effort	=	76.62%
(b)	Through organizational support system	=	39.37%
(c)	Through other means	=	9.37%
(d)	Not applicable	=	6.87%

GRAPH-VIII



INTERPRETATIONS: Many of the respondents gave multiple answers, (e.g.) 6 respondents gave (a) & (c) as joint replies, 35 respondents gave (a) & (b) as joint replies, and 6 respondents gave all the three (a), (b) & (c) as joint replies. Only 113 respondents tick marked only one option. For remaining 11 respondents this question was 'not applicable' as they had not faced any career barriers.

HYPOTHESIS – 4

The well – established corporate sector has better career planning and HRD system than those prevailing in Indian Public Sector Banks.

In the above context, following question formed a part of structure questionnaire:

Do you think well established corporate sector in India, like 'Reliance', 'Telco', 'HLL', etc. or the Foreign Banks like CITI BANK, American Express, etc. have better Career Planning and HRD Systems than those prevailing in Indian Public Sector Banks.

(a) To a large extent (b) To some extent (c) None

If yes, what are these pluses?

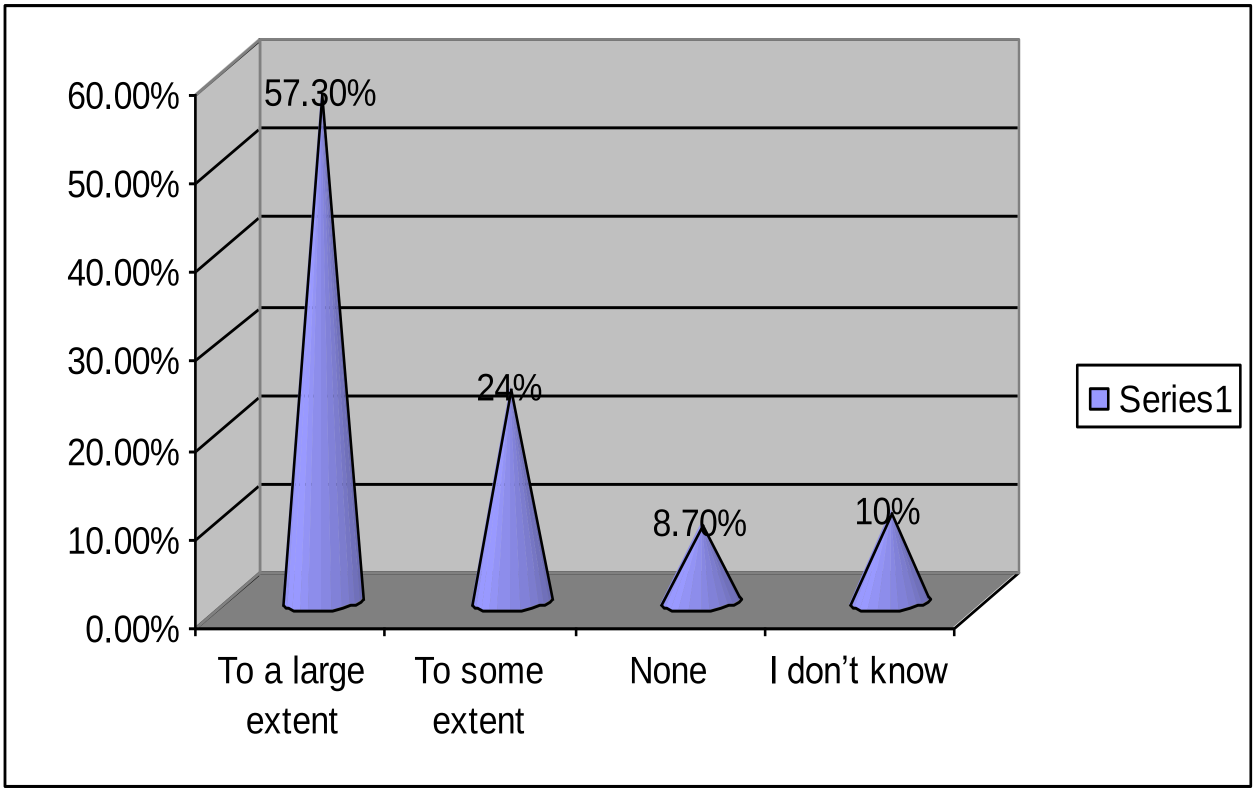
Responses revealed the following perceptions:

a) To a large extent 57.3%

b) To some extent 24%

c)	None	8.7%
d)	I don't know	10%

GRAPH-IX



INTERPRETATIONS: It is generally perceived by banker respondents that the well established Corporate Sector like "Reliance", 'Telco', 'HLL' etc. or the foreign banks like, Citi Bank, American Express, etc., have better Career Planning & HRD system than those prevailing in Indian Public Sector Banks. Although about 10% respondents indicated that they didn't know about such systems in these organizations, as many as 57.3% respondents stated that these organizations in the private sector had better HRD Systems, "to a large extent", while 24% respondents stated this to be 'to some extent'. Only 8.7% respondents stated otherwise.

On the whole, it seems nearly 81% respondents perceived that well-established Private Sector in India and the foreign banks had better Career Planning & HRD System as compared to that in Indian Public Sector Banks.

SUGGESTIONS FROM RESPONDENTS

In order to elicit views & suggestions from Bank Executives, about the changes that they would want towards improvement in HRD Systems, following concluding question formed a part of the structured questionnaire.

What changes do you suggest to make Public Sector banking organizations in India, to improve the HRD consciousness and orientation, so that banking employees have a better environment to be able to plan and develop their careers in a better manner?

Some of the specific suggestions given by the respondents, in this context are given hereunder:

- There should be a balanced compromise between organizational need and individual need. Total insensitiveness to individual preference gives rise to frustration at some point of time, which as a consequence has a real damaging effect on the organization growth itself.
- While there must be rewards for performance, non-performance must be punished/ reprimanded. Promotions must be only on merit.
- There must be uniform, impartial and balanced "employee performance review system". This system in-fact needs a total review.
- Promotions at a right time and early age, so that people with a fairly long residual service are able to serve at the top and feel free to take decisions and lead.
- Banks should harmonize the needs of the organization with the needs of the individual. Better work culture is needed in banks. Transparent system of promotions and transfers must be introduced. It must be clearly transparent and seen to be transparent.
- Enthusiastic and pleasant behaviour of staff to the customers is necessary. HRD departmental officials at all levels should display pleasant behaviour and concern towards its internal customers (i.e.) the employees.
- The review / appraisal process of employees should be computerized to ensure unbiased / honest appraisals.
- (i) Change of mindset at all levels i.e. Management, employees, and unions. (ii) Right people for the right job – greatly benefit both – management & employees. (iii) Past mistakes are no indication of future potential.
- In order to become HRD conscious, the Public Sector Banks should allow independent functioning of HRD Section, where the top person should be himself a good successful banker, a real HRD person and free from any biases.
- Human Resources Balance Sheet should accompany financial statements.
- i) Banks should announce a five/ten year perspective HRD plan. (ii) They should support potential candidates for higher posts. (iii) Start a system of mentoring to groom future leaders.
- Attitudinal changes are required at the top level. (ii) Only those persons should be placed in administrative offices, who have sufficient field exposure.

- Top management should frame HRD mission with development of people as main focus, thereby improving efficiency of the organization and facilitate training programmes, create informal and free flow of communication.

- There must be a clearly defined system of succession planning and career growth planning in banks.

- The HRD in Public Sector Banks appears to be rather primitive. It is generally experienced that the professional HR Managers do not treat the other staff with dignity and concern. For HRD improvements, the attitude of HRD Managers is required to be changed. Their role as support function to main function i.e. "Banking", should be identified and adopted.

- There is HRD consciousness and orientation to an extent in the banking industry. However, a conscious and sustained approach to address the entire gamut of HRD area is sadly missing, with the result, that only some areas of HRD which are most essential to run the banks receive disproportionate attention, for example man power planning, recruitment and training. The other areas, which are equally important, say, for example, performance & potential appraisal, Counseling and motivation, proper placement, receive scant attention, if not largely ignored. All the banks must have a full fledged HRD department, manned by experienced & dedicated professionals and constantly monitored by top management to ensure that its role does not remain restricted to recruitment, promotion and routine administration. The top management by its actions, initiative and attention must exhibit its genuine and unflinching interest / support in pursuing progressive HRD policies.

- More openness, transparency in personnel matters, high value of human dignity, people oriented management system, creating belongingness and trust, two-way communication.

- (i) ACRs should be viewed as a tool of development. (ii) People with sufficient knowledge should be placed in training system. (iii) Timely redressal mechanism should be introduced.

- The HRD consciousness has to start from the top level to be followed down the line. The top bosses to take first initiative to demonstrate their commitment for HRD improvement.

- (i) Continuity in top management to follow a consistent policy.

- (ii) Freedom to top management, without any interference.

- In public sector banks, HRD has almost come to mean, 'Training' only. There is more to HRD than training. HRD aims at the total development of the human resources.

- (i) Banks should have a system, whereby the training needs of an employee are identified and are duly fulfilled at every stage of career growth. (ii) The career path should be very clear and visible. (iii) Promotion polices should be transparent. (iv) Premium on good performance in the matter of promotions / placements, etc.

- HRD Departments should be manned by persons who have sufficient & successful banking experience. It should not be manned by persons who are experts in behavioral sciences only & lack practical knowledge and experience of banking & field operations.

- (i) The whole appraisal system should be changed right from messenger level employees to managers, executives & top management officials. It should not only be made transparent but also responsive to the present day needs.

- Develop HRD consciousness at all levels – Corporate, Administrative level and at field level. Compassionate seniors, who can listen to people and be their guides, mentors and counselors, HR departments at corporate level must be headed by field level bankers who have worked in all areas. They may be supported by a few specialists for HR/IR functions. The head of the Bank must believe that the twin team "HR & Technology" alone can bring in better results, year after year.

- Better man-management is required. Do mass banking as well as class banking. Both have different dimensions and direction. Take care of people within and they will take care of bank's customers and bottom line.

- A conscious review of HRD polices. Survey the HRD climate in the Banking organization every three to five years and bring in needed changes.

- First of all, HRD department should treat its employees as its customers. All other actions get placed in proper perspective automatically.

- The shortcomings of an employee observed should be made known to the employee concerned, giving him a chance to overcome such shortcomings in future. The approach of HRD department should be always friendly and in the nature of guidance to employees. And so also towards those employees, who have been charge sheeted for minor/major lapses. Special training programmes must be organized for such employees, to make them improve their functioning and keep them motivated.

- Senior functionaries at each level, i.e. Branch level, Regional level, Zonal level and Head office level, should be frequently imbibed with the HRD policies, so that they are able to provide good environment to employees working with them.

- HRD is an individual personality trait – A humane approach. Once individuals are HRD oriented, the HRD Systems will get developed & implemented across various levels in the organization.

- Have special R&D wings in HRD Department for ongoing in-house & external research, development, review and implementation of HRD policies.

- Fixing staff accountability for genuine lapses is very important for banks, but in any case, the lapses of Borrowers must not get passed on to Branch Managers & other officials. If this aspect is taken care, HRD Systems will greatly contribute towards better working morale of all people.

- There should be award schemes administered by prestigious organizations and Govt. agencies for best HRD Policies & Practices amongst Public Sector Banks. This will generate better competition among banks to bring about continued improvements in overall HRD policies & practices. In fact, there could be awards for Best Employer among PSBs.

- Even if there can be no parity of Pay structure between Public, Private & Foreign Banks, some incentive schemes need to be built in for better performance in certain key areas of business. Similarly medical facilities which are abysmally poor, must be reviewed and overall improvements brought about.

CONCLUSION

"Career Planning & Development" was perceived to be one of the most important HRD Sub Systems and not the most important HRD Sub-System. "Career growth and development" needs a consciously planned effort on the part of the individual careerist and the same cannot be left to chance. A good number i.e. 14.12% respondents have stated that they "often" faced career hurdles / barriers / obstacles, while 64.12% respondents have stated that they came across such hurdles, "sometimes" during their career. Nearly 81% respondents perceived that well-established Private Sector in India and the foreign banks had better Career Planning & HRD System as compared to that in Indian Public Sector Banks. Over the years and in tune with the changing times, Indian Public Sector Banks have reviewed their HR & promotion policy and now for bright, hardworking and knowledgeable employees it takes comparatively lesser time to move to higher levels in banking hierarchy. There is increased awareness within the banking sector in India about need for better HR & Career Planning initiatives, but, on the ground, much still remains to be done. This attitudinal change has to be on-going & purposive.

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ARTISTIC CONTRIBUTION OF PROMINENT ROYAL MUGHAL LADIES (1526-1707 A.D)

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ABSTRACT

Indian woman since ancient days played an important role in the socio-cultural and philosophical development of the country. Especially in Medieval India, the royal ladies of the Mughal dynasty were almost as remarkable as their male counterparts. Royal Mughal ladies like Haji Begam, Nurjahan Begam, Jahanara and Roshanara Begam, ZebuNisa Begam etc. not only played a dominant role in contemporary politics but also contributed a lot to artistic field. The present article is an attempt to highlight the contribution of Royal Mughal ladies especially in Artistic field.

KEYWORDS: *Pietradura, Arches, Sarai, Mosque, Persian, Mausoleum.*

INTRODUCTION

Indian woman since ancient days played an important role in the socio-cultural and philosophical development of the country. Especially in the medieval India, the royal ladies of the Mughal dynasty were almost as remarkable as their male counterparts. Royal Mughal ladies like Gulbadan Begam, Gulrukh Begam, Nurjahan, Mumtaz Mahal, Jahanara, Zebunisa etc. not only played a dominant role in contemporary politics but also contributed a lot to artistic field.

The Mughals were men of artistic inclinations. They were great builders, literati, musicians, Painters, dress designers and patronisers of almost all forms of Arts and crafts. The contribution of the Royal Mughal Ladies too, in the field of Art and Architecture, art of Decoration and Designing etc, is without doubt remarkable.

ARCHITECTURE

During Mughal Period, we do not find any building worth mentioning constructed by the Mughal women during Babar's or Humayun's time.[1] It is generally Said that the first monument built under the Supervision of any Mughal lady in India was the Humayun's tomb in Delhi built by one of the Humayun's widows named Haji Begam[2] during the reign of Emperor Akbar. It is one of the first garden tombs built by the Mughals in India and in Some ways provided the model of the later built Taj Mahal.[3] The construction of the tomb began in 1560 A.D and was Completed in 1571A.D. According to Percy Brown,[4] " the Humayun's tomb is not only one of the most arresting examples of the building art in India but it is also an outstanding landmark in the development of the Mughal style." In structure and spirit the Humayun's tomb is an example of the Synthesis of the Persian and the Indian building traditions. To Havell," it is a Persianzed version of Shershah's tomb".[5] Apart from this, Haji Begam also built a Sarai called Arban Sarai in 1560 A.D, which had an accommodation of 300 people.

Nurjahan Begam, another prominent royal Mughal lady contributed a lot in the field of Art and Architecture. She designed and supervised three Sepulchral edifices.[6] These are tombs of her father Etimad-ud-Daula, of her husband, and that of her own. The tomb of Etimad-ud-Daula (Agra) took six years to get completed i.e. from 1622 to 1628 A.D, The tomb is situated on the left bank of the river Jamuna in Agra. It is also said the design of the tomb is intensely feminine.[7] It is built entirely of white marble and covered throughout with inlay work called 'Pietradura'. Percy Brown speak highly of the monument when he says, "There is no building like it in the entire range of Mughal architecture, the delicacy of treatment and the chaste quality of its decoration placing it in a class by itself. The tomb of Etimad-ud-Daula was an innovation in many ways. It marked a transition between the Indianised red Sandstone and marble Constructions of Akbar and Jehangir and the Persianized pure marble creations of shahjahan.[8]

Nurjahan Begam is also supervised the construction of Jahangir's tomb at Shahdare. It is situated six miles north-west of Lahore. The building is also made of red Sandstone with 'pietradura' inlay work. Besides this, Nurjahan Begam also designed own tomb in Lahore. The tomb is very simple and humble compared to the other rich and lofty buildings of this age. It was square in shape, one story with seven arches, opening out the corridors on each of the four sides. Apart form this Nurjahan also built one sarai in Jalandhar[9] and another in Agra.

During 17th century Daughters of shahjahan Jahanara and Roshanara like some of the royal Mughal ladies were actively involved in Art and Architecture field. Jahanara Begam Supervised two famous Mosques, one in the Kashmir valley and another Mosque in Agra. Apart from this, Jahanara is said to have constructed carvan-sarais and Market places.[10] She designed her Mausoleum too. Roshanara Begam, another daughter of Shahjahan too designed her own tomb along with its garden, situated in the North-western parts of Delhi. The Mausoleum is beautiful built in pure white marble with exquisite ornamentation on the exterior parts.

During Aurangjeb reign, two of his daughters the eldest Zeb-un-Nisa and the second zinat-un-Nisa contributed a lot in the field of literature, Art and Architecture. Zeb-un-Nisa Begam built a number of gardens like the char Burji and Nawan kot in Lahore, where she was finally buried. Her tomb was made of fine marble with a pinnacle of gold.[11] Aurangjeb's second daughter, Zinat-un-Nisa also built a number of caravan-saris. She also built a splendid Mosque in Delhi.

During Mughal Age, we also have some monuments that were inspired by the Mughal Emperor's love for his lady. The greatest monument ever built to commemorate the love an Emperor for his Empress is the Taj Mahal[12] at Agra-the finest monument of conjugal love in the world. It was built by Shahjahan for his favourite queen Mumtaz Mahal.

MUGHAL GARDENS

The Mughal rulers and their ladies were just not satisfied with building beautiful monuments; but were also fond of laying exotic gardens. During Mughal Age, some of the famous Mughal gardens constructed in Kashmir, Lahore, Delhi, and in Allahabad.

It is important to note here that the royal Mughal ladies right form the time of Babar have been actively taking part in laying gardens in different places and amidst beautiful surroundings.[13]

Especially Royal Mughal ladies like Haji Begam, Roshanara, Jahanara and Nurjahan Begam contributed a lot in this art.

OTHER ARTS

The Mughal men and their ladies were interested and themselves engaged in a number of other forms of arts like the art of Decoration and designing, music & Dance, cooking etc. Gulbadan Begam in her HumayunNama[14] speaks of several occasions when the royal ladies took upon themselves the task of looking into the decoration of their places, garden and surrounding areas. Maham Begam, wife of Babar took such initiatives many a times. Especially under the able hands of Nurjahan Begam textile, dress and Jewellery designing reached great heights.[15]

Besides this, she encouraged classical music and dance. Nurjahan also introduced a number of specialty dishes in the Mughalai cuisine which are still found in standard cookbooks and finest restaurants.[16] It is also observed by some modern historians that Nurjahan could paint well.[17] She must have also influenced Jahangir's choice of paintings. Thus she contributed a lot in different Arts.

To sum up we can conclude that the Mughal age saw substantial development in the field of architecture and some other forms of art where the Royal Mughal ladies contributed considerably.

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13. See for Details; Soma Mukherjee, op.cited, pp. 205-220.

14. Gulbadan Begam, HumayunNama, Eng. Tr. A.S. Beveridge, pp. 113-114

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UNTOUCHABILITY AND ROHINTON MISTRY'S A FINE BALANCE

DR. REMAN KUMARI*

ABSTRACT

This paper intends to the study the representation of untouchables in Rohinton mistry's A Fine Balance (1995).I wish to present the devastating effects of the cast system on the educational, social, and economical status of untouchables in Indian society. My wish is to highlight the harsh reality of the suppression; struggle and torture dalits face every day of their miserable lives. This paper systematically set out to destabilize hegemonies based on cast, gender and class. I am particularly interested in the use of the idea of tragedy in mistry's novel. The present journal explores the humiliation, torture and problems of residence faced by untouchables. It presents how different, and often contradictory, discourses on dalits both incorporated and interrogated in Indian literature; I will analyse the position to which dalits are allocated, in both cultural and political discourses, in relation to the *contested conception of the Indian nation, in civil society, and in the Hindu community.*

***KEYWORDS**: Community, humiliation, Indian society, Suppression, Untouchable.*

INTRODUCTION

Untouchable is a term that denotes to a group of people who face economical, social and cultural discrimination in Indian society. The atrocities faced by downtrodden are depicted in A Fine Balance, Rohinton Mistry's second novel .Untouchables has been poor, deprived of basic human rights and treated as social inferiors in Indian society. It is a record of the life of the country from 1945 to 1984. Mistry portrays the predicament of untouchables section during his contemporary Indian society. It portrays the personal history of an untouchable family. The reader is given a glimpse into hierarchies in rural society through the violence that greets the transgression of the city of Bombay. The inequalities of caste in rural India are merely substituted through those of class in the city as the tailors struggle to make a living in slums the twin margins of caste and class intersect with those of gender when Dina Dalal subcontracts work to the tailors to make ends meet. Life of Om and Ishwar becomes miserable due to emergency and finally they are ruined.

A Fine Balance is a fictional presentation with three major strands in it- the stories of Dina Dalal, a Parsi widow who bravely strives for a free and independent existence; young Meneck Kohlah who grapples with problems of existence and the Chamaar-turned-tailors Ishwar and Omprakash both of whom struggle for survival in a world that is hostile but occasionally allows them to find refuge in feelings of kinship and togetherness. The narrative avoiding the linear mode moves easily between the past and the present. Mistry emerges as a master story-teller as he adroitly weaves the three strands into the plot of the novel. And in the process he brings all the four protagonists into contact with each other and they eventually end living together under the same roof, a miracle given the caste-ridden Indian society and its hierarchical character. Mistry accomplishes all this in the most convincing manner without straining the credibility of the reader, a real triumph of his fictional art. It would be useful to recall Raymond William's fine statement on the realist tradition in fiction. He remarks:

When I think of the realist tradition I fiction, I think of the kind of novel which creates and judges the quality of a whole way of life in terms of the qualities of persons. The balance involved in this achievement in perhaps the most important thing, the sort of the things most novels do…. Yet the distinction of this kind is that it offers a valuing of a whole way of life, a society that is larger than any of the individuals composing it, at the same time valuing creations of human beings who, while belonging to and affected by and helping to define this way of life, are also, in their own terms, absolute ends in themselves(314).

A Fine Balance achieves the ideal balance between the general and the personal. The life of the chamaars in a villages and their traumatic existence in a caste-ridden society is evoked realistically by Mistry without any over-dramatization of their tragic plight, as it often happens in the novels of Mulk Raj Anand, the champion of the oppressed in Indian English fiction. Dukhi

Mochi learns to survive with humiliation and forbearance as his constant companions in the village. The silent suffering of his wife Roopa and the ruthless punishment meted out to his sons Narayan and Ishwar for transgressing the caste code by entering into the school premises makes Dukhi Mochi a much dejected man. When Dukhi unable to bear these humiliations goes to Pandit Lalluram seeking justice, he is told that everyone should act as prescribed by Dharma. He then courageously decides to break the timeless chain of caste by sending his son to Ashraf in the nearby town to be apprenticed as tailors.

It is perceptive insight of Mistry that it is only through a change in their profession that the Chamaars could ever achieve upward social mobility in the Indian society. Narayan returns to the village and sets up his own tailor's shop, an event strongly resented by the villagers especially Thakur Dharamsi, the village chieftain. Even though Narayan's life has changed, he confesses his deep dissatisfaction to his father. Dukhi Responds:

How can you say that? So much has changed. Your life, my life. Your occupation, from leather to cloth. And look at your house, your-Those things, yes. But what about the more important things? Government passes new laws, says no more untouchability, yet everything is the same. The upper-caste bastards still treat us worse than animals. Those kinds of things take time to change. More than twenty years have passed since independence. How much longer? I want to be able to drink from the village well, worship in the temple, walk where I like … Son; those are dangerous things to want. You changed from Chamaar to tailor. Be satisfied with that. Narayan shook his head. 'That was your victory (Mistry 174-175).

When Narayan attempts to cast his vote in the Parliamentary elections much against the prevailing and accepted practice, his entire family is burnt alive by the henchmen of Thakur. Only his brother Ishwar and son Om manage to escape. After the influx of readymade garments, Ashraf's business suffers and they are forced to move to the city by the sea looking for better prospects. Their life in the city turns out to be a horrendous experience until they meet Dina Dalal who is on the lookout for tailors.

However, it is the Emergency that gets represented most realistically in the novel since the fusion between the general and the personal is seen here at it best. Ishwar and Om manage to find a shack in the jhopadpatti that, incidentally, is most vividly portrayed by Mistry, something of a novelty in recent Indian English fiction. Their daily life is picturised with a Dickensian eye for detail. We have a memorable account of the inhabitants of the jhopadpatti being taken to a village to form part of the audience where the Prime Minister speaks to them of the numerous benefits of the emergency to the poor. Mistry terms this performance of hers, rather satirically, as "a day in the circus." Though Ishwar and Om are not able to intellectually comprehend the factors that lead to the imposition of the emergency, they do feel its repercussions purely at the personnel level when their jhopadpatti is bulldozed as a part of the city beautification programme. And now homeless, they end up as pavement dwellers, but even here there is no solace available to them. Om and Ishwar are then taken away to a nearby irrigation project site where they go through the hard grind of manual labour, while being provided with semblance of a shelter and offered some food. They are eventually rescued by Beggar master and are back in Dina Dalal's flat. The intellectual response to the emergency is dramatized in a long conversation between Maneck and Avinash. It is further seen in the manner in which the student's union are split and in the submissive support of the college teachers for the declaration of emergency. Mrs. Gupta and Nusswan both represent the vested interests hail the emergency as a true spirit of renaissance and regard the Prime Minister as our visionary leader.

Mistry deftly handles the growing intimacy between Dina Dalal, Maneck and the Chamaar-turned tailors, Ishwar and Om. When the tailors and Maneck arrive together at Dina Dalal's dingy little flat, she is relieved since her fragile independence was preserved. She is initially quite appalled by their sloppy work and tardiness. The various stages in their relationship, from her initial resistance to any kind of intimacy with the tailors to the longing for their company, given her loneliness, and the rapid growth of concern for them once she learns of the enormity of their suffering, are described in painstaking details by the novelist. This transformation of such a relationship, as the one between Parsis and Chamaars is an exceptional event in Indian English fiction. Mistry does not resort to any romantic simplification. It is the mutual dependence between them that finally forces Dina Dalal to agree to let the tailors sleep in her veranda for she could not afford to lose their services. Note her reflection:

But how firm to stand, how much to bend? Where was the line between compensation and foolishness, kindness and weakness? And that was from her position. From theirs, it might be a line between mercy and cruelty, consideration and callousness. She could draw it on this side, but they might see it on that side (Mistry 469).

All the sides of the dining table in her house are fully occupied for the first time after eighteen long years. Once she even tells Ibrahim, the rent-collector that Ishwar is her husband and Maneck and Om are her sons. When Ishwar and Om go to their village to celebrate Om's marriage, and Maneck returns home to leave for Dubai, solitude returns to the house of Dina Dalal after one year of their living together. And she looks back on the past with nostalgic yearning and wonders how Zenobia,

Could never realize that the four of them cooked together and ate together, shared the cleaning and washing and shopping and laughing and worrying? That they cared about her and gave her more respect than she had received from some of her own relatives? That she had, during these last few months, known what a family was (Mistry 550)?

It is nothing short of a marvel that such a possibility is made into a fictional reality by Mistry. A year of togetherness with such disparate experiences to share, acts of kindness to remember, hilarious moments to savour, occasional quarrels to forget- all these contribute to a real bonding between the four of them. Of course, it is Dina Dalal who emerges as the informing centre of their life because it is she who, from her initial reluctance and resistance, gradually gets to know the others and comes to realize the value of friendship and fellow feeling. Mistry creates a memorable symbol in the quilt acts as a storehouse of memories to each one of them, for every piece has individual association and acts as reminders of particular events in their life. In fact, Maneck rightly believes that God is a giant quilt maker.

Mistry reveals unsuspected insight into constitution of the human urine as well. Note Dina Dalal's reactions to Ishwar and Om using the water-closet in her flat for the first time: "the smell in the WC bothered her. Living along for so long, I've grown too fastidious, she thought. Different diets, different habits – it was only natural their urine left a strange colour" (Mistry 93).

But the urine smell that used to flutter like a flag in the air gradually grows unnoticeable. She also learns how one gets accustomed to things and then it struck her: the scent was unobtrusive now because it was the same for everyone. They were all eating the same food, drinking the same water. Sailing under one flag. These ages are not meant for readers with finer sensibilities and delicate stomachs! All these are refreshingly new to the world of Indian English fiction, for what we had so far was the representation of a sanitized, sterilized and deodorized world. Such details were dreaded in the past, perhaps, by both the writers and readers and hence they were scrupulously avoided. In the light of such evidence, it is strange to find Khair posting the view that while Dina Dalal's story "is realistic in every classic sense of the term, the stories of (Coolies) Ishwar and Omprakash borrow heavily from different genres: the fantastic, the fairy tale, newspaper reportage etc." (Khair 141). This kind of reading is the malaise of our present day critics, who have forgotten the simple art of reading a novel, but are otherwise well-grounded in literary theory. Khair, a specialist in Indian English fiction, besides being 2himself a novelist, sadly, is no exception to this recent phenomenon.

A Fine Balance is a brilliant example of a prototypical realistic novel. Apart from exhibiting the classical features of Social Realism as defined by Raymond Williams, it predominantly dramatizes the very ordinary, day to day realities of Indian life. Nonetheless, it describes the hopes and aspirations, the pain and suffering of the average Indian. The average Indian in this novel is epitomized by the two Parsis, Dina Dalal and Maneck and the two Chammars-turned tailors, Ishwar and Om. There is no romanticizing of India's poverty in the novel as alleged by Paranjape and Khair. Instead, A Fine Balance presents a candid and honest vision of Indian life. Mistry is at paints to show the moments of joy, fulfilment, celebration and happiness I the lives of the four persons, even though they might be few and far between. If the novel seems to emphasize more on the darker side of life, adequate reasons are offered within the text itself. Mistry, among his contemporaries, stands out as the master of the quotidian in view of the amazing grasp over little details and seemingly trivial incidents. He uses them to create a solid, recognizable India from the mid-40s to the mid-80s and in the process manages to give to give us a work that is, undoubtedly, an important signpost in Indian English fiction.

Ishwar and Om are forcibly taken to a Family Planning clinic and sterilized. Om, in fact, is castrated. Ishwar loses his legs due to infection and they are now back once again in Bombay, but now as beggars. In the meanwhile, Maneck returns from Dubai after eight years to attend his father's funeral sisters (Avinash himself having been earlier killed in police custody). He curses God and the final blow to Maneck's sanity is the news that Ishwar and Om have become beggars. Though he sees them, he refuses to recognize them and kills himself walking into a moving train. The novel ends with the old Dina Dalal feeding Ishwar and Om without the knowledge of her brother Nusswan and his wife with whom she now stay. And we are told that those two made her laugh every day and this extraordinary relationship, it is implied, will continue. As Vasantrao Valmik puts it, "there is always hope-hope enough to balance our despair, or we would be lost" (Mistry 690). This indeed is the secret of survival as Mistry magnificently demonstrates in A Fine Balance.

The narrative voice in Mistry's fictional discourse achieves 'a fine balance, between involvement and detachment thus providing a reliable witness to an eventful era in the nation's history. Mistry's humour is gentle, subdued and occasionally quite amusing. The novel's conclusion more than amply demonstrates the values of human relationships and fellow feeling among people, despite their distinctions in caste and class. Mistry's view of life makes for health and sanity, a need most compellingly felt today more than ever before. He has given the subaltern (the Chamaars) a voice and visibility in this fine novel. Mistry himself has confessed, "Post-modernism is so terribly clever-far too clever for me. Faithfulness to the story and the characters is what concerns me most" (Gokhale 6). We have in A Fine Balance a wonderfully successful account of the life of the country between 1945 to 1984 with the middle classes, the lower castes and the poor figuring prominently, an accomplishment quite unusual in Indian fiction in English. Rohinton Mistry has made it possible for Indian novel in English to explore into areas of human experience which were hitherto only tangentially touched upon. And his novel rooted in the Indian reality helps us grapple with the multifarious problems confronting our society.

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RESIDENTS' ATTITUDE TOWARDS CULTURAL HERITAGE TOURISM DEVELOPMENT: AN EMPIRICAL STUDY OF WEST BENGAL, INDIA

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ABSTRACT

Tourism is one of the largest and fasted growing industries in the world and also in India. It is observed as a very important means of benefit to local communities. West Bengal, being the home of ancient civilizations and a glorious history of freedom struggle, has a rich cultural heritage. The present study examines the attitude of residents in West Bengal (WB) towards cultural heritage tourism development, where cultural heritage tourism is not well developed yet, although the area has great potential for further development. The study has carried out with field research approach at selected destinations in WB (Kolkata, Hooghly, Burdwan, Bankura, Purulia, Birbhum, Medinipur, Murshidabad and Malda) using stratified proportionate random sampling technique. To test the reliability of questionnaire a pilot test was conducted and Cronbach Alpha coefficient is 0.869 showed that research tool is reliable.

These destinations are highly of the rich cultural imbued with variety of customs in the State of WB. The sample population for this study was composed of residents' of above mentioned destinations in WB during January to March 2012. In this study we have 273 observations and are analyzed using the Statistical Package for Social Sciences (SPSS) version 16. In this study we have observed factor analysis and found two factors wherein factor 1 consists with 11 Variables and factor 2 consists with 5 variables and also observed regression analysis on the factor scores where R^2 *values are 0.933 and 0.921, may infer reasonably good. In this study, the variables of factor 1 and factor 2 have great influence on the attitude of residents towards cultural heritage tourism development in West Bengal. The results also expose that both community attachment and economic dependence have significant effects on positive tourism impact and, in turn, can affect the support for tourism development. Although both impacts have significant effects on sustain for tourism development, the effect from the positive impact is much greater than the negative impact.*

KEYWORDS: *Tourism, Cultural heritage destinations, tourist satisfaction, regional development, West Bengal.*

INTRODUCTION

Tourism development has been identified as an effective way to rejuvenate the economy of a destination, whether rural or urban. However, tourism relies closely upon the goodwill of the local residents as their support is necessary for the development's successful operation, especially for the sustainability of a destination (Yoon et al. 2001). An understanding of local residents' attitudes towards tourism development and their determinants is essential in achieving a host community's support for tourism development (Perdue et al. 1990; Yoon et al. 2001). Besides, the intensity of community participation for local residents has been advocated as an integral part of sustainable tourism development (Okazaki 2008).

Cultural heritage tourism is a form of tourism that specifically targets the art, architecture, history, monuments, museums, theatres, religious heritage, social interaction, food habits, and lifestyle of people in a certain geographical region. As cultural tourism becomes an increasingly important factor for tourist destinations involved in developing their cultural capital in order to attract more international visitors. Cultural heritage tourism is an important feature of India's tourism industry. Cultural heritage tourism covers both tangible and intangible objects: tangible refers to remnants of the past (i.e. artifact and antique) and intangible refers to culture assets (i.e. classical and folk traditions) (Caton and Santos 2007). Therefore, heritage tourism sustainable management looks to achieve a balance between the preservation of heritage resources and providing economic development opportunities for the residents. For the success of cultural heritage tourism and its sustainability, it is important to understand cultural heritage destinations' residents' attitudes towards tourism impacts and support for tourism development in their community, and to investigate the factors affecting their support.

India is a large and populous country with a great past and a great tradition. It can boast of some four thousand years of civilized life, and as such it must be ranked as one of the great civilization of the world. It is moreover, a living civilization whose traditions arise directly from its past. India has several cultural heritage tourism destinations in different areas of the country, like: a) monumental heritage related with art and architecture b) the religious heritage c) the natural heritage d) traditional arts and crafts e) music and dance. In West Bengal (WB) has all the above mentioned varieties of cultural heritage tourism destinations and for that reason, foreign tourists (especially European) love to visit this places to must have a profound cultural impact in broadest sense, where all tourism destinations in India involves at least an aspect of cultural contact and is therefore potentially cultural heritage tourism. Thus cultural heritage tourism in India is a very vital component to play as a foreign exchange earner.

Tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. The number of Foreign Tourist Arrivals (FTAs) in India during 2010 increased to 5.78 million as compared to 5.17 million in 2009. The growth rate of 11.8% in 2010 for India was better than UNWTO's projected growth rate of 5% to 6% for the world in 2010. Tourism continues to play an important role as a foreign exchange earner for the country. In 2010, foreign exchange earnings (FEE) from tourism were US$ 14.19 billion as compared to US$ 11.39 billion in 2009, registering a growth of 24.6%.

From an economic point of view tourism development is a possibility for a region's people to improve their personal income. However, it is also true that this development involves strong pressure on the environment. For this reason, new development policies must keep in mind residents' attitudes and opinions to tourism, since they perceive the environmental deterioration as opposed to the economic development that goes hand in hand with tourism. Local residents' support is essential to ensure long-term success in tourism development, and this is particularly important in regional destinations. This paper documents a study investigating the local residents' perceptions toward cultural heritage tourism development of a potential state (WB) in India.

OBJECTIVES OF THE STUDY

From an economic point of view cultural heritage tourism development has a prospect for region's improvement. However, it is also true that this development implies fragile pressure on the environment. For this reason, new policies must keep in mind residents' attitudes and opinions to development cultural heritage tourism. To reach main purpose of this study, following three objectives are implicated:

1. To evaluate the residents' attitude towards the cultural heritage tourism development in West Bengal.

2. To identify respondents' demographic characteristics

3. To look at the potential of cultural heritage tourism destinations in West Bengal

LITERATURE REVIEW

Throughout the literature a plentiful views have been emerged about the residents' attitude and perception towards cultural heritage tourism development. The social exchange theory assumes that potential beneficial outcomes will create positive attitudes toward tourism development. From the perspective of social exchange theory, local residents are likely to take part in an exchange in terms of tourism (i.e. support for tourism development) as long as the gains in benefits from tourism exceed the perceived costs of tourism (Ap 1990, 1992; Perdue et al. 1990; Lindberg and Johnson 1997). Earlier studies also agree in general that residents' support for future tourism development is influenced by their perceived impacts of tourism in terms of the social exchange model. Residents with a positive perceived tourism impact are more likely to support additional tourism development and, therefore, they will have a higher willingness to participate in an exchange with visitors. On the other hand, residents are likely to oppose tourism development when they perceive more costs than benefits are brought about by tourism development. A resident attitude toward tourism, and more specifically perceptions of tourism impacts, has been a subject of research for more than 30 years.

Jafari (1986) noted that tourism research focused on the positive aspects of tourism impacts in the 1960s, the negative aspects in the 1970s, and a more balanced, systematic approach in the 1980s. What has been seen in the past decade is a micro approach: the study of residents at the community level. Attitudes toward tourism studies have often been conducted in rural communities as many of these places struggle with economic viability.

Based on this understanding of attitudes, researchers recognized that residents' attitudes toward tourism are not simply the reflections of residents' perceptions of tourism impacts, but the results of interaction between residents' perceptions and the factors affecting their attitudes (Lankford et al. 1994). Husband (1989) also addressed this issue by saying "There is, so far, no theoretical justification of why some people are, or are not, favorably disposed to tourism" (p. 239).

Godfrey & Clarke (2003), state that tourism offers various communities important development opportunities. However, the development of tourism does not have a strong-side due to the costs associated with it. Therefore, planning for tourism within a destination should attempt to find a balance between these costs and benefits in the best interest of tourism and the community. According to Henderson (2006), Gulf countries are looking to the tourism sector to diversify and secure long term future growth. As previously stated, the oil crisis of the 1990s, urged oil-producing countries of the Gulf region to reassess their economic policies. Positive economic aspects of tourism development revolve around increased employment opportunities, improved standard of living, support for infrastructure, and economic growth. In Faulkner & Tideswell's (1997) study of the Australian Gold Coast, tourism development contributed to economic growth and increased employment opportunities within the region.

Tourism development also affects the social, cultural and environmental aspects within a destination. Socio-cultural impacts are concerned with the ways in which tourism is contributing to changes in value systems, individual behaviour, family relationships, collective lifestyles, moral conduct, creative expressions, traditional ceremonies and community organization (Pizam & Milman, 1984, cited in Haralambopoulos & Pizam, 1996, p.503). Tourism can also be a force to preserve and revitalize the cultural identity and traditional practices of host communities and act as a source of income to protect heritage sites (Easterling, 2004). As Tosun (2002) suggests, tourism generating from developed countries can have a negative socio-cultural impact (e.g., decline in traditions, materialization, and social conflicts) on members of developing countries. Haralambopolous & Pizam (1996) further reported that residents believe tourism development would increase rates of individual crime, drug taking and abuse, and sexual harassment. Mason & Cheyne (2000) suggest that residents express concern in fear of the perceived changes and loss of control over their environment as a result of tourism development. Dogan (1989), states that tourism leads to a decline in traditions, social conflict, environmental deterioration and an increased crime rate.

From the literature review, we can say tourism development can improve the residents' economic benefit and lifestyle. However, it is also true that this cultural heritage tourism development involves small stress on the environment and society.

WEST BENGAL: THE IDEAL CULTURAL HERITAGE DESTINATION IN INDIA

The culture of West Bengal (WB) is considered to be one of the richest cultures in India. The present culture of WB has its roots in the history of the state. In the past, WB kept shuffling between the hands of various rulers, making it exposed to different cultures. The rich heritage of WB remains in her historical buildings & monuments, literature, folks, dances, religious places, festivals, music and theaters which finds an significant articulation amidst the different cultural heritage sites of WB of which Kolkata, Hooghly, Burdwan, Bankura, Purulia, Birbhum, Medinipur, Murshidabad and Malda are implicated for the study.

Kolkata is the capital of West Bengal. It is also the commercial capital of East India, located on the east bank of the Hooghly River. **It** was the capital of India during British emperor. The city's documented history, however, begins with the arrival of the British East India Company in 1690, when the Company was consolidating its trade business in Bengal. Kolkata is truly a city of talent and passion, where people are lively and have an enthusiasm to live life to the fullest. If you want to get well versed with the Kolkata culture, the best way is to look out for a friend over there and join adda i.e. the local parlance where chat sessions are held. Discussions take place on a wide variety of subjects ranging from politics, sports, religions, news, books, arts, films, music, food etc. There are many buildings and places, primarily built by the British Power, that fulfill this very requirement in the region. The monuments of Kolkata city as such reflect the Western influence on the city. Popular examples of such monuments are Victoria Memorial, Fort

William, Raj Bhavan, Shahid Minar, Writers' Building and General Post Office. There are some temples and mosques in Kolkata that can be literally called as monuments. Saint Paul's Cathedral, Paresnath Jain Temple, Kali Temple are some popular worshipping places that also bear the impressions of the past and historical importance. Few more cultural heritages in Kolkata are Indian Museum, Howrah Bridge, Hooghly River, Gandhi ghat, Dakhineswar and Belur Math.

Hooghly is 47 km north of Kolkata. The Portuguese founded this district. Bandel Church, Debanandapur – the birth place of Sarat Chandra Chatterjee, and Kamarpukur – connection to the life of Ramakrishna and Sarada Devi are the places of attraction in the district that demonstrates the rich heritage of Hooghly.

Burdwan is a rich source of inspiration for folk art, literature, folk music. A portion of the famous Burdwan Rajbati complex and heritage, is a history in itself.

Bankura is a tourist hotspot due to the active role that it has played in the history of the region. Bankura is also popularly known as the temple city of the entire state. Few attractive places are Bishnupur to relish the terracotta art in the temples like Madanmohon Mandir or Shayam Roy Mandir. Music lovers could also look forward to listing classical music of Bishnupur gharana. Joyrambati also famous related with Sarada Devi. Mukutmonipur is confluence of Kangsabati River and hillocks and has the second biggest earthen dam in the country. Also Jhilimili is a famous place for natural beauty.

Purulia is a land of natural beauty and its archeological excavations and the relics of ancient buildings and temples. Tribal ethos enriches the mystic charm and natural beauty of this land of red soil and red blooms of Palash. Major attractive destinations are **Ayodhya Hill, Garh Panchakot, Rekh Deul, Cheliama.** The culture in Purulia concentrates on the traditional folk dance ‘Chau’. Jhumur songs and dance are popular among artisan communities like Kurmi, Kumhaar, Rajwar, Ghatoal, Hari, Muchi, Dom etc and tribals like Santhal, Munda, Oraon, Kharia, Birharh tribes.

Birbhum is the land of the red soil" ('**Lalbhumi**') is also "**the land of the brave**". Several brave kings have dominated Birbhum since begin. Remnants of civilizations add profound historical importance to place. Bolpur-Santiniketan, Nannor, Joydev-Kenduli, Bakreswar, Tarapith, **Kankalitala** and Nalhati are the principal sites of attraction.

Medinipur is endowed with the most beautiful beach on the eastern coast of India – Digha, Madermoni. It is also a upcoming Buddhist circuit in WB.

Murshidabad draws today certain amount of history, cultural enthusiast. Whereas it enormous potential for Cultural tourism and pilgrimage remained unexplored. The circuit of Murshidabad-Jiyaganj-Azimganj is just waiting for the right kind of initiative. The *Hazarduari Palace* or the palace with a thousand doors is the chief tourist attraction of Murshidabad and Imambara Parallel to the north face of the Hazarduari Palace.

Malda with its rich historical heritage is one of the most famous tourist destinations of West Bengal. Gour and Pandua have immense value from archaeological point of view. The relics that are particularly worth seeing are the **Bara Sona Mosque**, **Dakhil Darwaza** (built in 1425), **Qadam Rasul Masque**, **Lattan Masque** and the ruins of the extensive fortification.

Nadia is an important part of the religious and cultural history of the state. The traditional city of Krishnanaagar is the headquarters of Nadia District. This is the birthplace of the great social reformer and founder of the Vaishnav religion Sri Chaitanya Dev Mahaprabhu. The temple town is a major attraction for devotees and tourist. It is the seat of the Vaishnav Culture. The ISKCON temple complex (at Mayapur) is a major crowd puller. **Krishnanagar** is also famous for wonderful clay models.

METHODOLOGY OF THE STUDY

The study required to identify the relationships between the West Bengal (WB) cultural heritage tourism development and residents' attitudes of cultural heritage destinations in WB. The study has carried out with field research approach at selected destinations in WB (Kolkata, Hooghly, Burdwan, Bankura, Purulia, Birbhum, Medinipur, Murshidabad and Malda) using stratified proportionate random sampling technique. To test the reliability of questionnaire a pilot test was conducted and Cronbach Alpha coefficient is 0.869 showed that research tool is reliable. These destinations are highly of the rich cultural heritage imbued with multiplicity of customs of the State of WB. The sample population for this study was composed of residents' of above mentioned destinations in WB during January to March 2012. In this study we have 273 observations and are analyzed using the Statistical Package for Social Sciences (SPSS).

Hypotheses are utilized to fulfill the objectives of the study. These hypotheses are expressed as follows:

H_0 : There is positive attitude of residents' towards the cultural heritage tourism development in West Bengal.

H_{01}: The variables of factors have great influence on the attitude of residents towards cultural heritage tourism development in West Bengal.

H_1 : There is no positive association of residents' attitude towards the cultural heritage tourism development in West Bengal and also variables of factors have not great influence on the attitude of residents towards cultural heritage tourism development in WB.

Statistical analyses such as factor analysis, correlation analysis, and multiple regression analysis are used according to the respective objectives of the study. Factor analysis is variable redundancy technique and this analysis was conducted to create correlated variable composites from the original 23 attributes and to identify a smaller set of dimensions or factors. In this study, factors were retained only if they had values greater than or equal to 1.0 of Eigen value and a factor loading greater than 0.8.

After the derived factor scores, we have applied in subsequent regression analysis where the dependent variable was regressed against each of the factor scores derived from the factor analysis and independent variables are the variables of each factors. The linear equation commonly used for a regression analysis is $Y= a + bx_1 +cx_2 + dx_3 + ……….$ Where, Y is the dependent variable and x_1, x_2, x_3 ….are the independent variables, and a, b, c, d are the coefficients of the respective independent variables. In this study, multiple regression analysis was used to examine the residents' attitude on the cultural heritage tourism development in WB.

FINDINGS OF THE STUDY

This chapter is divided into two major sections. The first section provides the demographic characteristics of the respondents. The second section presents results on the respondents' attitude with 23 attributes at the cultural heritage destination in WB and also concentrates on the results of testing the proposed research hypotheses in terms of factor analysis, multiple regression analysis.

DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS (N=273)

The demographic characteristics of the respondents are shown in Table 1 (in annexure). The gender distribution of the respondents was not equal, with 33.33% female respondents and 66.67% male respondents. The dominant age group of the respondents was below 20 years (11.36%), followed by 21 to 40 years (33.33%), 41 to 60 years (33.33%), and 61 years and older (21.98%), whereas below 20 years made up the smallest group, representing only of the 11.36% respondents.

In terms of level of education, almost 32.97% of the respondents had school education level (class x); 44.69% of the respondents had graduate education, 22.34% of the respondents had post graduation & above. The result shows the quite good educational attainment of the respondents. With regard to respondents' monthly family income, the largest group included those with a monthly family income of INR 11000 to 20000 (44.69%), followed by INR 21000 to INR 30,000 (22.34%), less than INR 10,000 (21.98%) and INR 31,000 & above (10.99%).

RESULT ON THE OBSERVATION AND THEIR ATTITUDE WITH 23 VARIABLES

Initially we had 23 variables and we have done multicolinearity test to examine the correlation with each and every variable and found correlation of the variables. Finally, we got 16 variables (Maintain heritage buildings, Prospect for handicrafts, Important for community, Prospect to know various cultures, Positive impact on local income, Employment opportunity, Increase value of land, Improve accessibility, Attract more investment, Facilitate cultural events, Positive impact on market development, Rise criminal & antisocial, Leads to overcrowd, Increase alcoholism & sexual activity, Noise pollution, Water pollution), which are depicted into two factors. Then we run factor analysis and formal test like KMO and Bartlett's test of sampling adequacy also are used to ensure that there are some significant correlations among the variables in the input data. Here, KMO and Bartlett's test result is 0.938 and cumulative variance explained 91.304%. It ensures the significant correlations among the variables. The output of factor analysis is obtained through Principal Components Analysis and specifying a rotation.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.938
Bartlett's Test of Sphericity	Approx. Chi-Square	9.570E3
	df	120
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.119	75.743	75.743	12.119	75.743	75.743	9.785	61.156	61.156
2	2.490	15.562	91.304	2.490	15.562	91.304	4.824	30.149	91.304
3	.368	2.302	93.606						
4	.246	1.538	95.144						
5	.201	1.253	96.397						
6	.112	.702	97.099						
7	.103	.644	97.743						
8	.080	.502	98.245						
9	.078	.490	98.735						
10	.052	.326	99.062						
11	.045	.283	99.345						
12	.035	.219	99.563						
13	.028	.177	99.741						
14	.018	.112	99.853						
15	.013	.080	99.933						
16	.011	.067	100.000						

Extraction Method: Principal Component Analysis.

Factor 1 consists with 11 important variables and Factor 2 consists with other 5 important variables. The variables of each factor are given in below table:

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Rotated Component Matrix[a]

	Component	
	1	2
Important for community	.954	
Maintain Heritage Buildings	.952	
Prospect for handicrafts	.942	
Prospect to know various cultures	.931	
Positive impact on local income	.926	
Employment opportunity	.924	
Increase value of land	.918	
Improve Accessibility	.913	
Attract more investment	.910	
Facilitate cultural events	.901	
Positive impact on Market Development	.895	
Rise criminal & antisocial		.931
Leads to overcrowded		.899
Increase alcoholism & sextual activity		.885
Noise pollution		.873
Water pollution		.823

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

All the variables are very important and may influence the residents' attitude of Cultural heritage tourism development in WB. But applying statistical tool like factor analysis (Principal Component analysis) for reduces number of variables that may share the relevant information towards explaining the residents' attitude. Factor 1 is named as Affirmative of cultural heritage tourism development and factor 2 is named as Gloomy of cultural heritage tourism development.

Factor 1	**Named**
Maintain heritage buildings	**Affirmative of cultural heritage tourism development**
Prospect for handicrafts	
Important for community	
Prospect to know various cultures	
Positive impact on local income	
Employment opportunity	
Increase value of land	
Improve accessibility	

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Attract more investment	
Facilitate cultural events	
Positive impact on market development	
Factor 2	**Named**
Rise criminal & antisocial	**Gloomy of cultural heritage tourism development**
Leads to overcrowd	
Increase alcoholism & sexual activity	
Noise pollution	
Water pollution	

After factor analysis, we also observed the regression analysis on the factor score and found the R^2 value 0.933 and 0.921 which are statistically good. It is done to explain the variation in one variable (residents' attitude), based on variation in more other variables (independent variables). From the table 3 (annexure), the regression equation can be written as follows: Residents' attitude= -2.163 - 0.346 (positive impact on local income) +0.131 (employment opportunity) + 0.051 (positive impact on mkt. dev.) + 0.101 (attract more investment) +0.137 (prospect to know various cultures) +0.040 (improve accessibility) - 0.071 (facilitate cultural events) +0.152 (maintain heritage building) + 0.399 (important for community) +0.116 (prospects for handicrafts) +0.069 (increase value of land).

The measure of strength of association in the regression analysis is given by the coefficient of determination denoted by R^2. This coefficient varies between 0 and 1 and represent by proportion of total variation in the dependent variable that is accounted for by the variation in the factors. From the below table, the R^2 value is 0.933 which shows that 93% of the variation in residents' attitude can be explained by the factor 1 or eleven independent variables.

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Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.966[a]	.933	.930	.26503547

a. Predictors: (Constant), Increase value of land, Facilitate cultural events, Improve Accessibility, Positive impact on Market Development, Prospect for handicrafts, Attract more investment, Prospect to know various cultures, Important for community, Positive impact on local income, Employment opportunity, Maintain Heritage Buildings

From the table 5 (annexure), the regression equation can be written as follows:

Residents' attitude (Y) = - 4.833 + 0.085 (leads to overcrowded) + 0.674(rise criminal & antisocial) + 0.125 (increase alcoholism & sextual activity) +0.173 (water pollution) + 0.393 (noise pollution)

The R^2 value is 0.921 which shows that 92% of the variation in residents' attitude can be explained by the factor 2 or five independent variables (architecture in WB and monuments & historical building).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.960[a]	.921	.920	.28368867

a. Predictors: (Constant), Noise pollution, Increase alcoholism & sextual activity, Water pollution, Leads to overcrowded, Rise criminal & antisocial

The result of the regression analysis (R^2 value 0.933 and 0.921) on the basis of factor score are reasonably good which are approaching 1 it means the variables of factor 1 and factor 2 have great influence on the residents' attitude towards cultural heritage tourism development in West Bengal (WB).

CONCLUSION

Results of this study indicated that residents have positive perception toward tourism. Regression analysis indicated that 93% and 92% of variation in residents' attitudes towards tourism development was determined by the sixteen variables which are depicted into two factors. Respondents believe that tourism have a role in the local economy at least equal to other industries. Similarly, respondents showed significant agreement about the advantages of increased tourism (jobs and economic growth), as well as tourism positive influence on quality of life.

This study emphasizes previous research findings. Additionally, the study findings provide a glimpse of residents' attitudes toward tourism in the study area (WB). It indicates that most respondents are favorable, at least initially, toward tourism. Particularly, the findings supported the positive attitude of residents' towards the cultural heritage tourism development in WB and also the variables of factors have great influence on the attitude of residents towards cultural heritage tourism development in WB.

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ANNEXURE

TABLE: 1 DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS (N=273)

Variables	Frequency	Percentage (%)
Gender - Male	182	66.67
- Female	91	33.33
Age - Below 20 years	31	11.36
- 21 – 40 years	91	33.33
- 41 – 60 years	91	33.33
- 61 years & above	60	21.98
Education Level – Class 10	90	32.97
- Graduate	122	44.69
- Post Graduate & above	61	22.34
Income Group (INR) 10,000/- or less	60	21.98
- 11,000/- to 20,000/-	122	44.69
- 21,000/- to 30,000/-	61	22.34
- 31,000/- and above	30	10.99

TABLE: 2

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-2.163	.045		-48.184	.000
	Positive impact on local income	-.346	.074	-.501	-4.665	.000
	Employment opportunity	.131	.079	.184	1.650	.100
	Positive impact on Market Development	.051	.042	.071	1.204	.230
	Attract more investment	.101	.042	.143	2.436	.016
	Prospect to know various cultures	.137	.055	.171	2.478	.014
	Improve Accessibility	.040	.065	.054	.612	.541
	Facilitate cultural events	-.071	.045	-.087	-1.596	.112
	Maintain Heritage Buildings	.152	.100	.189	1.520	.130
	Important for community	.399	.076	.526	5.234	.000
	Prospect for handicrafts	.116	.054	.144	2.158	.032
	Increase value of land	.069	.050	.093	1.368	.172

a. Dependent Variable: REGR factor score 1 for analysis 1

TABLE: 3

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-4.833	.091		-53.332	.000
	Leads to overcrowded	.085	.078	.058	1.101	.272
	Rise criminal & antisocial	.674	.088	.481	7.645	.000
	Increase alcoholism & sextual activity	.125	.074	.089	1.679	.094
	Water pollution	.173	.045	.121	3.813	.000
	Noise pollution	.393	.059	.278	6.711	.000

a. Dependent Variable: REGR factor score 2 for analysis 1

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'LISTENING' IN INDIAN LANGUAGE CLASSROOM: A CONCERN

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ABSTRACT

Although English Language Teaching in India is moving away from the traditional grammar- translation approach towards a Communicative Competence model, we still neglect one of the four significant skills of language learning which is recommended in the communicative approach. To be clear and precise, 'listening' remains a neglected skill in Indian language curricula. This paper focuses on the need to incorporate listening skill in language curricula in order to improve effective communicative competence. The paper discusses the importance of listening as a language skill. It highlights the obstacles for incorporating listening skills in the language curricula in Indian language classrooms. Eventually, the paper suggests several activities for improving listening skill and recommends some practical and effective listening tasks and materials that are appropriate for the Indian language learning context.

KEYWORDS: *communicative approach, communicative competence, listening.*

1. INTRODUCTION

After too many days of "learning". I stopped long enough to simply LISTEN, It was then that I found that LEARNING is that soft quiet thump beneath the fall of the leaf.

In our daily life we often come across statements like "you don't understand what I say" or "you are not getting my point" etc. The reason behind them may be manifold but the most important reason is the lack of listening effectively. However, most of us do not realize the importance of listening as a communicative tool. Listening has been variously called the most the neglected and forgotten skill in Communication. Hedge (2001) cites statistics from research on the actual use of different skills in everyday life. She reports that "of the time an individual is engaged in communication, approximately 9 percent is devoted to writing, 16 per cent to reading, 30 per cent to speaking and 45 per cent to listening". Just think of it! We spend nearly half of our communication time in listening, but few of us make any real effort to be better listeners. For those who do, however, the effort gives better results: faster learning, higher productivity, smooth interpersonal relationship and ultimately a harmonious atmosphere. Listening is an important aid to communication. Now one important question arises; what does a communication process involve? Communication, as we all know is a two way process. It involves at least two parties – the sender and the receiver. It involves a sender passing on an idea to a receiver. The exchange of ideas becomes effective and fruitful when the receiver comprehends the information or idea that the sender intends to convey. The purpose of any communication is not achieved till the receiver receives the message which the sender wants to put across. In order to communicate effectively we have to be able to hear what the other person is saying. A successful communication takes place only when the receiver participates and listens actively and decodes and interprets what the sender intends to communicate. The International Listening Association (www.listen.org) defines listening as "the process of receiving, constructing meaning from, and responding to spoken and/or nonverbal messages". While listening actively the receiver may respond verbally as well as non-verbally. For example, verbally s/he may respond, "yes", "I am listening" or non-verbally s/he can make an eye contact, a head nod, a smile or frown and so on. "It is the recipient who communicates. The so called communicator, the person who emits the communication, does not communicate. He utters. Unless there is someone who hears, there is no communication. There is only noise" (Peter Drucker 1984).

2. LISTENING VERSUS HEARING

All of us can hear, but all of us cannot listen. Hearing and listening are not the same thing. Simply having good hearing does not make one a good listener. In fact, many people who have perfectly good hearing are not good listeners. Hearing is involuntary and listening involves the reception and interpretation of what is heard. Listening starts with hearing but goes beyond this; when we hear something, it is just sound waves reaching our ears and then being forwarded to our brain. If we are actively listening, then we absorb what we hear, we think about it and we store it in our short memory, may be later on, add it to our long term memory. To listen is thus an active effort and hearing is passive. Brownell (2006) defines "Hearing is essentially a physiological process, involves three interconnected stages: reception of sound waves, perception of sound in the brain, and auditory association". Having good hearing does facilitate one's perception of sound; but good listeners don't simply hear words—they focus on the meaning. We communicate effectively with each other insofar as we share meaning. If I tell you something and you misunderstand me, effective communication does not occur. If I tell you something and you understand what I meant—that is, if we have an effective transfer or sharing of meaning—we say that the communication is effective. Effective listening implies that the listener understands what the speaker means. The difference between hearing and listening can be stated this way: Hearing is the reception of sound, listening is the attachment of meaning to the sound. Hearing is passive, listening is active. Understanding the difference between hearing and listening is an important prerequisite for listening effectively.

3. BACKGROUND OF THE STUDY

The importance of listening has been long recognized in the history of English language teaching. Marc Hegelson (2003) writes that the emphasis on listening began in the late 1800s with the Direct Method in Gouin's Series and the Berlitz School. This was continued by the Audiolingual Method where language was presented orally before being presented in the written form. With the introduction of Communicative Language Teaching, listening was given further prominence because it was believed that learners learn through the act of communication. Tricia Hedge (2001) feels that there is an overall emphasis on listening since "contemporary society exhibits a shift away from printed media and towards sound, and its members therefore need to develop a high level of proficiency in listening". She has noticed in education "a stronger focus on listening in the classroom". She thinks this is due to findings from second language acquisition research, particularly the impact of input on learning. According to Krashen's Input Hypothesis, "for language learning to occur, it is necessary for learners to understand input language which contains linguistic items that are slightly beyond the learner's present linguistic competence" (Richards et al, 1985 qt in Helgeson). So the development of listening skill becomes important not only for communication but also for learning language through comprehensible input.

4. BARRIERS TO LISTENING SKILLS IN INDIAN LANGUAGE CLASSROOM

Effective listening is one of the most important factors in classroom communication. Keeping in view the importance of listening as an indispensable language skill, this paper attempts to highlight its status in Indian language classrooms. In this section, I intend to address some barriers in incorporating listening skills in the language curricula in India. To learn a language is to learn all the four skills of a language which has been identified as reading, writing, speaking, listening. In Indian language learning set up when reading and writing and to some extent, speaking are given much importance, listening is grossly neglected. The major issues affecting and not creating a desirable situation for improving and implementing listening skills in language learning are:

1. lack of awareness regarding listening as a skill,
2. large classrooms,
3. meager classroom infrastructure,
4. Theory versus practice

I will discuss the above issues in the context of Indian language learning and also suggest some solutions to them.

4.1 LACK OF AWARENESS REGARDING LISTENING AS A SKILL

In India, while it is accepted that language can be learnt with an integrated development of four skills, reading, writing, speaking, listening, learners and teachers still do not consider listening at par with other skills. The main reason behind this perhaps can be pointed at lack of awareness in various levels: in the level of curriculum, teacher, classroom infrastructure, and ultimately the learners. In the curriculum listening finds little importance. Even there is no separate examinations for listening. Teachers lack professional training in improving listening skills of students. They are at a loss when the need of teaching listening arises. Role of classroom infrastructure in improving listening skills will be discussed in detail in the following section. The learners are dependent on classroom teaching and concentrate on the blackboard or whiteboard for gaining knowledge. Moreover, they are busy with writing assignments, project works, mid semester, end semester examination. So they hardly find time for listening.

4.2 LARGE CLASSROOMS

In Indian context, large classrooms are another barrier in the way of listening skills. While doing listening activities, teachers face a real challenge in large classrooms, such as, diversity of students, lack of flexibility, class climate management, difficulty of setting and enforcing classroom behaviour (crowd control), limited monitoring of students' learning and difficulty in engaging students to activities. There is a dramatic increase in the class size in the lecture classes; the classroom strength ranges from 80 to 90 in each class. Sometimes it goes up to 150. In such contexts, listening being a dynamic and practical language skill faces major problem and becomes ineffective.

4.3 MEAGER CLASSROOM INFRASTRUCTURE

Most Indian classrooms are inadequate from infrastructure point of view although a lot of implementations have been made by the Government. The classrooms do not accommodate up-to-date requirements like projectors, white boards, over head projectors (O.H.P), LCDs for an effective and successful learning environment which is a prerequisite for listening skill. Implementation of a well-equipped language laboratory is far from question.

4.4 THEORY VERSUS PRACTICE

A major setback in improving listening skills in India lies in its curriculum. Indian language curriculum to a large extent in theory based. This theoretical emphasis encourages cramming of book and not being innovative and analytical. From nursery onwards, we are advised to keep our eyes wide open so as to scan every sentence printed in our academic book thereby creating a photocopy of it in the examinations. Moreover, it is sometimes ridiculous to imagine how a three-hour-duration written examination scrutinizes the talent, efforts and dedication of a student? So theory based teaching blocks all the ways for practice of listening skills.

5. SUGGESTIONS FOR IMPROVING LISTENING SKILLS

After an elaborate discussion on the importance of listening as a requisite skill in Indian language context, the paper highlights the barriers that arise in the way of listening. To overcome these barriers the paper intends to suggest some remedies which can provide an effective teaching listening atmosphere in Indian language classrooms. The suggestions are discussed below:

5.1 PROFESSIONAL TRAINING FOR TEACHERS

For listening to be recognized as an important and effective skill in language learning context, it has to be initiated in the level of teachers. Teachers should be given adequate training in the teaching of listening; there should be listening activity based trainings and workshops for teacher. Once the teachers are aware of the role of listening in language learning, half of the problem is solved so far as listening in Indian language classroom is concerned.

5.2 RENOVATION OF CLASSROOM INFRASTRUCTURE

Indian language classrooms are overcrowded and ill equipped. The classrooms create little room for listening to be accepted as a language skill. Apart from a blackboard or a whiteboard, couple of chalks, the classrooms do not have technical equipments that are required for listening. Classrooms should have speech training facilities so that learners can practice and identify complex utterances.

5.3 TEAM BASED LEARNING

To create an effective listening session in the classroom context, the class can be divided into different groups or teams. The interaction between teachers and students is more dynamic and effective in small groups. Students get personal attention as well as teachers receive feedback from the students' side. There are more chances of clarifications and comprehension in small teams since students interact with teachers and peer group.

5.4 IMPLEMENTING LANGUAGE LABORATORY

For improving listening skills, implementation of language laboratory is a must. Students receive adequate ear training and practice in language laboratory. They get acquainted with the sound pattern, stress, pitch and intonation of English as a second language.

6. CONCLUSION

The paper believes that by following the above suggestions teachers can create an effective classroom atmosphere for teaching listening. Moreover, teachers should keep in mind that a listening class should not focus on just playing lots of recordings and testing grammar, vocabulary or writing skill. John Field (1998) asserts that most listening activities provide practice but does not teach the skill. He contends, "Under the present 'comprehension' approach, success in listening is measured by correct responses to questions in tasks. Teachers focus upon the outcome of listening rather than upon listening itself, upon product rather than process" (1998). Listening can also be associated with speaking and writing for improving comprehending and understanding ability of students. Anderson and Lynch (1988) recommend that teachers can exploit listening exercises to assist understanding spoken language instead of assessing the amount students actually understand. Last but not the least, the paper aims to suggest that our aims in teaching listening should be to expose our learners to a range of listening experiences, make listening purposeful, help students to approach the listening task in an appropriate manner and finally build up their confidence in their own listening ability.

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GANDHIAN CONCEPT OF DEVELOPMENT JOURNALISM AND ITS RELEVANCE IN POST INDEPENDENCE INDIA

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ABSTRACT

In the era of capitalism, it is true that media is completely controlled and guided by the market forces and instead of covering society at large, media concentrates only on profit making content. In a country like India where most of the people still live in rural areas and depend directly on agriculture. Media with its primary objective of educating, informing and creating awareness among people have diverted its attention and felicitating its services to the market which constitutes largely the rich and literate class. The absence of development in the present day reporting is a regular phenomenon. Mohandas Karamchand Gandhi, a pioneer of development journalism practitioner has set many examples in the past. Since development is a continuous process, journalism based on Gandhi's principles holds the key at every stage of development. This paper is an attempt to find out the relevance of Gandhi's concept of development journalism in India.

INTRODUCTION

Media profession is changing and it can be said that at present scenario most of the media organizations are becoming 'social entertainers'. It is no accident that no television channel in India today has any place for mass oriented content. Newspapers lack in-depth study or research on subjects relating to the nation. Events are more important than issues. It is true that media has become a product that trapped in the hands of free market capital forces and neglecting developmental issues related to mass. Hence, it would be relevant to go through Mahatma Gandhi's canon of journalism who is considered as one of the greatest journalism of all time and started the various aspects of development journalism.

Mahatma Gandhi consistently wrote for a common man. Gandhi himself applied his basic perspective to several fields, not only to politics, including governance, and economics, which were his focus of interest, but also to others such as treatment of nature, including animal life, education, social relations, religion, science, technology, and culture. In education, he stressed character building as its main aim; in social relations, love, empathy, and respect for the other; in religion, tolerance, openness, and freedom from dogma; in science and technology, humaneness; and, in culture openness combined with refusal to be blown off the feet. Gandhi believed that Great men are always above their time. If time passes, the relevance of their thought becomes more important (Sharma, 1991: P-123).

Gandhi continuously emphasized the necessity for identification with the villagers, who represented the masses of India and their needs be met. For Gandhi, the sole purpose of journalism was the service to the entire sections of the society. As Gandhi wrote in Young India "I have taken up journalism not for its sake but merely as aid to what I have conceived to be my mission in life. … I may not write merely to excite passion. The reader can have no idea of the restraint I have to exercise from week to week in the choice of topics and my vocabulary. It is training for me. It enables me to peep into myself and to make discoveries of my weaknesses." (Gandhi, Young India, July 2, 1925)

DEVELOPMENT JOURNALISM: MEANING & CONCEPT

Development journalism was first introduced in a global context much less complicated than that of today. The clear political and economic divisions gave people much simpler attitudes and ways of life compared to what we have in the 21st century. The media, like most public institutions, functioned within a much different environment.

Principally, it is assumed that journalism is able to influence the development process by reporting on development programmes and activities. Therefore, it is the journalists' duty to 'critically examine and evaluate the relevance of a development project to national and local needs, the difference between a planned scheme and its actual implementation, and the difference between its impact on people as claimed by government officials and as it actually is' (Aggarwala 1979: 181). The reporting on national and international events is only desirable if they constructively contribute to the development and improvement of the living standard (Kunczik 1995: 84).

Different forms of development journalism can be identified (overview in Kunczik 1995: 90- 4). The first form is comparable to a western style investigative journalism. It deals with the reporting which essentially examines development projects on the one hand and controls government activities on the other hand. Though, freedom of the press would be a basic requirement for it. The other form of development journalism can be defined as benevolent- authoritarian. It allows systematic manipulation of information in favour of a subtle development serving the common welfare. More recent conceptions include a Chinese version of this concept (which deals with distinct class- character following the communist party) or an intellectual development journalism: "The journalists should form a kind of free intelligence and should critically examine the aims of national development and the applicable instruments in a rational discourse and solve them by reasonable criteria free of social constraints" (Kunczik 1986: 270). Subsequent to the fundamental assumptions of development journalism, this approach also strictly adheres to the needs of the population and supports the perception that the people concerned should participate in the development projects.

Accordingly, journalism has the following tasks: on the one hand, motivating the audience to actively cooperate and on the other hand, defending the interests of those concerned (Kunczik 1986: 272). The interaction of population and journalists is a must for this. The audience should be involved in the decision making process. To do so, the journalist should be capable of distinguishing the crucial points and of comprehensibly pointing up every (social) process for the recipients, as complex as it may be. Assistance for interpretation has to be provided for decision making. The journalist himself has to be committed to finding solutions.

Presently development is considered as a solution for social problems in general, so development journalism is no longer exclusively limited to the rural areas. Hence, the problems and the audience of the – immensely growing – urban area have to be central topics of reporting as well (Kunczik 1995: 223-4). One of the needs is that the journalists are proficient enough to entertain their audience (Domatob and Hall 1983: 16). In this spirit and on the basis of Aggarwala, Hemant Shaw extends the tasks (1990: 1035-36):

"Development news should examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues. It should indicate the disparities between plans and actual accomplishments, and include comparisons with how development is progressing in other countries and regions. It also should provide contextual and background information about the development process, discuss the impact of plans, projects, policies, problems, and issues on people, and speculate about the future of development. And development news should refer to the needs of people, which may vary from country to country or from region to region, but generally include primary needs, such as food, housing, employment; secondary needs such as transportation, energy sources and electricity; and tertiary needs such as cultural diversity, recognition and dignity."

GANDHI'S MODEL OF DEVELOPMENT JOURNALISM

Gandhi was one of those who were deeply aware of the social dimension of technology and of the fact that technological advancement does not take place in a social vacuum. This awareness led him to develop an ethics of technology, technological advancement, and industrialization. He wanted all these to be constantly subjected to ethical evaluation, monitoring, and correction. He accepted technology when it was emancipator, relieving drudgery, improving skills and productivity, and raising human dignity, freedom, and creativity. He was sensitive to the fact that technology can lead to increase in inequity, when it favored only a few at the cost of others. He used to often cite Singer's sewing machine as an example of desirable machinery, as it increased human comfort and productivity without depriving others of employment and livelihood. He similarly welcomed improvements in the technology of surgery and medical relief, as also in sanitation. Technological advancement, for him, was not to be an end in itself and self-driven. It had to be driven by considerations of dignity and freedom for humanity at large, without harming any.

Gandhi's idea of trusteeship was an innovative way of reconciling the psychological need for incentive or reward for skills and entrepreneurship on the one hand and the social need to take care of the deprived on the other. Gandhi in the beginning echoed such conservatism in his concept of trusteeship which was defense of property that applied equally to the industrial capitalist (Copley, 1996: P-55). The enterprising and better-skilled people need an incentive or reward for their work, which the society values higher, in the form of higher income and wealth. It gives them some sense of achievement and pride, but this does not mean that they need to keep all of their earnings to themselves. Gandhi felt that they should consider themselves as trustees for the income and wealth which is a surplus after meeting their basic needs, minimum comforts to maintain their skills, and reinvestment requirements, and spend it on the less fortunate in society who need these resources to end their deprivation. They can spend their surplus wealth directly for such purposes or give it to charitable trusts who can utilize this surplus wealth to meet the needs of the poor.

Gandhi's principle of social service is useful both in reducing economic inequality and helping environment. It is not enough to share one's wealth with the poor and for collective causes, it is equally necessary to give one's time and labor too, Voluntary service or Shram-daan is also useful for economic development in creating rural, and economic assets and for protecting them such as in constructing and renovating tanks, wells, canals, bunds, soil, and water conservation measures, aforestation, and regenerating gumals or village pastures. His idea of social service even extended towards satyagrahis supporting the victims of social or economic injustice when the latter wanted to resist oppression and exploitation. However, unlike some self-styled revolutionaries, Gandhi's emphasis on constructive activities on the part of satyagrahis was a conspicuous feature of his teaching, and was not confined to merely offering resistance.

Gandhi's constructive programmes had a holistic view of economic development. Besides having livelihood concerns, particularly about the weak, the constructive programmes valued the principle of economic equality, and the governing principle of decentralization. They aimed at benefiting the producers and consumers most, in contrast to the ways of modern economy which allow and encourage a huge disparity between the producers' price and consumers' price. By catering to local needs as much as possible, the economic activities minimized unnecessary transport costs, thus saving on fuel too. The constructive programmes also had the moral aims of human development, including schooling and eradication of illiteracy, character building, promoting communal harmony, providing health services, teaching cleanliness, encouraging mutual co-operation, improving the status of women, avoiding alcohol, and so on.

Issue of Young India 17 March 1931 and 16 April 1931 clearly indicate Gandhi's views on strategies to fight inequality:

1. Trusteeship provides a means of transforming the present capitalist order of society into an egalitarian[1] one. It gives no quarter to capitalism but gives the present owning class a chance of reforming itself. It is based on the faith that human nature is never beyond redemption.

2. It does not recognize any rights of private ownership of property except in so far as it may be permitted by society for its own welfare.

3. It does not exclude legislative regulation of the ownership and use of wealth.

[1] A social philosophy advocating the removal of inequalities among people

4. Thus under State regulated trusteeship, an individual will not be free to hold or use wealth for self satisfaction or in disregard of the interests of society.

5. Lust as it is proposed to fix a decent minimum living wage, even so a limit should be fixed for the maximum income that would be allowed to any person in society. The difference between such incomes should be reasonable and equitable and variable from time to time so much so that the tendency would be towards obliteration of the difference.

6. Under the Gandhian economic order, the character of production will be determined by social necessity and not by personal whim or greed.

PRESENT PRACTICES OF DEVELOPMENT JOURNALISM

Gandhi as a development journalist showed an example to the present day media how to practice ethic based and development journalism. Further, after Independence, that mission was partly carried by researchers as well as newspapers in conducting a few experiments in development journalism to accelerate rural development. Selden Menefee and Audrey Menefee conducted an interesting study of mimeographed[2] newspaper in Mysore containing some developmental information. Known as Menefee experiment, a small newspaper called Gram Samachar (village news) was published in Kannada, the local knowledge, for thirteen weeks to test the effects of communication on the villagers. For the purpose, four villages were chosen near Mysore in Karnataka. The researchers found an increase in the information level of the regular readers because of the newspaper (Menefree S & Menefee A, 1964). In 1969, B.G. Verghese, the then editor of The Hindustan Times, New Delhi proved that the development reporting would be helpful to accelerate development. Verghese asked a team of reporters to write periodically about Chattera, a small village in Haryana, about its people, their problems and the process of development taking in that village. ‘A Third World Perspective of News’, May-June, Freedom at Issue’, reported: Our village, Chattera is a bold attempt to give rural orientation to the predominantly urban based and elite-oriented newspapers in the country. It is the form of journalism that can prove of immense help in bridging the rural-urban communication gap in the Third World.

The Indian Press has taken up development-linked campaigns for the public good. The Press has a social responsibility function apart from educating, informing and entertaining the public. The theory of social responsibility postulates that the Press has to play a crucial role in the people-centric issues. Because people depend on media for their day-to-day information needs, media should act to inform and educate people on social issues. The socially responsible press helps the citizens to be well informed on issues of immediate concern to them. Moreover, the degree of media attention given to social and developmental issues makes people and government take necessary action on them. In this context, the Press in India played an activist role for effecting changes in development. A few case studies in development journalism are presented under to appreciate the role of newspapers in development.

[2] Mimeograph is a low-cost printing press that works by forcing ink through a stencil onto paper.

Udayavani, a Kannada daily established in 1970 which is published from Manipal (Karnataka) carried a three year (1981-84) experiment in development journalism, 'Identify Backward Village Experiment' in early 1980s. In order to carry out the experiment, the newspaper carried an advertisement on January 2, 1981 detailing the objectives of the experiment by inviting nominations from the readers. The advertisement was as follows: Udayavani has taken up a novel scheme to identify a backward village for studying the impact of numerous Central and State Government-sponsored schemes since Independence. Readers' involvement is of paramount importance. They are encouraged to identify two backward villages, one in their taluka[3] and one in the district. To help you, a Performa listing the ten basic infrastructure facilities has been provided. These facilities have been identified based on Government of India census report.

The newspaper identified a backward village if it does not have a primary school, middle school, electricity, post office, telephone, doctor, hospital, drinking water, and road and bus service. The newspaper encouraged readers to identify a backward village basing on the above criteria and a fifty-day time limit was fixed to send their nominations. A total of four hundred and sixty five readers sent their nominations identifying four hundred and seventeen villages and hamlets in the district as backward. However, keeping in view the scope and nature of the experiment, nominations from eight talukas of the district were considered for further evaluations.

The readers' responses were analyzed with a view to selecting the most backward villages. Fifteen legislators were involved in identifying the villages from the district and they selected ten villages. Further, taluka level officials were asked to identify villages under their jurisdiction by checking their official records. The coordinator of the project, Sanjay Daitota, travelled over ninteen kms to verify and crosscheck the information given by the people. At the end of seventeen-day visit, the coordinator could identify ten backward villages for the experiment. The identified villages were: (1) Alanthaya (2) Bellapady (3) Bolmane (4) Didupe (5) Kemtoor (6) Kudyady (7) Malachowki (8) Mandekolu (9) Manila, and (10) Navoora.

The main problems of these villages were: non-availability of potable drinking water, mosquito threat, frequent malarial attacks, diarrhea, and other water-borne diseases. Since the villages lacked even a miniscule of medical facilities, the patient has to be taken to nearby towns for Medicare. Lack of proper roads along with isolation of villages made the emergency medical care very difficult. To make the project successful, some youth in these villages were motivated to take up development works, and later these youth formed a team of grass root reporters for the newspaper. The newspaper decided to highlight the problems and to sensitize the people for solving their problem.

In the first year, the newspaper covered all the problems and activities of the villages extensively and regularly. The coverage concentrated on development processes with an interpretation of the problems when the coordinator was touring the villages to understand the village's problems. In the second year, the coverage was restricted to happenings and occasional success stories. In the third year, there was no coverage of any issues while the

[3] A subdivision of a district or a group of several villages organized for revenue purposes

coordinator was contacting the youth who were working as field assistants. Moreover, the coverage concentrated on ordinary folks instead of politicians and rural elite. For instance, Maila, a resident of Mandekolu village was the first to travel by a bus to village could easily be recognized in the village after a photo story on him appeared in this newspaper. The coverage used all formats of publications such as front-page news, photo-features, readers' complaints and double-page supplements. The coverage accelerated the process of development in South Karnataka. Farm clinics and school library came into being. Officials cooperated with the villagers and youth and others participated in development works.

In a further experiment, a research started a rural newspaper, Gramyavani, in 1993 in Deulpudi, a village in Ganjam district of Orissa to give information to the rural people. The fortnightly newspaper reaching eight villages continued for 16 months. A chief aim of the newspaper was to give development-linked information to the people. The contents of the newspaper included agriculture, health, forestry, and animal husbandry. The newspaper brought awareness among the villagers exposed to the newspaper. The two studies proved that the news; would raise the information level of the people and thereby give to accelerating developmental processes at the individual and community level.

CHALLENGES BEFORE DEVELOPMENT JOURNALISM:

Where is the place for ethics in the globalized marketplace celebrating social Darwinism? The reasons for not taking up ethic based and development journalism by Indian media are or the challenges posed by the market forces for ethical journalism are:

- **CORPORATIZATION OF MEDIA HOUSES**

The sole purpose of journalism has become profit making and Journalism as service to society has been replaced by journalism aimed at profit and affluence for media promoters and media workers. Hence, most of the media groups are not only dependent on market but they are also controlled and guided by the markets. According to Chomsky and Herman most of the media organizations are owned by large corporations with an objective of the news provided by the media will take care of their interests.

It is also a major factor deciding media content. Also, media companies have included corporate captains and big businessmen on their boards of directors. Many of those on the board of directors of media companies represent some of the biggest advertisers, companies with large market capitalization. Board Members not only exercise an influence on media content, they also influence appointments to key positions. Ideally there should be a Great Wall of China between the editorial and advertising departments or sections of a news media company, but this wall now has cracked, surprisingly not at the level of reporters and advertising executives who bring in funds but at the highest levels. Most of the board members of these media companies are not professional journalists. As Chomsky and Herman opine that due to the dependency on advertising revenue of the media organizations news becomes a product. Hence, stories that may affect the 'buying mood' of the audience or the interests of the advertisers will be marginalized or avoided.

Corporate majors are also increasing their stakes in media/ news companies. The Anil Ambani headed Reliance Capital has invested in broadcasters such as Network 18, which operates CNBC TV 18, CNBC Awaz, CNN IBN and IBN 7 and the TV today network, which operates Aaj Tak and Headlines Today. Anil Ambani is gradually expanding his presence in the media sector. In 2010, reliance capital picked up 18 per cent in Bloomberg UTV, the business news channel. The Anil Dhirubhai Ambani Group (ADAG) has several footprints over the Indian news industry. The influence of the corporate sector in general and large advertisers in particular, on the working of the media in India seems to be rising with passing year. (Thakurta, P-208)

Reliance Industries acquired indirect control over one of country's top most media houses Network 18 through a multi layered deal. Another of country's major brands TV Today network is in the process of selling its stake to the Aditya Birla Group and thus going through a major restructuring. Although news networks being owned and run by political parties is not a new phenomenon in the country especially in the southern states, regional political parties are showing a lot of interest in controlling the distribution on TV signals in their respective states. This way they are not only broadcasting content of their interest through their channels but also able to control the broadcast of other channels.

- **OWNERSHIP OF THE MEDIA HOUSE BY THE POLITICIANS**

Today many media outlets are run and governed by the politicians and this trend has become a major threat to media ethics. Vineeta Kohli in her article viewed that "more than one third of news channels are owned by politicians or politico-affiliated builders. An estimated sixty per cent of cable distribution systems are owned by local politicians. These have influenced and funded several local elections. There are dozens of small and big newspapers owned by politicians or their family members that influence the course of several local elections. Many newspaper chains with political affiliations also own broadcast networks. Most of them now have Internet portals (Kohli, 2006). Orissa is also not an exception to the political control of media outfits which started with a noble objective subsequently got trapped in to the hands of political backed business conglomerates. The unique nature of media ownership in India seems to be divided in to two categories. One the national media which is largely controlled by the big conglomerates followed by their crony politicians where as the regional media is largely being controlled by the politicians followed by business groups.

In the last few years there has been a growing consolidation of media organizations across the globe. In the political economy of the media the world over there is clearly an alarming absence of not-for-profit media organizations. Neither subscription- nor advertising revenue-based models of the media have been able to limit this tendency of large sections of the corporate media to align with elite interest groups. In not just economic terms, the media is perceived as an active political collaborator as well seeking to influence voters on the basis of allegiances of owners and editors. This can, and often does, constrain free and fair exchanges of views to facilitate democratic decision-making processes. According to Chomsky and Herman, media organizations need information continuously so it has to rely on government organizations and major business that have the required stuff. The theory suggests that the information provided by these sources is generally biased and most media organizations avoid providing information that can affect their interest adversely.

- **PAID NEWS**

One of the factors that is affecting media ethics is the practice of “Paid News”. News Media outlets are supposed to provide information that is factually correct, balanced, fair, and objective. These are the elements that clearly sets apart news from opinions expressed in editorial page or advertisements by corporate houses, governments, organizations, or individual. When the difference between news and advertisement starts getting unclear, when news is published or broadcast in favor of a particular politician or political parties by selling editorial space, the readers is misled and news lose its credibility. Corruption in the media is admittedly part of the corruption in society and in recent times, it has assumed an institutionalized form, with newspapers and television channels receiving funds for publishing or broadcasting information in favor of particular individuals, corporate entities, representatives of political parties and candidates contesting elections that is sought to be disguised as news. By publishing advertisements as news, especially about election candidates, the media is undermining the process of democracy and clearly violating the Representation of People Act, 1951 and rule 90 of the conduct of election rules, guidelines on media practices of the Securities and Exchange Board of India and norms of acceptable media practices of Press Council of India.

- **PROPAGANDA BY THE MEDIA**

One of the major challenges of media ethics is the propaganda by the mainstream media. Noam Chomsky in his book ten-authored with Edward S Herman entitled Manufacturing Consent: The political economy of the mass media first published in 1988, several detailed case studies are mentioned to highlight how the mainstream media circulates propaganda. According to this propaganda model of the media, democratic societies like the US use nonviolent means of control, unlike totalitarian systems, where physical force can readily be used to coerce as well as the population at large.

The propaganda model tries to explain a systematic bias in terms of structural economic causes. It focuses that the bias derives from five ‘Filters’ which all published news must pass through and this in turn distorts new coverage. The five filters are:

It is important to notice that mass media outlets are now run by large corporations, they have to be as the same competitive pressures as other corporate bodies. It becomes quite obvious that the pressures to run profit centric business to distort the spirit of news. Hence, companies those focus on profits over news quality survive and grow. On the other hand the media organizations that try to present a more objective picture tend to get more marginalized.

CONCLUSION

In spite of some inspiring examples of practices of development journalism by today's media the questions that arise at this point is Can Gandhian model of development journalism be practiced consistently under the prevalent economic system of capitalism, which functions on the basis of selfishness and unlimited multiplication of wants? It is true that some media outlets have taken initiatives on developmental issues and consistently working on the education, health, environment and other issues. But in a huge country like India where more than 70 per cent people still live in rural areas and they are not covered in this regard. It is a matter of serious concern that no private media talks about the issues related to rural India. Poverty continues to pose a threat to millions of people, journalists have no choice but to continue reporting development issues and what is there impact on public.

Gandhi developed a model for journalists to practice development journalism with a purpose to improve the society. He believed that the role of newspapers was only public service, hence he wrote a series of stories on various issues such as health, birth control, and women empowerment and so on. He consistently wrote on the importance of educating rural masses and this approach is still relevant in India with a major population of illiterate section. In a country like India, which is plagued with problems like illiteracy, lack of health care facilities, pollution, corruption, and the apathy of government officials etc, the role of the Press in development is desirable.

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PORTRAYAL OF DISABILITY IN HINDI CINEMA: A STUDY OF EMERGING TRENDS OF DIFFERENTLY- ABLED

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ABSTRACT

Cinema is considered to be a powerful medium that reflects the happenings in a society. While it is caught up between the real and reel life, it still performs as an important medium of entertaining people, educating them and bringing a behavior change in their practice and attitudes. While there are people who believe in the power of cinema to change the world, there are others who say that its chief purpose is to entertain people. In case of portrayal of disability in films swings primarily between two extremes – pity, fun, caricaturing, sympathy, and awesome heroism are at one end of the spectrum while discrimination, coping-up, emotional swings and aspirations of the human soul are at the other end. However, there has been a third trend which emerged in the beginning of the new millennium is a major contribution of films in India. The present study is an attempt to identify the variation of portrayal of disability in earlier days and the present trend which perhaps justify the contribution of Bollywood to the society. And the recent trend is an effort of filmmakers to make the disabled people differently-abled and uncover many hidden disorders related to disability for creating awareness among the audience in India. While formulating the research design for this paper, one pertinent question raised – whether the recent trend is a self- initiated or a response to continuous critics of Bollywood's stereotype portrayal of disability. Through a historical analysis method few questions of similar nature has been analyzed in this article.

KEYWORDS: *Differently-abled, Hindi Film, Bollywood, Disability, New Trend, Portrayal.*

INTRODUCTION

Cinema is perhaps the mainstream of all art forms, most popular and most accessible, especially in India, a country which produces most number of films in a year compared to any other country and a country where we have a large base of cinema-going public. Cinema, more than any other art, has the power to influence people. Therefore, it is very important to understand how the country, its people and its aspirations are represented in the cinema produced in the country. Cinema as a medium of mass communication can be seen at different levels, serving different purposes. It can be an art form, an entertainment, a social document or a social critique. Cinema can be all of these and at the same time be a means to something else – a mirror unto our lives, showing us exactly how we function as society. In any social theme, often we see many diseases are portrayed where the lead character either has overcome it or die with a strong emotional feeling. However, disability with its various form has been shown in different characters over the period of time.

One way of examining films dealing with disabilities as mirrors which indicate a society's attitude toward the subject is to examine the history of the interaction between disabilities and film (Norden, 1994). While analyzing disability and cinema, Morris (1991) explain, "Disability in film has become a metaphor for the message that the non disabled writer wishes to get across in the same way that beauty is used. In doing this, movie makers draw on the prejudice, ignorance and fear that generally exist towards disabled people, knowing that to portray a character with humped back, with a missing leg, with facial scars, will evoke certain feelings with the audience. Unfortunately, the more disability is used as a metaphor for evil or just to induce a sense of unease, the more the cultural stereotype is confirmed."

Indian cinema often criticized for its stereotype theme of love, emotion and violence. Nevertheless, its focus on social theme is remarkable especially when one analyses the attempts made to highlight the most uncommon diseases. History suggests a lot many films have been made on different diseases at different times but the recent trend on the rare disease is new innovation. It is certain that there are lots of themes based on disabled have been produced at different times and most of them have got tremendous popularity with good business. But the portrayal of rare diseases associated with disability and making them differently-abled[4] theme in recent time has been a remarkable contribution of Indian cinema.

Since the beginning of Hindi film era, many film makers have attempted to portray the various diseases in a different thematic way. However, disability remained the central theme of all disease. An introspection of the same would guide us to get a comparative view of past and present trend of Hindi films based on disease related theme. A close look of the beginning of the disease related themes will uncover many realities.

PORTRAYAL OF DISABILITY AS THE MAIN DISEASE

Mass media has a strong impact on peoples' imagination of any disease related theme (Cumberland and Negrine, 1992; Norden, 1994), and this in turn makes our study of disability a complex examination in which the lines between what is derived from traditional social imaginations of disability are easily blurred by what is a contemporary social belief influenced by screen portrayals. Portrayal of disability in Hindi cinema has always been the central theme of all disease. The nature of disability in Hindi Cinema has always been primarily either punishment or dependence. (Pal, 2010).

One of the earliest films to portray the disability as punishment was the 1936 Bombay Talkies film, Jeevan Naiya. The film, written by Niranjan Pal was driven by an idea of social

[4] The terminology of Differently-abled is a recent one which got its recognition after three stages of debate and discussion from handicapped to disabled to physically challenged.

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justice in film, and used his screenwriting as a means of highlighting problems with traditional beliefs, specifically those related to Hindu orthodoxy. In Jeevan Naiya, the lead character who abandons his wife because of her background from a family of dancers. Subsequently the husband got blinded in an accident and nursed back to health and happiness by the woman who unknown to him revealed to be the same devoted wife he abandoned due to social taboo.

This idea of disability as the ultimate punishment for a range of sins is seen across Indian cinema. In Netrikkan (1979), the philandering Rajnikanth ends up on a wheelchair at the end of the film in an importance that offers a fitting outcome for his lascivious ways through the film (and therein also highlights the de-sexualization of the disabled). The wicked father-in-law Pran is blinded in Aadmi (1968), in Kasam (1988), again Pran as the chieftain of a village of criminals is disabled in a police attack, in Jalte Badan (1973), the drug addict Kiran Kumar is blinded, in Kashish (1972) the evil brother Asrani who torments his Deaf sister and brother-in-law is himself crippled, which he takes as punishment for his acts, in Dhanwaan (1981) the rich, arrogant atheist Rajesh Khanna is blinded and unable to buy a new pair of eyes for himself and eventually finds a benevolent donor only when he repents and turns to god. In Mehboob ki Mehendi, when the protagonist Pradeep Kumar comes to kill his nemesis Iftikhar, he finds him on a wheelchair, and decides then that he’s not worth stabbing since he is already disabled and allowing him to live would be worse punishment than death, echoing the theme of Sholay that the disability trumps death. However, during seventies, which was dominated by the young angry man era, Gulzar made the first attempt that combined a narrative interspersed with some basic discussion of sign language and independent living for the deaf in “Koshish” released in 1971.

Similarly the way mental illness is used in the narrative of the film is determined by the state of the society and the reflection of political and economic factors which are prevalent at a specific time in the history of the culture and society. Cinema in general and Indian cinema in particular has a fantastic disconnectedness from reality. In a country like India, where people idolize film stars and are markedly influenced by cinema, it is very important that issues like human emotions and mental illnesses are portrayed accurately and responsibly. For long, the Hindi film industry namely “Bollywood”[5] represented the mentally challenged as comic supporting characters that add an amusing sideshow to the central story. While Hindi cinema has evolved on various aspects in recent years, for some strange reason, it continues to be irresponsible in its projection of mental illness.

Andrade (2010) examined the extent to which the identified inaccuracies are practically important and offer reasons for the inaccuracies. Considering the potential for harm in the dissemination of misinformation, filmmakers should exhibit a greater sense of ethics when creating impressions that might adversely influence health. There have been some eye-opening works on films and psychiatry. Most recently, Prof. Dinesh Bhugra's Mad Tales of Bollywood has exhaustively studied the mental disorder in Hindi cinema. As per Bhugra, compared with Hollywood's portrayal of psychological ailments, Indian cinema is perhaps less enlightened.. The

[5] According to Wikipedia, Bollywood is the informal term popularly used for the Hindi-language film industry based in Mumbai, Maharashtra. The term is often incorrectly used to refer to the whole of Indian cinema; it is only a part of the total Indian film industry, which includes other production centers producing films in regional languages. It is one of the largest centers of film production in the world.

power of the mass media can never be overestimated. Film as a medium should be used to advantage to dispel the stigma associated with psychiatric disorders. (Bhugra, 2006)

Disability as dependence in Hindi film is a typical in nature. While few films are centrally thematic on dependence nature many films' associated characters were shown as dependent due to disability. Rajashri Production's Dosti in 1964, Gulzar's Koshish in 1972 and recently in 2010 Atmakatha are the best illustration of lead characters dependence due to disability. Besides, there were many films based on associated characters as disabled parents depending on their children. More than a dozens of films have been produced in such category with a recent one Khamoshi.

Gender differences in perceptions of disabled people in Bollywood movies are also evident in many forms. First, men with disabilities feature far more often than women with disabilities. Second, men with disabilities are often loved by a devoted woman without disabilities (as in Saajan), whereas women with disabilities are rarely loved by men without disabilities (and in cases where they are such as Mann, the men loved them before the onset of disability). Third, women with disabilities almost never attain economic self-sufficiency. While male stars with disabilities may not be very wealthy, they can attain such independence. Finally, the disabilities that women are portrayed with are very rarely ones that impact their physical appearance, so that they largely remain beautiful (Ventakesh, 2008). Overall, women with disabilities in India cinema are doubly weak – women and women with disabilities. This contrasts to more frequent portrayals in Hollywood cinema of women with disabilities who have strength and discover independence. On the contrary, women with disability are more often the object of a man's sympathy and dependence. In many films women with disability has been portrayed as risk to sexual exploitation and hence, justify the need of male protection. Immam Dharam (1977), Insaaf (187), Bhrastachar (1989), Khuddar (1994) and recently Humko Tumse Pyar Hai (2006) are few examples of disable women's dependence on their counterparts. (Pal, 2000)

Hence, Kanan and Batra (2012) argues that "the imagery surrounding disability in films swings between these two extremes – pity, fun, caricaturing, sympathy, lampooning and awesome heroism are at one end of the spectrum while discrimination, coping-up, emotional swings and aspirations of the human soul are at the other end. And the world over, cinema has either been charitable towards people with disabilities, pitying or laughing at them or portraying their concerns with real sensitivity".

One rarely finds the splash of realism, as the Hollywood is used to churning out at regular intervals in films like 'Rain Man', 'My Left Foot', 'Scent of a Woman', 'Born on the Fourth of July' and 'A Beautiful Mind'. Here once in a while, a sensitive director like Gulzar wakes up to make a touching 'Koshish' (1972), Sai Paranjpe to make a poignant 'Sprash' (1984) or a Sanjay Leela Bhansali to make the ironically loud 'Khamoshi – The Musical' (1996).

These three movies releasing in an approximate gap of one decade have portrayed life of the disabled realistically with varying degree of success. While 'Koshish' focused on a deaf-mute couple played by Sanjeev Kumar and Jaya Bachchan, leading a secluded life and tackling so as to say the outside world. 'Sprash' on the other hand depicts the conflict between the worlds of able-bodied and the disabled. It brings out the complexes embedded in the minds of disabled as well as able-bodied with an unsentimental equilibrium. A nuanced performance from the ever dependable Naseerudin Shah playing a blind man gives an added exuberance to the film. ‘Khamoshi’ tries to give honest account of deaf-mute parents coming to terms with the musical aspirations of their grownup daughter. But somewhere you feel that the reality is eroded at the expense of aesthetic considerations. The beautiful music, an enviable star cast of Nana Patekar, Seema Biswas, Manisha Koirala and Salman Khan and the breathtaking locales of Goa somehow don’t rescue it from falling apart. (Palicha, 2003)

NEW TREND OF PORTRAYAL OF DISEASE RELATED THEME

Recent trends show that the commercial movies off late started focusing on rare disease themes though primarily on disability. Bollywood these days is setting up a new trend in exploring rare diseases with directors casting big superstars in roles which raises awareness about such hardly known ailments. These movies not only entertain their audiences but also enlighten them. And it will be appropriate to term this period as the paradigm shift in how a director looks at disability – from the point of view of the disabled person. Rather than making us just sympathizes with his predicament, the director asked us to treat him with love and care and to stop getting upset with his inability to cope with the normal world.

Bollywood's attitude can be traced back to the 2005 when the first international disability film festival in India was organized by the Chennai-based NGO, the Ability Foundation. The festival was a unique and inspiring showcase of extraordinary films from around the world with an objective of raising awareness about disability issues and tearing down stereotypes about people with disabilities (India Glitz, 2005).

In the same year a historic film- Black, the first by a major director to focus on a girl with disabilities got released. More box office success followed with the 2007 film Taare Zameen Par, directed by Aamir Khan revealed the story of an eight-year-old boy who suffers from dyslexia. Besides, there have been films featuring the rare genetic condition progeria (Paa), Asperger's syndrome (My Name is Khan), amnesia (Ghanjini) and speech problems (Kaminey). The new era is a paradigm shift in how a director looks at disability. Rather than making the audience just sympathises with his predicament, the director sent message to treat disability with love and care and to stop getting upset with his inability to cope with the normal world.

"Black" released in 2005 was also about a blind & deaf girl and his teacher who succumbs to Alzheimer. Sanjy Leela Bhansali began with Khamoshi which got the same disabled theme, although got fluffed, reached a new height with 'Black', every frame of which shows his passion and intensity. Bhansali's strife for perfection in his craft comes out in the meticulousness with which he tells his story without making you feel pity for the leading character of the blind-mute-deaf girl (Swaminath and Bhide, 2009).

Black is her world as she lives without sight, sound and words to speak. Young Michelle suffocates in the vacuum of her inner world. She is like an animal living in the dark, until an eccentric teacher decides to make her 'a fine young lady'. Michelle McNally is an unfortunate child, an illness in her infancy has rendered her blind, mute and deaf. She is living in a dark world when Debraj Sahay comes into her life as her teacher and teaches her the meaning of words and how to express them. As she grows up, the challenge of becoming a graduate and living her life with pride arising from a sense of accomplishment looms in front of her. There are many obstacles - like the world which has no patience for disabled persons, and the deteriorating mental condition of her teacher, but Michelle pursues her goal and narrates her story of victory achieved in spite of all hindrances.

One of the most important films of last decade was "Taare Zameen Par" released in 2007 which revolves around an eight-year-old boy suffering from mental disorder called 'dyslexia'. The disease is mainly characterized by difficulties with learning, decoding the word, spelling, reading accurately and fluently. And the movie was a super hit with a strong message to the parents to understand their childern’s hidden disorder and give a proper direction as and when required (TELLYONE, 2010). This movie forced parents who pursuit to make their child shine academically to speculate that their child might be talented in other ways that requires nourishment and right direction. This perhaps the best illustration of redefining the term “Disability” to “Differently able”.

In 2008, "U Me Aur Hum" starring Ajay Devgan got released with the less known disease Alzheimer’s. Alzheimer’s is a brain disorder named after German physician Alois Alzheimer as a progressive and fatal brain disease and has no current cure. This is an irreversible, progressive brain disease that slowly destroys memory and thinking skills, and eventually even the ability to carry out the simplest tasks.

Sooner in 2008 we witnessed "Ghajini" in which the character of Aamir Khan suffers from Amnesia. Amnesia makes the diseased forgetful with a short term memory span that lasts for few minutes. The 2009 film Lafangey Parinday was central on a dancer played by Deepika Padukone who loses her sight before a major competition, briefly loses her faith in her abilities, and them is mentored back to excellence on the dance floor by a prizefighter, Nell Nitin Mukesh, who specialized in blindfolded freestyle fighting and happens to cause her to lose her sight in an accident. The film has an interesting mixed message.on the surface, the film emphasizes the point that people with disabilities can achieve, and overachieve in what may be considered a mainstream activity for the able-bodied, and at the time of its release was lauded by the popular press for the lead actress attempts at method acting by the actress who spent several months and had to “observe a lot of blind people” to prepare for the role. (Pal, 2000)

In December 2009, Bollywood witnessed the great performance by Mr Amitabh Bachchan suffering from rarest disease in movie “Paa”. Progeria is an accelerated aging disease, while leaving intelligence intact, progeria agesthe body many times faster than normal leaving teens with frail bodies of people nearing 100 years old. The average life expectancy for a child with progeria ranges from 10 years to 23 years. The film unfolds with Auro (Amitabh Bachchan), an intelligent and witty 12-year-old boy with an extremely rare genetic disorder called progeria. Mentally he is twelve and very normal, but physically he looks five times older. In spite of his condition, Auro is a very happy boy. He lives with his mother Vidya who is a gynecologist. Amol Arte is a young, cold blooded politician. He is out to prove to the world that 'politics' is not a bad word. He is a man with a mission. Auro is Amol's son; however, Vidya conceals this from him. Amol meets Auro when he visits the boy's school. Though he does not know that Auro is his son, he takes him to Delhi to see the president's house. Auro, who knows

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the truth, tries to get his mother and father back together, but Vidya resists, still hurt by the fact that Amol wanted her to have an abortion when they first found out she was pregnant. Amol realizes his mistake though, and proposes to Vidya, as he is still in love with her. He stays by Auro's side when he finds out that Auro is his son. Auro's health begins to deteriorate as he reaches his 13th birthday, his physical defects catching up. However, he is finally able to reunite his mother and father once again as Vidya gives in to her feelings for Amol and her motherly love for Auro. Auro, succumbing to his disease, says his last words "Maa" and "Paa" before dying with a satisfying smile. (TELLYONE, 2010)

In February, 2010 "My name is Khan" released with starring Shah Rukh Khan who suffers from the disease Asperger’s Syndrome (asperger) is a kind of autism illness and is a neurobiological disorder. This disorder is characterized by difficulty in social interaction. The person suffering from this has normal intelligence and language development, but exhibits autistic-like behaviors and marked deficiencies in social and communication skills.

Anurag Basu's latest film Barfi released in September 2012, starring Ranbir Kapoor and Priyanka Chopra in lead roles, is being touted as one that can change Bollywood's perception about the abilities of the disabled. Mainstream Bollywood cinema has always found it tough to seamlessly integrate the differently-abled into its plotline. Barfi is deaf and mute but that doesn't take away from experiencing the joys of life. Barfi lives his life to the full; lives his life as it comes and works around his imperfections with a smile on his face. It doesn't take too long for him to fall head over heels on Shruti (Illeana D'Cruz). She too falls for his mischievous and happy go lucky self however, giving in to societal pressures ends up marrying somebody else. The unrequited love makes Barfi start his life afresh and soon enters Jhilmil Chatterjee (Priyanka Chopra) an autistic girl, in Barfi's life. While the others fail to understand Jhilmil, Barfi instantly strikes a bond with the girl (Pal, 2012).

CONCLUSION

Unlike the post-independence era for many decades till the new millennium era and the emergence of communication revolution, movies were, though based on disease theme, entertainment touch was always the major focus. The recent trend has changed the notion of entertainment on various angels and explored an opportunity in making a serious film with a theme based on the disability related disease which can create more social awareness and bring a behavior and attitude change of the different segment of audience. NGOs and social workers are encouraging this new move of Bollywood, which they say would result in an increase in the awareness and sensitivity among those who were ignorant of such diseases. Most importantly all the experiments in overall film making were successful with a good business also.

Although often Bollywood is criticized for its stereo-type theme and portrayal of disability, there are film makers who have taken risk against the market forces of the present consumerism era. Sanjay Leela Bansali despite his first attempt in Khamoshi which got a very cold response in Box Office could achieve many awards and revenue from Black nearly after a decade. Subsequently the trend started and the latest release of Barfi is the manifestation of Bollywoold’s concern for such social awareness.

The portrayal of disability, though in early days was social but punishment and dependence was a major theme. The new trend has started educating the audience and also it persuades the people. The attempt of recent film makers in disseminating knowledge for attitude and behavior change among the audience towards the disabled perhaps the best contribution of Bollywood that justifies the positive role of Cinema as an important medium of mass communication. On the other hand, Bollywood’s attempt in bringing various diseases related to disability to the limelight against the common notion of physical and mental deformity is the only cause of disability is remarkable. Besides, the initiative of portraying the disabled as independent and equally abled at par with their counterpart is a major contribution of Bollywood in rationalizing the new terminology of differently-abled. This move further strengthened the claim of Bollywood as an instrument in creating the social awareness against various social evils and taboos.

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