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SR. NO.	PARTICULAR	PAGE NO.
1.	ROLE OF MEDIA IN DISASTER MANAGEMENT Mr. Yudhvir	1-6
2.	JUSTICE DELIVERY THROUGH LOK ADALATS: A STUDY Dr. Mohinder Singh, Mr. Suresh Kumar	7-14
3.	WOMEN EMPOWERMENT IN TEXT AND NARRATION: A CRITICAL STUDY ON THE CHARACTER PORTRAYED FOR WOMEN EMPOWERMENT IN SHOBHADE'S NOVELS Mary Chandini	15-22
4.	CORPORATE SOCIAL RESPONSIBILITY IS THE KEY ROLE FOR INCLUSIVE SOCIAL DEVELOPMENT Snigdha Rani Panda	23-37
5.	BEYOND SYLLABUS – THE CHISELING TECHNIQUE FOR VALUE ADDITION Dr. (Mrs.) Pratibha M. Siriya	38-59
6.	ANALYSIS OF KANTHAPURA THE VILLAGE: NOVEL OF RAJA RAO AS A FICTIONAL BUT REALISTIC WORK IN ENGLISH Semant Devi	60-66
7.	SOCIAL MEDIA AND 16TH LOK SABHA ELECTIONS IN INDIA Dr. Kuldeep Saini	67-69
8.	SUGGESTIONS FOR IMPROVEMENT IN HEALTH SECTOR Dr. Mamta Sharma	70-74



ROLE OF MEDIA IN DISASTER MANAGEMENT

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ABSTRACT

The media forges a direct link between the public and emergency organizations and plays a very important role in disseminating vital information to the public before, during and after disasters. The media assists in the management of disasters by educating the public about disasters; warning of hazards; gathering and transmitting information about affected areas; alerting government officials, relief organizations and the public to specific needs; and facilitating discussions about disaster preparedness and response for continuous improvement. To help the media fulfill these roles, direct working relationships between the media and disaster management organizations should be established and maintained. Experience shows that regular interactions with the media before a disaster strikes, aids the effective flow of information and lays the groundwork for effective working relationships in the aftermath of a disaster. ¹ The Press Day on November 16, 2000 was observed with the theme of "Role of Media in Disaster Management – Preparing People to Cope with Disasters." A National Seminar was organised at Vigyan Bhawan, New Delhi, which was inaugurated by the President of India. In his inaugural address, the Hon'ble President emphasized the need for disseminating preparedness aspects of disaster management among all sections of society and making special provisions for the more vulnerable sections of the community viz. women and children.

KEYWORDS: *Disaster, Satellite Radio, Mass Media & ICT.*

INTRODUCTION

TERMINOLOGY

MASS MEDIA: Communication channels used for mass dissemination of information to the public.

ELECTRONIC MEDIA: Channels that broadcast information to mass audiences by electronic means, through radio and television for example.

PRINT MEDIA: Channels that disseminate information to the public in print format, such as newspapers, journals and magazines.

SATELLITE RADIO: A more sophisticated kind of radio that utilizes satellite technology to broadcast audio information from orbiting satellites directly to the receiver.

THE ROLE OF MEDIA IN DISASTER MANAGEMENT

TYPES OF MEDIA

Two main types of mass media exist, namely, the electronic and print media.

1. THE ELECTRONIC MEDIA

THE RADIO

The radio is the most popular and widespread information tool used in disaster management due to its affordability and widespread reach. Radios are more readily available in homes, cars, schools and at the workplace and can quickly and easily transmit information to the public through disaster preparedness documentaries, commercials designed to build awareness, discussion groups and interviews, radio dramas and call in programmes. The radio takes information directly to people from all walks of life, quickly and easily, even the very poor in the most remote rural village.

Satellite radios can play a key role during the disaster warning and disaster recovery phases. Its key advantage is the ability to work even outside of areas not covered by normal radio channels. Satellite radio can also be of help when the transmission towers of the normal radio channels are damaged in disaster.

THE TELEVISION

The Television is a powerful tool in broadcasting disaster warnings, and a powerful tool in broadcasting disaster warnings, and is widely used in many countries, with growing popularity. The visual impact of the television provides tremendous opportunity for disseminating messages with great impact on the viewing public because of the realistic combination of picture and sound.

2. THE PRINT MEDIA

THE NEWSPAPER

The Newspaper is one of the oldest means of communication that can still be relied on. It can be used for both early warnings as well as for recovery messages. The good thing is that the newspaper is widely circulated and can be made to reach the most remote areas by using helicopters to aid the distribution process.

OTHER PRINTED MATERIAL

Magazines and journals target a specific audience, for example contractors/builders, academics or farmers. It is therefore an effective way to reach targeted populations with specific disaster-related information.

THE MEDIA PLAY A SPECIAL ROLE IN DISASTER MANAGEMENT

The media plays an integral and vital role in the management of disasters. Usage of satellite imagery facilitates speedy transmission of information around the globe, and this has put tremendous power in the hands of news Introduction to Disaster Management reporters to influence global public opinion. Since disasters are a significant source of news and capture the

attention of populations worldwide, the media provides tremendous visibility for disaster-related issues and, if used properly, can aid the process of disaster management in the following ways:

INCREASED LOBBYING

The media can increase lobbying for political commitment, to make national leaders more responsive to the unique needs of vulnerable communities and special populations (such as the elderly and disabled) by increasing visibility of related issues through consistent reporting. By applying pressure on public officials, the media can help effect positive change when for unique areas that would otherwise have been ignored.

AID PRIORITIZATION OF DISASTER RISK ISSUES

The media can influence the government to prioritize disaster risk issues, thereby ensuring that “self serving” political interests are not emphasized at the expense of the wider population. For example, the media may expose excessive and inefficient expenditure to relocate persons from vulnerable areas just before a general election with a view to secure votes, while little or no attention is given to replenishing the stock of relief supplies in the national warehouse for distribution in the event of a disaster. This kind of exposure facilitates more prudent and balanced prioritization of disaster risk issues.

FACILITATE CREATION OF EARLY WARNING SYSTEMS

The media can help disaster mitigation experts create Early Warning Systems by providing information on risks and existing technologies that can aid the development of useful concepts and systems.

INCREASE INTERNATIONAL DONATIONS:

The media can trigger donations from the international community subsequent to the occurrence of national disasters, as well as push the government to increase budgetary allocations for disaster response programmes.

IMPROVE COORDINATION OF RISK ASSESSMENT ACTIVITIES

The media can improve the coordination of risk-assessment activities between policymakers and donor communities. This integration of effort should result in increased availability of resources and improved work programmes geared towards saving lives of affected populations and vulnerable communities.

IMPACT OF THE MEDIA

The media is a mere tool in the hands of the disaster management professional and can, therefore, yield positive or negative results depending on how it is used.

POSITIVE EFFECTS OF THE MEDIA

1. The media is usually the first to define the event as an official disaster. They inform the public about it and therefore heighten awareness. This resulting awareness influences public opinion about how the disaster is being managed and often determines the level of attention Introduction to Disaster Management that relief agencies pay to the particular disaster.
2. The media provides instantaneous information and are considered to be trusted sources especially at the local level, where the news media have a “vested interest” in the home town.

The network's continuous and factual coverage of incidents and post-disaster events can aid decision making and response immediately after a disaster, thereby saving lives and property.

3. The media is an invaluable asset in times of a disaster by disseminating information about public safety, giving details useful details on areas such as impassable roadways and downed utility lines. Other important public health concerns are usually addressed by issuing water safety advisories and providing information about sites where medical help is available for the public.

4. In the absence of telephones and other mechanisms for communicating with the world outside an affected area, the news media provides: the affected population with much needed information and the outside world with a glimpse of what that affected community is dealing with.

NEGATIVE EFFECTS OF THE MEDIA

By developing an awareness of both the positive and negative aspects of disaster coverage, you can be better prepared to view both the print and electronic media in a more realistic manner.

1. The media may exaggerate some elements of the disaster and create unnecessary panic.

2. The media's inaccurate portrayal of human behavior during and after disasters may create a very dramatic and exciting, but only partially truthful story. For instance, it is not uncommon to see footage of people looting after a disaster on all news networks, but most viewers may not realize that all the networks were covering the same store being looted. As a result, people may feel that widespread and uncontrollable looting is taking place in the affected area(s) which may not be true at all.

3. Influential politicians may manipulate the media for personal or political gains. For example, Hurricane Dean significantly affected the island of Jamaica a few weeks before the 2007 general elections. The electronic media consistently showed members of a particular political party issuing relief items to the poor, which sent a subliminal message that the political party in question was more responsive to the needs of the people than the other. Incidentally, the political party (that was portrayed in a positive light by the media) won the elections and now forms the new government of Jamaica.

4. News reporters may provide biased coverage for purposes of sensationalism by capturing horrific devastation on a street, choosing to ignore that on the opposite side of the street all the houses are intact with minor damage. This kind of "irresponsible journalism" may lead to the deployment of unnecessary and inappropriate resources to moderately affected areas thereby depriving the more severely affected areas of well needed aid.

5. Media representatives often converge on a high-profile event creating tremendous "congestion" in the affected area. This influx of individuals with needs into an already burdened area can be overwhelming, which may hinder or compromise search and rescue operations, jeopardize rescuer safety and hamper the provision of care needed by the critically ill and injured. We see from the above discussion that the media can play a very positive and important role in times of disaster, but can likewise hinder the response and recovery process. With this in mind, it is important to recognize that convergence of the media generally occurs after national disasters and, as such, a plan to effectively manage the media should be part of every disaster plan and standard operating procedures.

The media plays a unique role in disaster management. Humankind is not powerless when faced with the fury of nature. They can find means to reduce the impact of disasters and save lives. Communication technology and media are essential means of saving lives, reducing property damage, and increasing public understanding, irrespective of location, population, or level of economic development. Such communication can educate, warn, inform, and empower people to take practical steps to protect them from natural hazards⁵

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JUSTICE DELIVERY THROUGH LOK ADALATS: A STUDY

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INTRODUCTION

Justice is the foundation of a civilized society. Preamble of the Constitution of India provides for Justice - Social, Economic and Political. Lok Adalat in the recent times has gained popularity, because it is demand of time and need of the society for securing social justice. Now a days, the poor are suffering everyday due to injustice and disparities. Justice is huge far from their hands. The poor find it difficult to prosecute or defend a case due to high costs involved. Eminent Judges of the Supreme Court and the High Courts had a many times emphasized the need for free legal services or aid to the poor. Consequently, the Union Government introduced Article 39A in the Constitution in February 1977 which provides that the Union and the States Governments should ensure the operation of legal system for promoting social justice on the basis of equal opportunities.

Today, Indian judiciary has become handicap due to over burden of pending cases (there are 54,864 cases pending in the Supreme Court, 4,060,709 cases pending in the High Courts and 27,275,953 cases pending in the lower courts) and lack of staff of Judges as well as the in adequacy number of courts and increase in flow of cases in recent years due to multifarious Acts enacted by Central and the States Governments. As a result, there is enormous delay in disposal of cases in regular law courts. For tackling this crucial problem, there is a need for Alternative Disputes Resolution (ADR) mechanism like Lok Adalats.

CONCEPT OF LOK ADALAT

Lok Adalat means people's own court developed by them and established by the Government for providing cheap and quick justice to the poor and needy people at their doorsteps. Infact, Lok Adalats are disputes settlement agencies and are para-judicial institutions for settlement of money claims, matrimonial cases, cheque bouncing cases, Motor Accident Claim Tribunals (MACT) cases, damed, partitions suits, family disputes, bank loan and insurance claim cases.

LOK ADALATS IN INDIA

The evolution of Lok Adalats in India finds evidences from panchayat system in the history. But the founder of the present system of Lok Adalats was Sh. Hari Ballabh Parekh in post independence. As a social worker, it was he, who held first Lok Adalat in his Anand Niketan Ashram in 1960 and started settlement of disputes of local uneducated adivasis and poor villagers of Rangpura of Baroda district (Gujarat). Therefore, Gujarat was the first State, where first Lok Adalat was started initially on March 14, 1982. In Bihar, it was firstly organised in 1983. In Rajasthan it was organised on November 30, 1985 at Banswara. Similarly, in Haryana, the first Lok Adalat was organised in Karnal district at village Kunipura in 1985. Gradually, Lok Adalats were held through out the country under the provisions of the Legal Services Authorities Act 1987, amended in 2002 for providing statutory recognition to Lok Adalats under Sub-Section 1 of 22 (b) of the Act as Permanent and Continuous Lok Adalats at all levels.

WHY LOK ADALATS?

Judiciary is one of the organs of the Government. It plays a vital role in protecting the Constitution as well as legal rights and property of the citizens. A close examination of the working of Indian Judiciary stands for evidence that it has become inefficient due to over burden of pending cases. There are large number cases pending in the courts across the country. The sorry state of affairs is due to inadequate funds, shortage of resources, lack of adequate Infrastructure, complex procedure, delay in justice delivery system, more expensive and shortage of staff. The ratio of the Judges to the population in India is very low indeed, not only in comparison to developed countries but also in comparison to some third world nations. It is 12-13 Judges per million of the population as compared to 40-100 in developed countries. The courts are flooded with new cases and pending cases awaiting adjudication. In this context, concerted efforts have been made and steps constantly taken to simplify procedures and to make judiciary transparent and more effective by judicial reforms for enhancing judicial activism.

There is no denying the fact that the people of the country have tremendous faith in judicial system. Hence, to preserve this faith, there is a need to find- out effective Alternate Disputes Resolution (ADR) mechanism like Lok Adalat institution for solving disputes on the basis of compromise in amicable manner and to maintain efficacy and credibility of judicial system.

GOALS AND OBJECTIVES

The goals and objectives of Lok Adalats are as follow:

- To provide social justice on the basis of equal opportunities at all levels.
- The main objective of Lok Adalats is to reduce the over burden of pending cases in the regular courts for promoting judicial activism.
- To deliver cheap and expeditious justice to the common man at their door- steps.
- To save the precious time and energy of courts by resolving a large number of disputes.
- To provide protection of the Human Rights of disadvantaged section of society.
- To make the judicial system more people centric or people oriented and resolving the disputes in an amicable manner.
- To enhance people's participation in process of justice delivery system at grassroots level under decentralisation of justice administration.

- To make flexible legal procedures for increasing Public Interest Litigation (PIL) to provide better quality of justice services especially to the Below Poverty Line (BPL) families at ground level and
- To settle the disputes, which are pending before the courts, by negotiations, conciliation and by adopting human approach of give and take.

ORGANISATION

The origin of Lok Adalats is traced in the Panchayat system. It is as old as village which is utmost segment of the society in the history. The Lok Adalat is presided over by a sitting or retired judicial officer as a Chairman with two other members, usually, a lawyer and a social worker. Further more, Lok Adalats are set-up with the support of local reputed persons, civil servants, public representative, etc. In the presence of these people, public disputes are resolving on the basis of compromise in an amicable manner. Lok Adalats are organised under the provisions of the National Legal Services Authorities Act, 1987 at the following levels:

- Legal Services Authorities at the Supreme Court Level;
- Legal Services Authorities at the High Courts Level;
- Legal Services Authorities at District Level; and
- Legal Services Authorities at Sub-Divisional Level.

POWERS AND FUNCTIONS

Lok Adalats have the same powers as are vested in a civil court under the Code of Civil Procedure, 1908, while trying a suit in respect of the following matters, namely:

- The summoning and enforcing the attendance of any witness and examining him on oath.
- The discovery and production of any case.
- The reception of evidence on affidavits.
- The power of any records or copy or document from any court or office.
- Lok Adalats have power of adopting of its own procedure for resolving of disputes.
- All proceedings of the Lok Adalat shall be deemed to be judicial proceedings with in Sections 93, 219, 228 of IPC and Section 195 and Chapter XXVI of Code of Criminal Procedure, 1973.

JURISDICTION

The jurisdictions of Lok Adalats are as follows:

- The cases where the value of dispute is more than ten Lakh rupees are not decided by Permanent Lok Adalats.
- Only compoundable cases are accepted by Permanent Lok Adalats, in which a possibility of settlement of the dispute on the basis of amicable manner.
- The Judgment of a Permanent Lok Adalat is not appeasable nor can it be called question in any suit.

- Every award of Permanent Lok Adalat under Act- 2002 shall be deemed to be decree of civil court and
- The Permanent Lok Adalat may transmit any award made by it to a civil court having local jurisdiction.

WEAKNESSES

In the present study an attempt has been made to find- out weaknesses or hurdles being faced by the Lok Adalats. The main weaknesses are discussed herewith.

It has been observed that due to dual responsibility the Judges are overburdened. On one hand they impart regular justice through the courts and on the other front they attend to the functioning of the Lok Adalats. Thus, they perform dual duties which upset their smooth working.

There is another hurdle faced by the Lok Adalats that in most of the cases the second party does not participate in the meeting of Lok Adalat at grassroots level. It causes wastage of time and energy. In such a situation, Lok Adalats are not able to reach at appropriate decision.

It is also one of the big hurdles faced by the Lok Adalats that proper advertisement about the date for organising Lok Adalat is not given. Generally, it is noticed that date is advertised only in local page of the newspaper. The advertisement does not appear on the front page of the newspapers. As a result most of the people deprived of the benefits of the justice delivery through Lok Adalats.

The procedure of Lok Adalat especially Rural Lok Adalat is purely unsystematic. The method of disposal of cases is not fully systematized. Generally, at the time of disposal of cases, Hon'ble Judge is surrounding by the people. There is lack of freedom to express the views. Both the parties are called only for putting signatures or thumb impressions on the papers. They hardly get opportunities to express the views regarding their cases.

Fifteen Thousand posts of Judges are lying vacant in the High Courts and Many more at district level. Due to lack of staff, Judges are forced to exercise dual responsibility as a Judge in the law court and as an Executive Chairman in Lok Adalats.

Only compoundable cases are accepted by the Lok Adalats, in which a possibility of settlement on the basis of compromise. Besides this, the cases where the value of disputes is more than ten Lakh rupees are not decided by Lok Adalats.

The members of Lok Adalats are not motivated through training for enhancing their interest in smooth functioning of Lok Adalat. There is no course work in which they will be face-to-face with the poor and needy people for settlement of their disputes. Even advocates are also not motivated to make efficient administration of Lok Adalats.

The members of Lok Adalats are not interested to join every meeting because there no incentive is provided to them. Even Executive Chairman of district level authority is given an honorarium of Rs. 5000 per month and other members get Rs.2500 per month.

There is no Constitutional provision regarding Lok Adalats in Indian Constitution except Article - 39A in which central and the State Governments are responsible for operation of legal system for promoting social justice on the basic of equal opportunities. The Government of India enacted the Legal Services Authorities Act, 1987 for giving statutory status to Lok Adalats for providing speedy, inexpensive, friendly solution of their disputes and better quality of free legal

services to the poor especially for BPL families at their door-steps. It would be better to provide them the Constitutional status.

Lok Adalat is a para-judicial institution for reducing the burden of pending cases of regular courts. It is concerned with our daily routine life and governs social justice on the basis of equality. It is considered as a symbol of decentralisation of justice administration at grassroots level for ensuring people's participation in justice delivery system. But researchers are not interested in to go in for their research in this area. Only a few studies have conducted on the working of Lok Adalats. Even law research scholars are avoiding this area. In the absence of periodic research, their functioning cannot be improved.

A Lok Adalat was organised at Tigaon of Himachal Pradesh on November 11, 1993. In which only 36 cases out of 160 cases were settled. The success obtained by this Lok Adalat comes 25% of the total cases. A Rural Lok Adalat was organised on November 8, 2009 at Nanakpura of Guhala-Chika, Kaithal district of Haryana in which 35 cases were taken- up but only 17 cases of police challan were settled. It shows that the progress is slow.

TABLE

Sr. No.	Nature of Cases	Total No. of Cases Taken up	Disposal
1.	Civil Appeals	5	3
2.	Civil Miss. Appeals	3	2
3.	Hindu Marriage Act Cases	5	2
4.	Criminal Revisions	4	3
5.	Workman Compensation Act Cases	3	-
6.	Civil Suits	30	6
7.	Rent Cases	2	1
8.	Civil Miss. Application	17	8
9.	Guardianship Word Act Cases	1	-
10.	Cases Under PC.	4	1
11.	Executions	3	-
12.	Police Challans	2	2
13.	M.C. Act Cases	109	63
14.	Mines Act Cases	7	2
15.	Motor Vehicle Act Cases	5	5
16.	Shop Act	14	8
17.	M.A.C. Petitions	56	14
	Total	270	120

Source: The Haryana Legal Services Authority

It is revealed from the table that only 120 cases were settled out of 270 taken up. It shows that more than 40% cases were disposed of.

SUGGESTIONS

In order to promote the smooth functioning of Lok Adalats and carry out the objective of social justice through providing better quality of free legal services to the poor at all levels, the following suggestions are made in this regard.

- Government should appoint separate Judges to work only for Lok Adalats. It would expedite

their working.

- It should be made mandatory for both the parties to be present on the date and time decided.
- Announcement of the date for organising Lok Adalat should be advertised in leading newspapers and also on local TV channel.
- The vacant posts of Judges at all levels should be filled up by the eligible and more experienced law expert so that they could exercise their duties and responsibilities with true commitment and dedication.
- Government should be provided financial and operation autonomy to Lok Adalats for enhancing their jurisdiction.
- Executive Chairman and other members should be given handsome honorarium so that they may provide their sincere and dedicated services in imparting justice.
- There is also need to establish judicial academies to train Judges and reorient the judicial manpower with the latest techniques prevalent in the other parts of the world.
- The procedure to follow in the Lok Adalat should be informal, far from rigidity, non-controversial and uniform in approach and methods.
- The higher educational institution like University should encourage the research scholars for doing research in the area of Lok Adalats.
- There is also a need to organise awareness camp at grassroots level so that the ignorant people living in the far-flung areas should be made aware about the significance of Lok Adalats.
- Government should provide Constitutional status to Lok Adalats so that their status is required.

SUMMING-UP

Lok Adalat is a move towards evolving and strengthening a people centric judicial system in our country. The gap will be reduced between justice and injustice especially for those, who are not able to protect themselves from exploitation. Hence, it is hoped that Alternative Disputes Resolution (ADR) mechanism will soon become an integral part of regular judicial system.

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WOMEN EMPOWERMENT IN TEXT AND NARRATION: A CRITICAL STUDY ON THE CHARACTER PORTRAYED FOR WOMEN EMPOWERMENT IN SHOBHADE'S NOVELS

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ABSTRACT

Shobhaa De' one of the contemporary women novelists has created many powerful women characters who reflect on today's reigning attitudes of women who we come across in our life. They are emancipated, bold, confident and successful in their endeavours. They go all out breaking the societal barriers and pursue their goals. Shobhaa De' fulfils her dreams by creating empowered women like Maya in 'Second Thoughts', Karuna in 'Socialite Evenings', Nisha in 'Sultry Days' and Mallika Hiralal in 'Sisters'. De boosted the morale of Indian women by creating daring personalities and thereby encouraging the masses to tap their potential. Des' women, like the women of today feel marginalised at some point or the other in their lives and are trying to find a centre to migrate themselves. In Man's world, De's women in Indian Society find only a second place. How does the writer beat this through her characters? This paper aims at disclosing the efforts taken by the author to present women of power through her imaginative space.

KEYWORDS: *Empowerment, marginalization, taboos, oppression, hypocrite, liberated.*

INTRODUCTION

Shobhaa De was born on January 7, 1947 in to the Saraswat Brahmin family of Maharashtra. Her original name was Shobha Rajadhyaksha. She graduated from St. Xavier's College, Mumbai With a degree in Economics. She is a super model, journalist, editor, columnist, T.V. script-writer, and social-commentator. She has written many books. Her novels are Socialite Evenings (1989), Starry Nights (1992), Sisters (1992), Strange Obsession (1992), Sultry Days (1994), Snapshots (1995) and Second Thoughts (1996). Presently, she is living with her second husband Dilip De and their six children in one of the posh colonies of Mumbai. Most of her works deal with the different aspects of the aristocratic female society and their mental tumults. She explores the lives of the upper middle class women. Her novels mainly deal with love, life, family, relationships, marriage, identity, sex, pleasure and lust. She sympathizes with the women who suffer in their husband's hands, go through physical and mental agonies and still try to

maintain their relationships and if and when they fail in their trials, they give up their hopes and find satisfaction in extra marital affairs.

Shobhaa De, a renowned name in the world of fiction is a dreamer of empowerment of women. Being a feminine novelist she has great understanding and immense knowledge of the psyche of women. She is an educated woman with broad views and modern outlook. She has seen the urban life, interacted with the elite class and moved with the affluent modern women in Indian society. That is why most of her novels explore the world of these upper class women. De is very bold and open in expressing her thoughts and ideas to the world. This Unique style of writing differentiates her from the other women Novelists like Anita Desai, Kamala Markandaya, Arundhati Roy etc.

ShobhaaDe's women are economically independent and socially emancipated. When De says independent, she doesn't mean they are completely independent women devoid of male dependence. Complete empowerment would be where a woman allows herself to be a woman with feelings even bordering on weakness for a man yet, a wholesome character emerges when the feelings are won over and the women do not stand still at the junction of their failures but march-on to hopeful frontiers. Thus, Indian woman today is trying to break away from the ideals of womanhood. She is on her journey of transformation from the timid, dependent dumb person to a self- respecting and self- confident individual. In her quest to be a liberated woman she paves her way to economic freedom which is very necessary for her independence. The best examples are (Mikki)MallikaHiralal and her half-sister Alisha in De's 'Sisters'. Maya in 'Second Thoughts' and Karuna from 'Socialite Evenings'.

THE BOLD AND BEAUTIFUL BUSINESS WOMAN

"I am too intelligent, too demanding, and too resourceful for anyone to be able to take charge of me entirely. No one knows me or loves me completely. I have only myself"
— Simone de Beauvoir.

These words aptly describe MallikaHiralal known as Mikki in De's Sisters. She is too intelligent, too bold, too demanding and resourceful. In spite of being so intelligent, Mikki takes a wrong step in choosing her life partner. The story of this novel is set in the corrupt World of Big Business in Bombay.

The Novel begins with the funeral scene of Mikki's father Seth Hiralal the owner of Hiralal Business Empire. Mikki sacrifices her studies abroad to take the responsibility of running her father's business after she loses her parents in a plane crash. She takes over 'The Hiralal Industries' a business empire established by her deceased father. She accepts the great loss in her life with courage and tries her best to go ahead in life. This decision of a young lady who sacrificed her college life, to handle the current situation reveals her inner strength. We can also see how strong and confident she is when Raman kaka, instead of giving her the required information about the current state of business, tries to discourage her by saying.

"You don't have time in your hands for apprenticeship. Had you been a son, your father might have taken you into confidence from a young age and guided you properly from the beginning." (Sisters pg48)

The above words by Raman Kaka clearly reveal his mentality, male ego and domination: Mikki hits back at Raman kaka without any hesitation, "Thank you for your advice, Raman kaka. I appreciate and value your words. But I'd like you to hear a few more of mine now. I can't

change my sex, unfortunately. That is one thing all of you will have to accept. But I can change just about everything else... and I intend to. Fate has left me in my father's shoes. Had I been the son he never had but constantly longed for, perhaps I might have had more success with the likes of you. I don't expect you or the others to give up your prejudices but I want you to know that I will not let that stand in my way. This is going to be my show and I intend running it on my terms. If these solicitors aren't prepared to talk turkey with me, I'll sack them. That goes for the accountants and anybody else who wishes to treat me like a simple-minded, spoilt little girl out to play at being a businesswoman. My genes are the same as my father's even if my gender isn't. I'm determined not to let the companies go by default. I will learn whatever I have to and I will hire whoever I think fit. (Sisters pg 48-49).

Mikki, in spite of all the opposition and discouragement shown by some of her near and dear, takes a wise decision about her marriage with Binny Malhotra. She firmly believes that Mr Malhotra being a shrewd businessman will be able to save her late father's sinking business. Shanay, her cousin, who loves her from childhood and is concerned about her future, tries to show his disapproval. With tears in his eyes Shanay makes his displeasure evident by saying,

'Oh Mikki!' Why did you have to make such a big sacrifice' (Sisters pg144)

"Mikki burst out: 'Sacrifice? How can you use such a word, Shanay. I'll be proud to marry Binny and become Mrs Malhotra'. (Sisters pg144)

Mikki is in fact very much in love with her husband and tries her best to be a devoted wife. She wanted to be with her husband all the time: at home and in the office, helping him in his business. Just like any other devoted wife she too longs for togetherness and wishes to spend some quality time with him. The following words prove her cherished dreams.

'Miki traced her fingernail down the length of his arm and persisted, 'I can look after you and look after a part of the business. We could work together, jointly. That way we won't be separated. I won't have to wait hours to see you'. (Sisters Pg177)

But Binny Malhotra just like a typical dominating husband shouts at her on hearing her. He says: "No, that's not how it works in my life. Our women stay at home and make sure the place is perfectly run. They fulfil their husbands every need and look good when their men get home in the evening. No office-going. No business meetings. And you'd better get used to it." (Sisters pg177)

Binny, Mikki's husband is not what she thought him to be. His courtship and the advances he made to win over Maya's love prove to be a planned game. He pleases her in every way possible before they get married. Thus, she falls in love with him. She blindly trusts him completely entrusts her father's sinking business, marries him as she is impressed by the way he takes care of her. She feels that she has lost everything in life only when she comes to know about his other family. He has a mistress and two children. Binny insults her on many occasions, slaps her, threatens her with a divorce if she doesn't obey his order and go for an abortion. She sacrifices her ardent wish to be a mother because Binny gives her only one option to choose, either an abortion or a divorce. Mikki's pain and mental agony is revealed when she shares her feelings with Amy. Mikki wails, "Amy, you don't know the whole story...it doesn't end here. It's much worse Binny already has a family...he is the father of two children."

Mikki puts up with all the injustice meted out to her. She goes through many ordeals and yet tries to save her marriage. This great person, in spite of undergoing immense mental and physical

agony, forgives and forgets all the pain her husband has inflicted on her. After she loses him in a road accident, she makes all the arrangements for his funeral along with the funeral of his mistress and both the daughters. She cries in solitude for losing him suddenly. But soon she gets out of this shock and rises from the emotional breakdown, gathers strength and courage and goes ahead in life. Mikki's confidence, courage and potentialities are quite obvious from the way she conducts herself.

Indian woman today is trying to break away from the ideals of womanhood. She is on her journey of transformation from the timid, dependent and dumb person to a self-respecting and self-confident individual. In her quest to be a liberated woman, she paves her way to economic freedom which is necessary for her independence. Mikki too like the other strong women of De' rises from her fall.

MAYA THE SILENT SUFFERER: When it comes to love and marriage, Indian women tend to harbour the idea of having a perfect wedding, a good and caring husband and a loving family with loving in-laws. Even the educated lot who are well aware of the changing state of relationships do not stop being starry eyed about their prince charming even though they don't find one. ShobhaaDe's Maya from 'Second Thoughts' is another woman who is trapped in a loveless marriage. She comes to Mumbai with beautiful dreams in her mind. Ranjan, her husband has many strong points in life. He is blessed with a foreign Degree and a wealthy family background but he lacks the most important things which are necessary for a happy married life. Neither does he understand his wife's emotions, desires and needs nor does he care for her. He may have an American degree to his credit and may have lived in a very free and advanced country but he is not influenced by the American culture. He is very conservative and narrow-minded. We can realize this from his mother's words:

'My Ranjan has lived abroad, but at heart he is very conservative. He was keen on getting a bride from Calcutta.' (Second Thoughts pg)

Maya craves for love and attention, expects her partner to treat her equally and give her due respect and freedom. To her surprise she is not even allowed to take up a part time job for diversion. She gets disappointed and dejected on many such occasions.

This story, set in Mumbai, explores the battle of expectations between two individuals with entirely different ideas about marriage and married life. It is but natural for a young woman to dream about her marriage and husband. Maya too had wonderful dreams about her married life but experiences utter neglect. She tries her best to maintain a good relationship with Ranjan but ultimately gets disappointed. Ranjan has no appreciation either for her or for anything that she does. It is impossible to impress a man like Ranjan. She realises that she can never bond with him.

Here again we find a simple and traditional woman who is oppressed by the dominating husband. Expectations always lead to disappointments. Both the youngsters here get disappointed with each other. Some couples try to keep the bond of marriage intact. Any marriage will be successful only when adjustments and compromises are made by both the partners. Today people are less tolerant and impatient. Another reason for marriages to break is the financial and other independence that women have achieved in the recent past. This is the result of Post-Colonial Feminism.

Maya is forced to take a wrong step because of the utter loneliness and the depression that she experiences in her married life. There is some vacuum, some sort of wilderness and boredom that makes her realize the need for someone in her life. She has to open up to somebody, give a vent to her bottled up feelings and share her mind. De peeps into the hearts of the liberated upper class women in the contemporary society and depicts their characters as they are, not as they should have been. De tries to inform the world that sex and sensuality are part of life and is very essential for bonding couples.

This essential ingredient is absent in Maya's life. Ranjan is neither romantic nor shows any interest in Maya. So, Maya, the young and beautiful lady longs for male company and gets attracted to Nikhil, her college going neighbour who is very friendly. This energetic young man admires her beauty and fulfils her simple wishes and desires. She spends some quality time with Nikhil who comes as a silver lining in her dark world. Maya's life changes tremendously and gets better after meeting Nikhil. Thus, she finds a bright light at the end of the tunnel. Soon she falls into the love trap. Thus Nikhil slowly and gradually gets close to her heart. Nikhil means 'the World' for her. He stands by her through thick and thin. He extends his helping hand when she is in trouble and makes Maya see the world around her. He takes her out and gives her the simple joys of life. One fine morning when Ranjan leaves home early to attend to her ailing mother, Nikhil makes use of the golden opportunity and locks Maya's lips with his own. For Maya:

"It was a kiss that involved Nikhil's entire being. A kiss so focused, so complete" (Second Thoughts pg 268). It was a wonderful experience and in Maya's words 'her entire being becomes alive to Nikhil's touch. She "felt free. Lunatic. Wonderful." (Second Thoughts pg 268)

The rage in Maya intensifies day after day and the love that they have for each other draws them together and finally explodes in the expected physical union. Life had just become worth living for her when Ranjan returns from the hospital. Maya is still "raw and shaking from having had a man inside." (Second Thoughts pg 277) Her body is still "tingling from having been brought to life so acutely." (Second Thoughts pg 277) After that the youngsters bond too well and Maya even makes up her mind to elope with him as she feels:

'Her decision would come as a relief to a man who really did not need marriage, romance or sex'. (Second Thoughts pg 395)

Maya, who always intended to be a good house wife and a caring life partner encounters only disillusionments throughout her married life. Life after her marriage has become a bed of thorns. Though Nikhil is a saving grace in her life for a short period, her love life crumbles and falls towards the end of the novel. All her hopes crash and her dreams shatter when she hears Nikhil's mother announcing Nikhil's marriage with someone. It comes as a shock and disbelief. This piece of information has shaken her. Maya, though utterly disappointed by the information, regains her strength and emerges as a powerful emancipated woman with economic and sexual freedom. She gives a second thought to her marriage, a second thought whether to continue with her self-centred bossy husband or to give up the hopeless marriage.

Marriage used to be a sacrament, a sacred relationship between two individuals no matter how different they are from each other. It was filled with adjustments and sacrifices. But the current trend is that it is no more a bonding element. It's now considered to be a relationship between two consenting adults. According to Geetha Balsekar, 'Compromise in the modern English

Dictionary is a dirty word'. She also observes that most young couples won't give marriage a chance as they have already made up their minds that it won't work and they don't want to waste time to force fitting one's square into the other's circle. What an observation! The Institution of marriage is no more as strong as it used to be. It is under tremendous strain. Compatibility, mutual trust, fidelity and emotional bonding are missing in the married couples these days.

Karuna in *Socialite Evenings* is an innocent college girl, born in Satara and raised in Mumbai. She is introduced to the modelling world by Anjali, her one time mentor. Karuna, the protagonist, is from a middle class family. She is enamoured by the glitter and glamour of the high society in Bombay and so takes to modelling. She ignores traditions and lacks traditional etiquette and manners. Right from her school and college days she tries to copy and compete with the rich and modern girls.

Karuna's marriage is a disaster, a loveless one as both of them fail to understand each other. She feels that she has married "the wrong man for the wrong reasons at the wrong time." She realises that she has married an average Indian husband, "Unexciting, uninspiring, untutored. He was not made for introspection." (*Socialite Evenings* pg 65) For Karuna "marriage" is like a skin allergy, an irritant." Karuna is one of those disappointed women of our Indian society who dream about marriage and the beautiful married life ever after. To her dismay Karuna finds her life after marriage to be too boring and dry. In spite of that, she wishes to go on with life as she has to get used to the stereo-typed social institution. According to her, "Marriage is nothing to get excited or worried about. It is something to get used to." (*Socialite Evenings* Pg 68). However boring and uninteresting the husbands may be, the women normally have no other option than to live with them. They are the providers and protectors under whose shadow the traditional women are supposed to take shelter.

The modern Karuna defies these traditional values and says:

"We were reduced to being marginal people. Everything that mattered to us was trivialized. The message was you don't really count, except in the context of my priorities." It was taken for granted that our needs were secondary to theirs. And that in some way we ought to be grateful for having a roof over our head and four square meals a day. (*Socialite Evenings* pg 69)

In a male dominated Indian society, men have all the rights, a right to shout, a right to fight, a right to argue, a right to have mistresses, a right to spend their time the way they want to and a right to ignore and insult their life-partners. But women are expected to be silent, take all the nonsense and be submissive. They are supposed to be patient and tolerant. Shobhaa De however, has created a different type of women in her Novels. Her female characters oppose those age old traditions and beliefs and care a hoot about the social norms. These women are bent upon enjoying their economic and sexual freedom and live life to the fullest. When an educated woman has the freedom of leading life on her own terms, why should she suffer as a subordinate and a bonded slave, confining herself to the four walls?

CONCLUSION

In a country haunted by rising crimes against women and growing rate of exploitation of women, it is De's way of saying enough is enough. Karuna too was exploited. She breaks the bonds of matrimony, gives up her old life style and gets serious about her profession. Thus she forgets the previous chapters of her life and starts her life afresh by writing her 'Memoirs.

In spite of all the trials and tribulations, suffering and oppression, De's women rise like a phoenix proving their worth and bouncing back to normalcy. Shakespeare's "Frailty thy name is woman" is no longer applicable to the women of the current world. The women are no more frail. Their potentiality has been established in every field. Shobhaa De beats the displacement of women in our society through her powerful characterization, independent thoughts and views and also by presenting bold women who cross traditional taboos and constraints. She portrays her women characters in such a way that they shock the society. The ideal women that the Indian men dream about do not have any place in De's novels. Her women crave for progress in life and so, take things a little too far. They are go-getters and achieve what they want to by hook or crook.

Women writers have been bold and their writing is genre-binding. The writing trend and style has undergone a great change. They do not cater to the male gaze anymore as they have some agency and some specific purpose in writing and some message to convey to their counterparts. They are of course successful in reaching out to the masses. We come across few writers like Shobhaa De, who are very outspoken about the body, its needs and its capacity for ecstasy. De's psychology of Literature is authentic. She is not at all a hypocrite. She has depicted the New India in Print.

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CORPORATE SOCIAL RESPONSIBILITY IS THE KEY ROLE FOR INCLUSIVE SOCIAL DEVELOPMENT

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ABSTRACT

The concept of Corporate Social Responsibility (CSR) has evolved over the years; today it is considered a vital part of the strategic business of the corporations. It is the way of conducting business which makes corporate entities socially responsible citizens, visibly contributing to the social good. Socially responsible companies do not limit themselves to using resources to engage in activities that increase only their profits. They use CSR to integrate economic, environmental and social objectives with the company's operations and growth. With the New Companies Bill in the pipeline a legal acceptance to this vital concept would help further the cause and hopefully motivate organizations to undertake CSR proactively. It has many facets and it's important to note the interconnectedness of corporate governance, social inclusion and economic growth. This paper highlights how the intervention areas of CSR helpful towards nation building.

KEYWORDS: *CSR, Social Development, Inclusive growth, New Companies Bill.*

INTRODUCTION

Corporate Social Responsibility has gained unprecedented importance and has become imperative to any company's strategic decision making. It has gained prominence from all quarters. Organizations have realized that government alone will not be able to get success in its endeavor to uplift society. With the rapidly changing corporate environment and more functional autonomy, many organizations have set up separate CSR wings as a strategic tool for sustainable growth. There are a score of CSR organizations and business associations promoting CSR – big, medium and small – sized- in diverse industries.

In the current scenario, CSR goes way beyond the old philanthropy of the past- donating money to good causes at the end of the financial year. Indeed the brand names depend not only on the quality, price and uniqueness but on how, cumulatively, they interact with companies workforce, community and environment. So that the contribution makes towards poverty alleviation for that CSR has come a long way in India. From responsive activities to sustainable initiatives, corporate entities have clearly exhibited their ability to make a significant difference to the society and improve the overall quality of life.

OBJECTIVE OF THE STUDY

- To visualize about CSR with New Company Bill
- To trace out the extent of the CSR activities in different thematic areas followed by the units operating in India
- To emphasize the key role for inclusive growth

METHODOLOGY

The present study deals with the comprehensive depiction of the Corporate Social Responsibility activities in different thematic areas undertaken by the Indian Companies. Keeping that in view the researcher decided to restrict the present study of CSR among the business houses under two heads-private and public sector. The intention behind such categorization is that it will help us in tracing out the extent of CSR practices practiced by them for inclusive growth.

DATA SOURCE

The present study of CP is purely an empirical study which covered 50 business undertakings, the majority of which are operating in the state of Odisha or they are having branch offices in the state. To have requisite information based on the above objectives, the researcher decided to go for both primary as well as secondary data for the purpose. Neither the profit and loss Account nor the Balance Sheet of those companies were sincere about reflecting the CSR data in a systematic manner, even though they were practiced the same since a long in one form or other. Thus the annual reports of the company are considered as the base material for the purpose. Many a times companies prepared their CSR report to comply the legal requirements or for the governmental institutions. Those reports are also referred to for the present study. In the year of information technology every company is bound to reflect their activities in the www. The information uploaded by the corporate houses are also downloaded and used for the present study.

Besides that questionnaire method of data collection is also used. One set of questionnaire has been designed containing various aspects of CSR activities in different thematic areas. The same has been administered to the executives who are directly or indirectly involved in this process. Their responds were gathered and analysed for deriving concrete results. At times top bosses were interviewed and their view points were noted for the reference. Besides that journal, magazines, books, articles and above all the use of Net have been referred for the present study.

PERIOD OF THE STUDY

The study relates to a period of one year, commencing from 2012-13 financial year.

THE RELEVANCE OF CSR

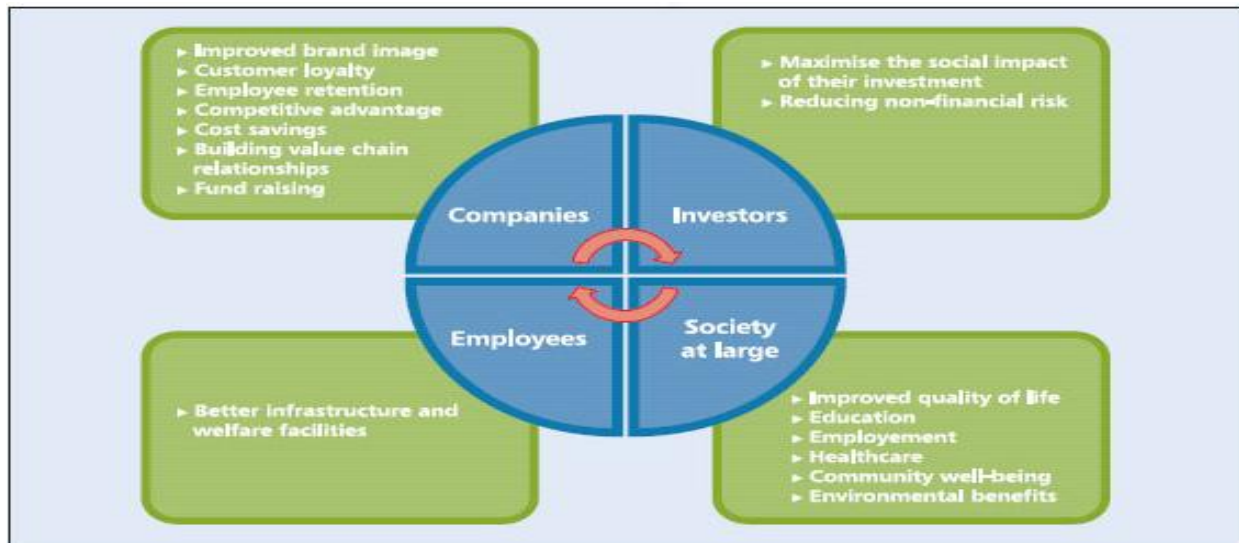
CSR is not only relevant because of a changing policy environment but also because of its ability to meet business objectives. Undertaking CSR initiatives and being socially responsible can have a host of benefits for companies such as the following:

- Strengthening relationships with stakeholders
- Enabling continuous improvement and encouraging innovation
- Attracting the best industry talent as a socially responsible company

- Additional motivation to employees
- Risk mitigation because of an effective corporate governance framework
- Enhanced ability to manage stakeholder expectations

These benefits are important and most companies that are engaged in CSR are revisiting their strategies and expanding their operations to reap enhanced benefits and contribute to inclusivity in growth.

FIGURE-I BENEFITS OF CSR TO KEY STAKEHOLDERS



ROLE OF CORPORATE

Many companies have already done much to improve the social and environmental consequences of their activities, yet these efforts have not been nearly as productive as they could be—for two reasons. First, they pit business against society, when clearly the two are interdependent. Second, they pressure companies to think of CSR in common ways instead of in the way most appropriate to each firm's strategy. CSR can be a win-win business model for corporates if they are able to align their CSR activities with their processes. They have to look not only into the social impact of the company's activities on the society, but also the impact of the outside society on the company's activities. Hence, an appropriate CSR approach has to be taken, that can give a company enhanced advantage and benefit the society at the same time. This will help, not only in reducing the friction between the business and the society, but also in integrating the two. Most of the companies are involved in a responsive approach where as CSR can give a lot of advantage if the focus is put on doing CSR activities in the value-chain and competitive context. There is a growing recognition that all sectors of society are interconnected and influence each other. Of late there is a growing realization among corporates that they have a responsibility towards society. It has been recognized by corporate that their actions and activities will not only affect the lives of the communities residing around their area of operations but that the same communities will often respond and bring to bear their influences upon such corporate activity. There has been a growing belief and recognition that companies and businesses are social institutions caught in societal networks. With the role of business and

society so perceived, social expectation of what business should be doing for society (Rogovsky, 2000)¹.

SOCIAL ISSUES

No company or business can solve all of the social issues. Instead, each company must take up issues that affect its particular business. Other social agendas are best left to those companies (or other industries, NGOs, or government institutions) which are better positioned to address them. The question that should strike the CSR groups is not whether a cause is worthy but whether it presents an opportunity to create shared value— that is, a meaningful benefit for society which is also valuable to the business. Neither the company's operations nor the company's long-term competitiveness affect general social issues. Those that are significantly affected by the company's activities in the ordinary course of business are the value chain social impacts. Social dimensions of competitive context are those factors in the external environment that significantly affect the underlying wheels of competitiveness in the places where the company operates. Every company will need to sort social issues into these three categories for each of its business units and primary locations, and then rank them in terms of potential impact. Into which category a given social issue falls will vary from business unit to business unit, industry to industry, and place to place. Within an industry, a given social issue may cut differently for different companies, owing to differences in competitive positioning. For an individual company, some issues will prove to be important for many of its business units and locations, offering opportunities for strategic corporate wide CSR initiatives.

CSR IN INDIA

India has a long tradition of paternalistic philanthropy. The process, though acclaimed recently, has been followed since ancient times albeit informally. Philosophers such as Kautilya from India and pre-Christian era philosophers in the West preached and promoted ethical principles while doing business. The concept of helping the poor and disadvantaged was cited in several ancient literatures. In the pre-industrialized period philanthropy, religion and charity were the key drivers of CSR. The industrial families of the 19th century had a strong inclination toward charity and other social considerations. However, the donations, either monetary or otherwise, were sporadic activities of charity or philanthropy that were taken out of personal savings, which neither belonged to the shareholders nor did it constitute an integral part of business. During this period, the industrial families also established temples, schools, higher education institutions and other infrastructure of public use. The term CSR itself came into common use in the early 1970s. The last decade of the twentieth century witnessed a shift in focus from charity and traditional philanthropy toward more direct engagement of business in mainstream development and concern for disadvantaged groups in the society. In India, there is a growing realization that business cannot succeed in isolation and social progress is necessary for sustainable growth. An ideal CSR practice has both ethical and philosophical dimensions, particularly in India where there exists a wide gap between sections of people in terms of income and standards as well socio-economic status (Bajpai, 2001).

Currently, there is an increased focus and a changing policy environment to enable sustainable practices and increased participation in the socially inclusive practices.

FOCUS ON CSR FOR INCLUSIVE GROWTH

THE COMPANIES ACT, 2013

In India, the concept of CSR is governed by clause 135 of the Companies Act, 2013, which was passed by both Houses of the Parliament, and had received the assent of the President of India on 29 August 2013. The CSR provisions within the Act is applicable to companies with an annual turnover of 1,000 crore INR and more, or a net worth of 500 crore INR and more, or a net profit of five crore INR and more. The new rules, which will be applicable from the fiscal year 2014-15 onwards, also require companies to set-up a CSR committee consisting of their board members, including at least one independent director. The Act encourages companies to spend at least 2% of their average net profit in the previous three years on CSR activities. The Act lists out a set of activities eligible under CSR. Companies may implement these activities taking into account the local conditions after seeking board approval. The indicative activities which can be undertaken by a company under CSR have been specified under Schedule VII of the Act.

FIGURE –II LIST OF ACTIVITIES UNDER SCHEDULE VII



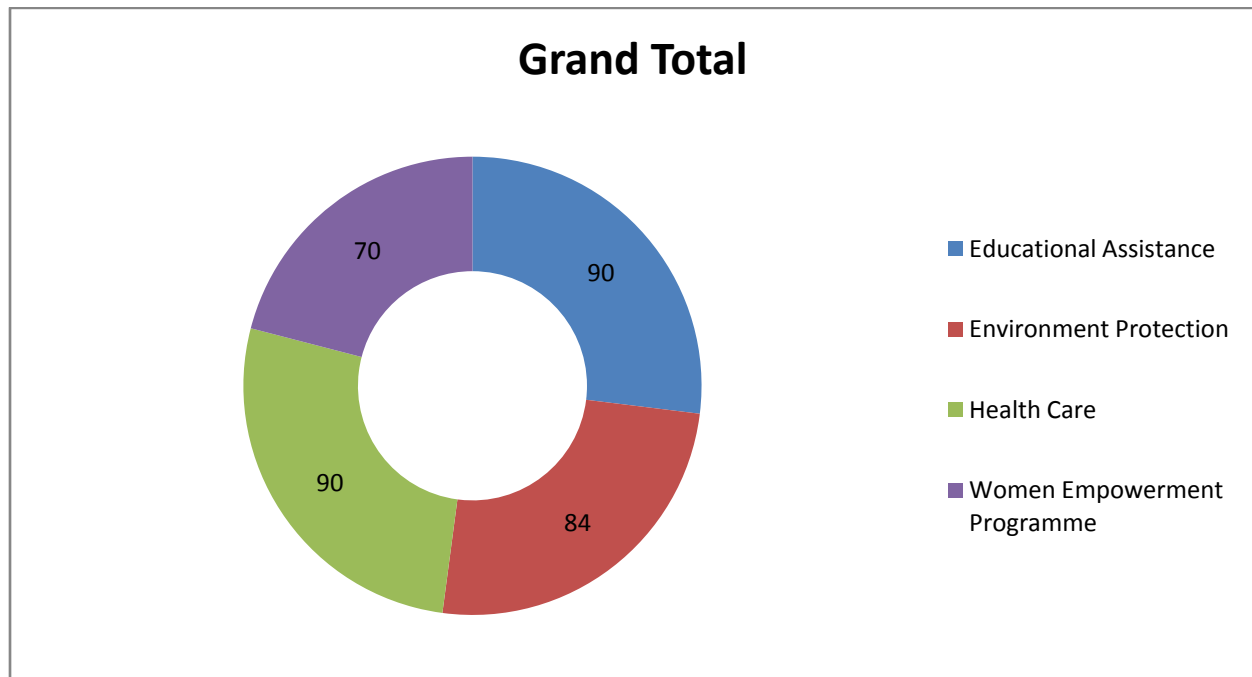
There are several platforms in use by companies to manage CSR. Out of 50 companies operating in India in the form of private and public reviewed, 2 are not involved in CSR activity, less than 50% have established or partnership with NGOs. The remaining is managing CSR initiatives from within the organization either by establishing a dedicated department or giving responsibility to the other department. Mainly the research focused on understanding broad thematic or intervention areas such as education, environment protection, health care and women empowerment are taken into account for this research. Of these areas, education and health care

is the most common that 90% of the companies included in the research were found to have initiatives on these activities followed by environment protection and women empowerment.

TABLE-1 FOCUS AREA OF COMPANY'S CSR INTERVENTION

SI. No.	Focus area of Company	Total		Grand Total (50)
		Public (28)	Private (22)	
1	Educational Assistance	23 (82.1)	22 (100)	45 (90)
2	Environment Protection	21 (75)	21 (95.5)	42 (84)
3	Health Care	24 (85.7)	21 (95.5)	45 (90)
4	Women Empowerment Programme	16 (57.1)	19 (86.4)	35 (70)

Source- Primary data collected through questionnaire, Figures in parenthesis shows the % of the data.



EDUCATIONAL ASSISTANCE

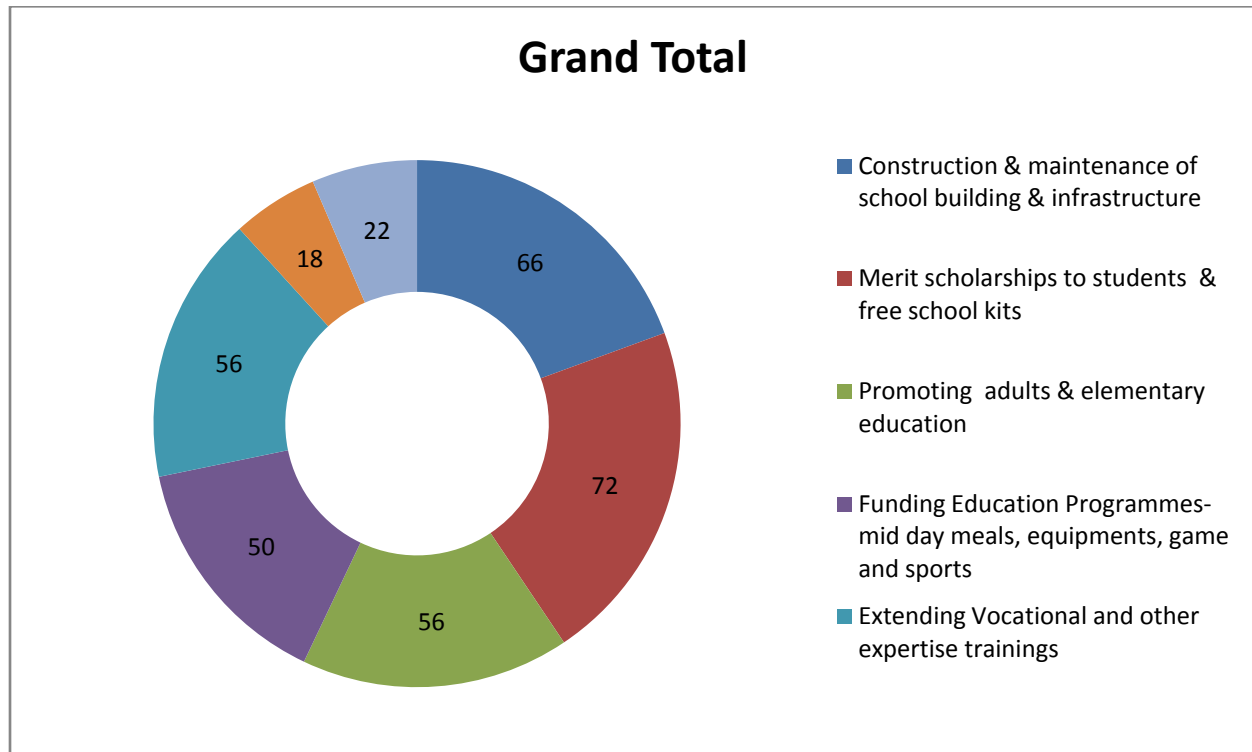
Education is the backbone of the nation. Educationally backward nations are amongst the poorest nation of the world because of its demographic conditions India is said to be one of the educationally back venture nation of the world. Many future generations are deprived from this basic facilities are unable to undertake their career because of the lack of the common facilities. A major section of the society were unable to fit their members, just cannot think to educate their kids they rather become more dependent on their kids for their livelihoods. The provision for good school with desired number of teachers, availability of books, note books and other basic needs for education are not affordable by the poor parents. Consequent upon which they never allow their kids to school rather to remain as illiterate are bread earners for their family.

Businesses in operation keeping the above factors into consideration are generously assisting the educational institutions and the school going students in different forms as CSR. For inclusive growth it is one of the important factors.

TABLE-2 EDUCATIONAL ASSISTANCE

Sl. NO.	Company's CSR Intervention Area	Total		Grand Total (50)
		Public (28)	Private (22)	
1	Construction & maintenance of school building & infrastructure	16 (57.1)	17 (77.3)	33 (66)
2	Merit scholarships to students & free school kits	19 (67.9)	17 (77.3)	36 (72)
3	Promoting adults & elementary education	14 (50)	14 (63.6)	28 (56)
4	Funding Education Programmes- mid day meals, equipments, game and sports	13 (46.4)	12 (54.5)	25 (50)
5	Extending Vocational and other expertise trainings	14 (50)	14 (63.6)	28 (56)
6	Financing Awareness Programme	5 (17.9)	4 (18.2)	9 (18)
7	Conducting Seminars	4 (14.3)	7 (31.8)	11 (22)

Source- Primary data collected through questionnaire, Figures in parenthesis shows the % of the data.



The research indicates that Merit scholarships to students & free school kits is the most common activity in the education domain, undertaken by approximately 72% (36) of the companies focusing on it followed by Construction & maintenance of school building & infrastructure (66%), Promoting adults & elementary education and Extending Vocational and other expertise trainings (56% each), Funding Education Programmes - mid day meals, equipments, game and sports (50%), Conducting Seminars (22%) and Financing Awareness Programme (18%).

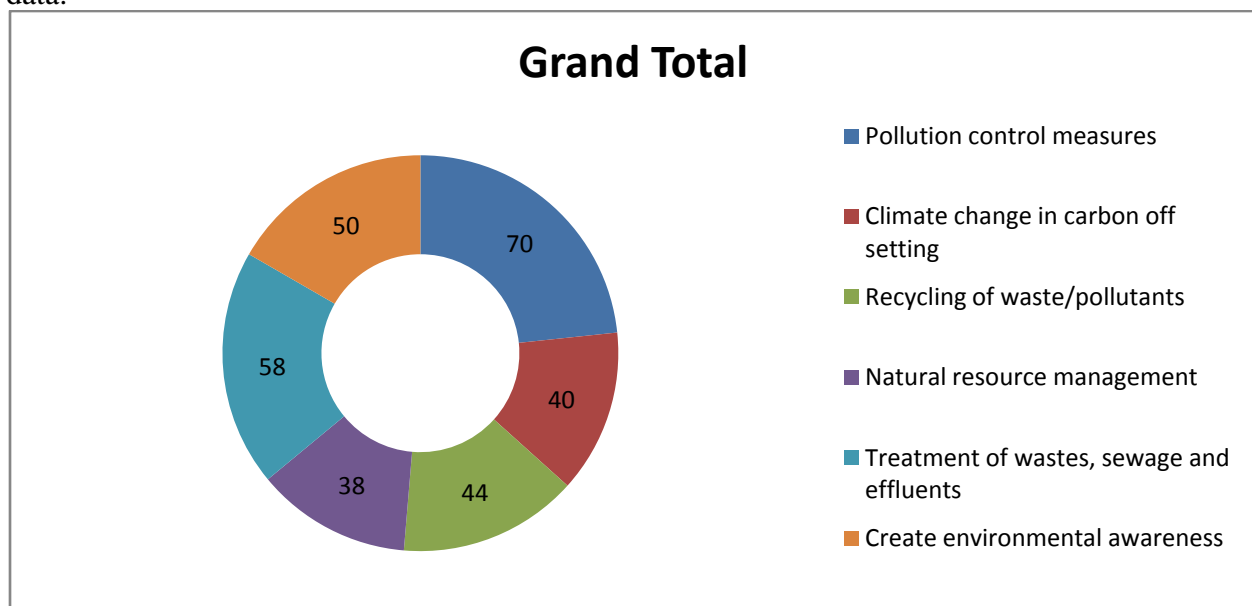
ENVIRONMENT PROTECTION

Environment protection means to protect our environment, whether on individual, organizational or global level. The general opinion is that our environment is in the constant state of degradation due to many different environmental problems (climate change, all forms of pollution, deforestation, biodiversity loss, etc). Calling environmental protection a lost cause is going too far because as long there is at least one healthy environment left in the world, environmental protection has its purpose and is not completely useless as some may think it is. It has direct bearing on the living standards of the people. Many an industrial organizations are investing in different ways to protect the environment in a systematic manner. The present study which covers 50 top industrial units operating in the country and state neither in private nor in public sectors are systematically in a fray to save the environment. As noticed 42 units out of the selected 50 are working in this line which implied the importance attached by these units for this purpose.

TABLE-3 ENVIRONMENT PROTECTION

SI. NO.	Company's CSR Intervention Area	Total		Grand Total (50)
		Public (28)	Private (22)	
1	Pollution control measures	18 (64.3)	17 (77.3)	35 (70)
2	Climate change in carbon off setting	8 (28.6)	12 (54.5)	20 (40)
3	Recycling of waste/pollutants	8 (28.6)	14 (63.6)	22 (44)
4	Natural resource management	10 (35.7)	9 (40.9)	19 (38)
5	Treatment of wastes, sewage and effluents	14 (50)	15 (68.2)	29 (58)
6	Create environmental awareness	11 (39.3)	14 (63.6)	25 (50)

Source- Primary data collected through questionnaire, Figures in parenthesis shows the % of the data.



CSR initiatives aimed towards the betterment of the environment include Pollution control measures (70%), Climate change in carbon off setting (40%), Recycling of waste/pollutants (44%), Natural resource management (38%), Treatment of wastes, sewage and effluents (58%), and Create environmental awareness (50%) for the betterment of the society.

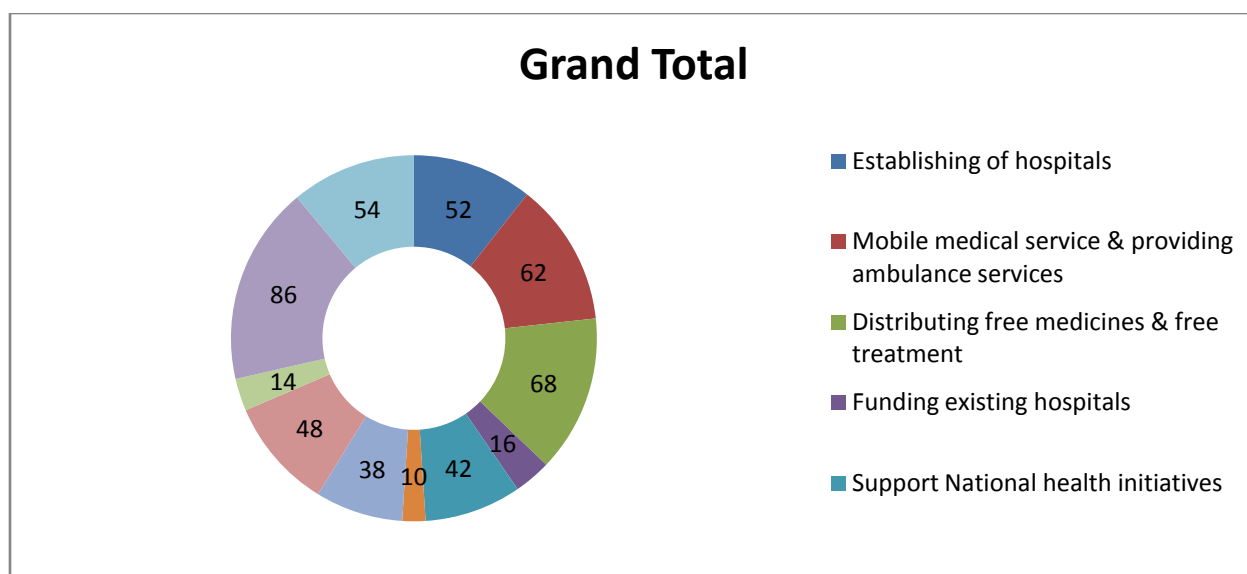
HEALTH CARE

If we believe health is our wealth, the poor India even after 67 years of independence are expressing various kinds of chronic health hazards encountered by the deprived sections of the society. It may be because of their superstition, ignorance or proximity to health facility but blindly one can raise his figure as regards to poor health care facilities available in our country. This issue has also been addressed by this business society and they have made it a plan and programme in their corporate philanthropic activities. They at times go for opening their own health centers at different parts or directly finance the government or NGOs engaged in similar type of activity for a provision of good health care facilities. They go for supply of free medicine kits, undertakes various types of tests and checkups in rural areas, subsidized or fully finance for heavy medical bill if any or other similar type of activity. This has been welcomed by both the planners, policy makers and common general public's. The analysis of table evinces that all the public sectors of the state and private sectors of the country included for the present survey are actively supporting this cause by including healthcare as a part of their CSR. On an average 90% of the selected units have been engaged in providing healthcare to the common masses for inclusive growth it is one of the measure factor.

TABLE-4 HEALTH CARE

SI. NO.	Company's CSR Intervention Area	Total		Grand Total (50)
		Public (28)	Private (22)	
1	Establishing of hospitals	14 (50)	12 (54.5)	26 (52)
2	Mobile medical service & providing ambulance services	15 (53.6)	16 (72.7)	31 (62)
3	Distributing free medicines & free treatment	17 (60.7)	17 (77.3)	34 (68)
4	Funding existing hospitals	6 (21.4)	2 (9.1)	8 (16)
5	Support National health initiatives	10 (35.7)	11 (50)	21 (42)
6	Drug de-addiction programmes	3 (10.7)	2 (9.1)	5 (10)
7	Oral health awareness in schools & rural areas	9 (32.1)	10 (45.5)	19 (38)
8	Blood donation camps	14 (50)	10 (45.5)	24 (48)
9	Medicinal plant cultivation	-	7 (31.8)	7 (14)
10	Health awareness camps	22 (78.6)	21 (95.5)	43 (86)
11	Campaign to take preventives	10 (35.7)	17 (77.3)	27 (54)

Source- Primary data collected through questionnaire, Figures in parenthesis shows the % of the data.



In the health care domain, organizing health awareness camps to offer curative services and raising awareness on health issues is the most common activity being implemented by nearly 86% of the companies included in the research. Among the above intervention areas the table number 4 shows that Drug de-addiction programmes is the less domain means 10%. More emphasis should be given on cultivation of medicinal plants.

WOMEN EMPOWERMENT PROGRAMME

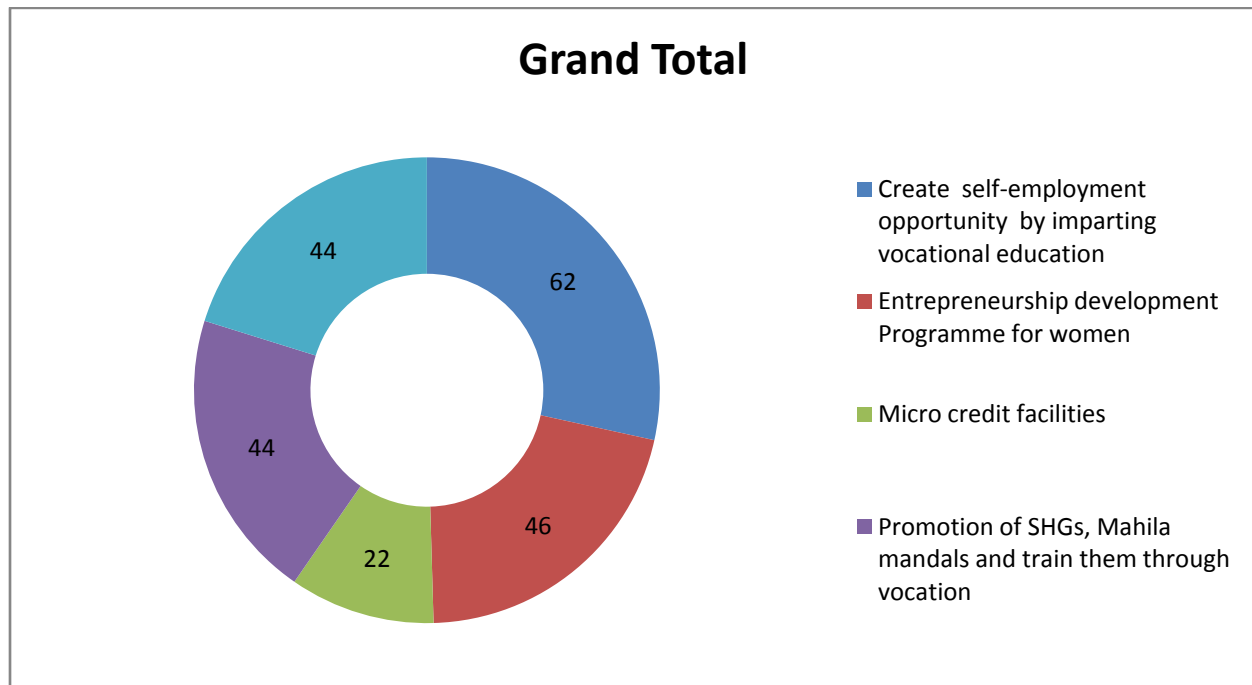
Women bear almost all responsibility for meeting basic needs of the family, yet are systematically denied the resources, information and freedom of action they need to fulfill this responsibility. When women are supported and empowered, all of society benefits, their families are healthier, more children go to school, agricultural productivity improves and incomes increase. Many a specialize programmes have been developed by the government may be in the form of setting up micro finance organizations providing health, education, drinking water facilities or developing their inherent qualities with the help of trainings and awareness. Industrial houses also contributing to a large extent for such noble purpose of women empowerment. They are devising various need based programmes, training programmes and promoting skill development programmes to make themselves sufficient socially economically well developed to take care of themselves and their family members for the inclusive growth of a country.

TABLE-5 WOMEN EMPOWERMENT PROGRAMME

SI. NO.	Company's CSR Intervention Area	Total		Grand Total (50)
		Public (28)	Private (22)	
1	Create self-employment opportunity by imparting vocational education	13 (46.4)	18 (81.8)	31 (62)
2	Entrepreneurship development Programme for women	10 (35.7)	13 (59.1)	23 (46)
3	Micro credit facilities	2 (7.1)	9 (40.9)	11 (22)
4	Promotion of SHGs, Mahila mandals and train them through vocation	11 (39.3)	11 (50)	22 (44)

5	Guiding in Income generation methods to SHG's and Women groups	10 (35.7)	12 (54.5)	22 (44)
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Source- Primary data collected through questionnaire, Figures in parenthesis shows the % of the data.



Out of the 50 units were taken into consideration 62% support to create self-employment opportunity by imparting vocational education to empower women followed by Entrepreneurship development Programme (46%), Promotion of SHGs, Mahila mandals and train them through vocation and Guiding in Income generation methods to SHG's and Women groups (44% each), Micro credit facilities (22%).

The key to maximizing returns for all the stakeholders in the given situation is to emphasize on developing effective and need based CSR strategies so that the investments can yield intended results. Effective CSR can be achieved by aligning CSR initiatives to the extent possible with business objectives, thereby indirectly benefiting and increasing their own incentive for efficient programming. As far as possible, the CSR initiatives should be designed in a sustainable manner and should be scalable and result oriented. Therefore, creating indirect advantages such as brand visibility, social capital, partnerships, business opportunities, long-term community relationships and most importantly nation building. By providing more clarity on standardizing the meaning of CSR in the Indian context and providing a favorable policy environment, the initiatives can be strengthened. These definitive steps are being undertaken by the Government of India implying that if companies employ CSR strategically this can lead to achieving more sustainable businesses. By creating a pool of resources, whether financial or technical, a win-win situation is within reach of all the stakeholders involved. The mandatory reporting standards being introduced in the Companies Bill will aid in creating uniformity and accountability of actions and also become a measure of the impact these activities will have — and the ability measure the impact will be a step in a positive direction. Even the tools that have been developed for measuring social return on investment can be employed more effectively.

CONCLUSION

Corporate social responsibility has many facets and it's important to note the interconnectedness of Corporate Social Responsibility, corporate governance, social inclusion and economic growth. There are various methods that enable effective CSR, beginning with a thorough assessment of the existing processes and approaches employed to managing CSR expectations. These include clearly identifying the CSR strategy and aligning it to considerations such as the existing policy framework and the vision and mission of an organization. Initially, the CSR strategy needs to include transparent systems and risk mitigation tools, which need to be communicated adequately within the organization and all those involved in implementation. Besides that an organized focus on the project planning and design is beneficial in the actual project implementation and monitoring and finally achieving the intended outcomes and assessing if the program or project has had an impact on the identified factors. The actions described above ensure that maximum utilization occurs and that interventions yield results. Currently, the stance of CSR in India is headed in a positive direction as there already exist a multitude of enabling organizations and regulatory bodies such as the DPE, MCA, and IICA that have already set the wheels in motion and are playing an important role in making CSR a widespread practice and ensuring success in reducing inequalities without risking business growth. The changing policy environment in India makes it imperative to be prepared and support industry efforts and provide technical assistance for adapting to the change. The next phase of CSR in India is promising and provides great motivation and incentive to reduce inequalities in our country, recently proposed Companies Bill in the industry and its expected contribution to inclusive growth existence of each player. Hence it can be concluded that the CSR activities in India will keep moving towards more holistic upliftment of Indian society. The business of the 21-st century India will have no choice but to implement CSR. Like any successful management strategy, a CSR process needs both high level management vision and support, and buy-in at all levels of the company. Appropriate authorities and organization needs to take necessary steps to make these CSR activities contribute to all round development of Indian society.

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BEYOND SYLLABUS – THE CHISELING TECHNIQUE FOR VALUE ADDITION

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INTRODUCTION

Education in India is seen as one of the ways to upward social mobility. Good education is seen as a stepping stone to a high flying career. Education System in India currently represents a great paradox. But on a positive note, Indian professionals are considered among the best in the world are in great demand. This signifies the inherent strength of Indian education system. Today under the reforming economic conditions, integration of the Indian economy with world economy presupposes efficiency and competitiveness in the domestic front as well as in the international arena. As the process of globalization is technology-driven, and knowledge-driven, the very success of economic reform policies critically depends upon the competence of human capital. Globalization leads to challenges and threats also. The major concern is to deliver world class education with updated curriculum and practical exposure. Management education in India really took off after economic liberalization in 1991 and ensuing structural changes in the country's business scenario. India is already known for its large pool of engineers. There will be a time in the near future when the country will also be known for its managerial talent. This paper throws light on the various techniques the management institutes are adopting for value addition and thus resulting in quality management education.

Education in India is seen as one of the ways to upward social mobility. Good education is seen as a stepping stone to a high flying career. Education System in India currently represents a great paradox. On the one hand we have IIMs & IITs that rank among the best institutes in the world and on the other hand there are number of schools in the country that don't even have the basic infrastructure. Even after more than 50 years after independence we are far away from the goal of universal literacy. But on a positive note, Indian professionals are considered among the best in the world are in great demand. This signifies the inherent strength of Indian education system. The benefits of globalization accrue to the countries with highly skilled human capital and it is a curse for the countries without such specialized human capital. Developing and transition countries are further challenged in a highly competitive world economy because their higher education systems are not adequately developed for the creation and use of knowledge. Converting the challenges into opportunities depend on the rapidity at which they adapt to the changing environment.

Indian government and Indian corporate sector has recognized the importance of management education in the changing global scenario. Today under the reforming economic conditions, integration of the Indian economy with world economy presupposes efficiency and competitiveness in the domestic front as well as in the international arena. As the process of globalization is technology-driven, and knowledge-driven, the very success of economic reform policies critically depends upon the competence of human capital. The free market philosophy has already entered the educational world in a big way. Commercialization of education is the order of the day. Commercial institutions offering specialized education have come up everywhere. In view of globalization, many corporate universities, both foreign and Indian, are encroaching upon our government institutions. Our Institutes like IIM'S and IIT'S have produced world class professionals. These institutes imparts quality education as per industry expectations and give due importance to Institute Industry Interface. Under the new scenario, Government – Private partnership is becoming important in Management Education. Now India is a transforming country. We are near to achieve status of developed nation.

THE NEED OF CHISELING TECHNIQUE

People and diamonds have real market value once polished.....

Objective of Study	:	To study the different techniques used in Management Institutes for Value Addition of Students.
Hypothesis	:	Practical Approach results in Value Addition
Universe of Study	:	Nagpur City.
Sample Size	:	25
Research Methodology	:	Field Survey & Interview

Globalization leads to challenges and threats also. The major concern is to deliver world class education with updated curriculum and practical exposure. This is possible only by attracting talented & experienced persons in to academics. At present it is difficult to assess not only the nature and dimensions of globalization, but also what it means to the field of education. A few educational researchers have attempted to make connections between the several dimensions of globalization and the policies of education. India is witnessing new era in the field of Management Education. Many Corporate groups like Reliance, Nirma, Tata, Sterlite etc. have promoted Management Institutes. Some reputed foreign universities are also coming to India. But Government should issue some guidelines so that fees structure remains within certain limit and those who are from economically poor background have same opportunity. Indian management graduates today manage some of the largest Fortune 500 companies global operations. The premier management institutions in India offer on-campus placement in some of the most reputed international companies. Today, management education in India has made major strides and there are over 600 institutions currently offering programmes in management at undergraduate and postgraduate levels.

The job opportunities for Indian management students has risen considerably in the past few years. At the same time he voiced his concern for the quality of students coming out our management schools. Though the selection process ensures that only the deserving candidates get admissions. Yet care should be taken to ensure that in an effort to produce a larger number of management graduates their quality should not be compromised with. Citing examples of the

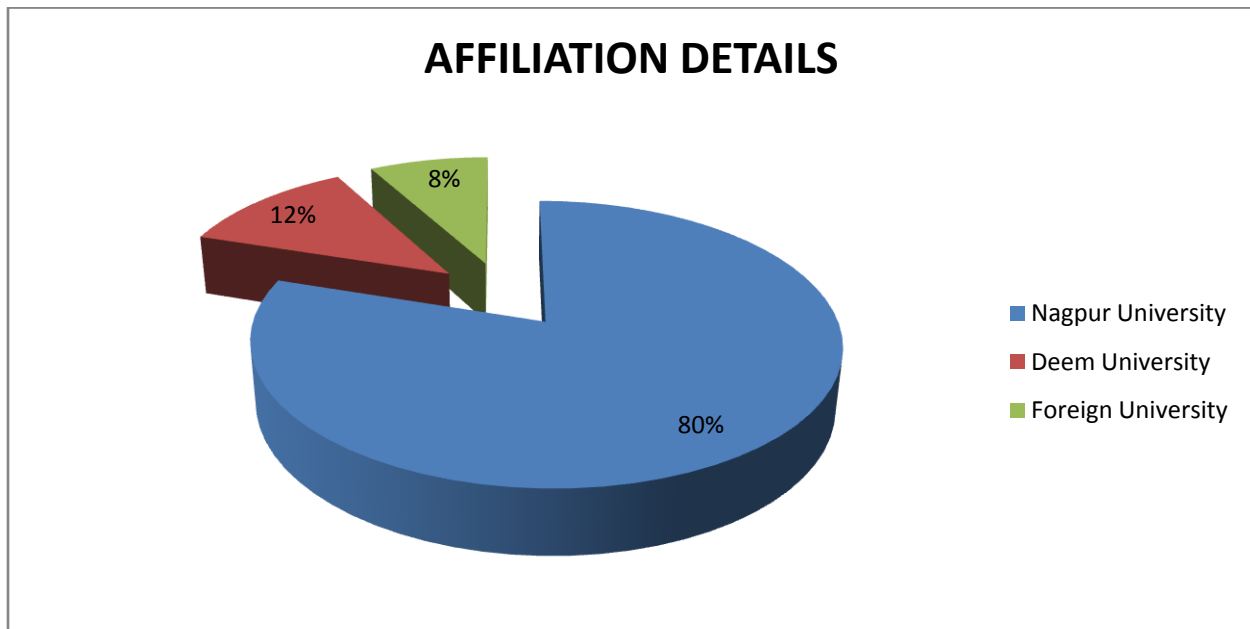
likes of Dhirubhai Ambani, Mr. Indrasen remarks that management training is not required to be successful. The further remarked that the aim of current management graduates is to make money for themselves, in order to cover the expenses they have incurred in acquiring the skills. They have little consideration for the welfare of society. Commenting on the success of management schools, Mr. Kathuria, told the audience that of all universities, around 23% of students enrolled themselves for management education in the year 2000. This number is expected to have risen in the last five years. In fact many other departments in these universities are being cross subsidized by the management departments. He also emphasized the need of regulation policy of high fee structure followed by management schools, as the paying capacity of the students increases drastically after they get placed with a job.

Management education in India really took off after economic liberalization in 1991 and ensuing structural changes in the country's business scenario. India is already known for its large pool of engineers. There will be a time in the near future when the country will also be known for its managerial talent.

DATA ANALYSIS & INTERPRETATION

TABLE:1.1

SR.NO	AFFILIATION	NUMBERS
1	Nagpur University	20
2	Deem University	03
3	Foreign University	02
	Total	25

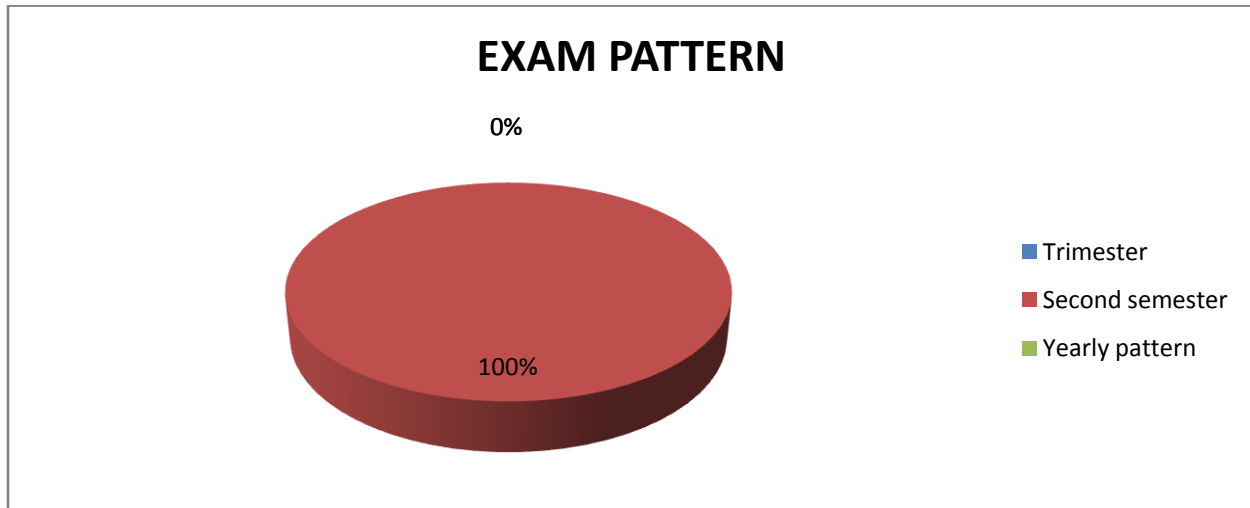


GRAPH 1.1

In Nagpur maximum colleges are affiliated to Nagpur University . Eventhough few institutes are there, which are affiliated to other universities, the concept of Autonomous University has not acquired that much momentum.

TABLE 1.2

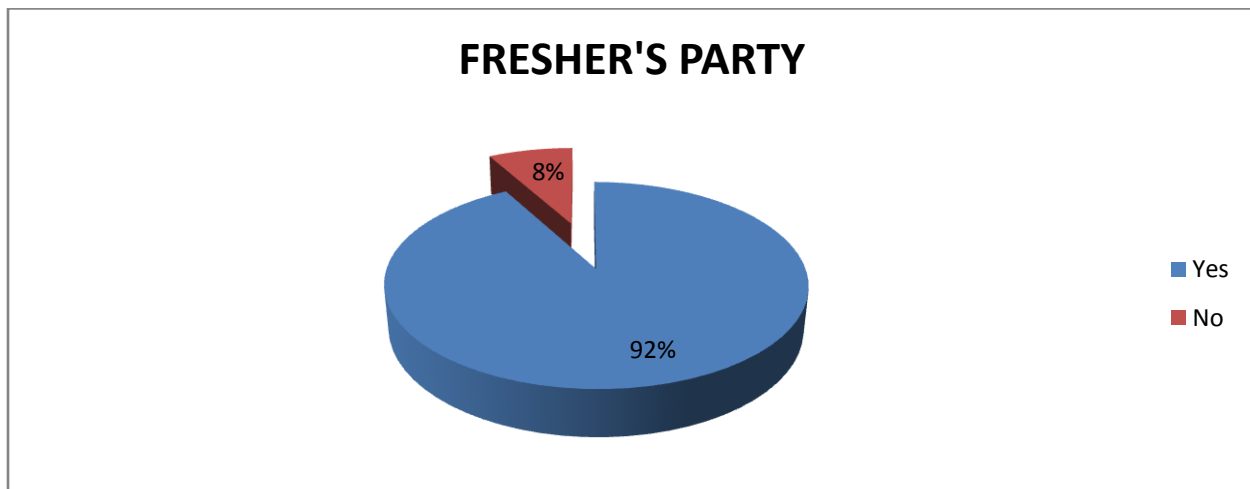
SR.NO	EXAM PATTERN	NUMBERS
1	Trimester	00
2	Second semester	25
3	Yearly pattern	00
	Total	25

**GRAPH 1.2**

It was found that, all the colleges were having the semester exam pattern, and none was having the trimester or the annual exam pattern.

TABLE 1.3

SR.NO	RESPONSE	NUMBERS
1	Yes	23
2	No	02
	Total	25

**GRAPH 1.3**

Maximum all the colleges, organizes Fresher's Party to welcome the new batch, and the full responsibility of this party is with the senior students.

TABLE 1.4

SR.NO	RESPONSE	NUMBERS
1	Regularly	18
2	Sometimes	05
3	Rarely	02
4	Never	00
	Total	25

GUEST LECTURES BY INDUSTRIALIST

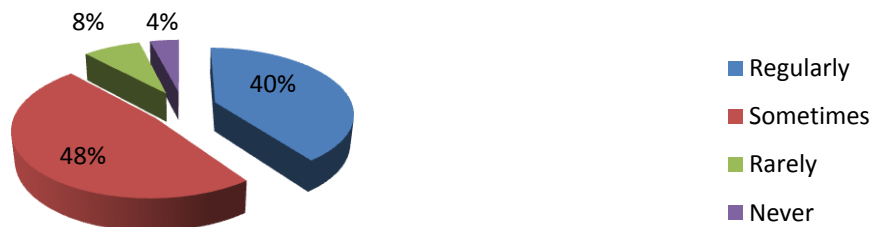
**GRAPH 1.4**

Maximum colleges invite industrialist and experts from industries to deliver guest lectures, so that the students will get a chance to know the latest happenings in the industrial arena.

TABLE 1.5

SR.NO	RESPONSE	NUMBERS
1	Regularly	10
2	Sometimes	12
3	Rarely	02
4	Never	01
	Total	25

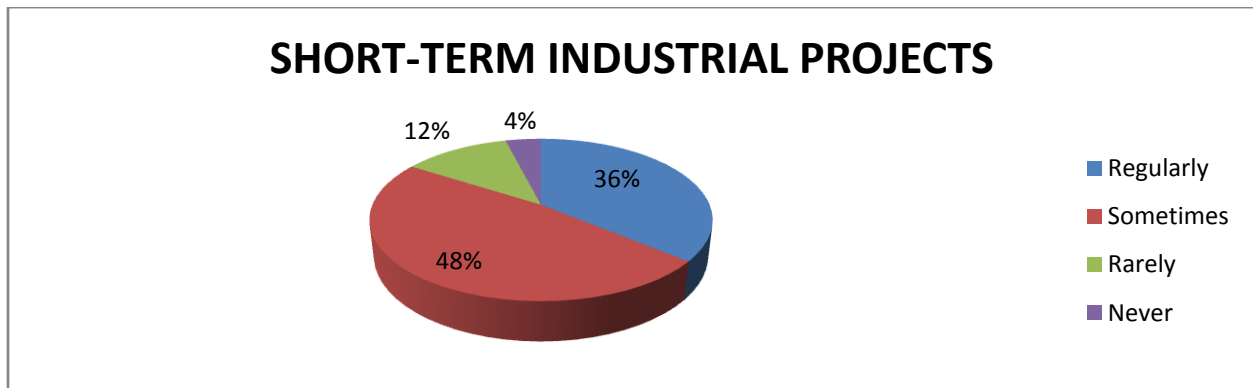
GUEST LECTURES BY RENOWNED PERSONALITIES

**GRAPH 1.5**

Maximum colleges, invites the famous personalities from the various fields like press, advertising, art etc for guest lectures, which provides the students overall information and exposure to different fields.

TABLE 1.6

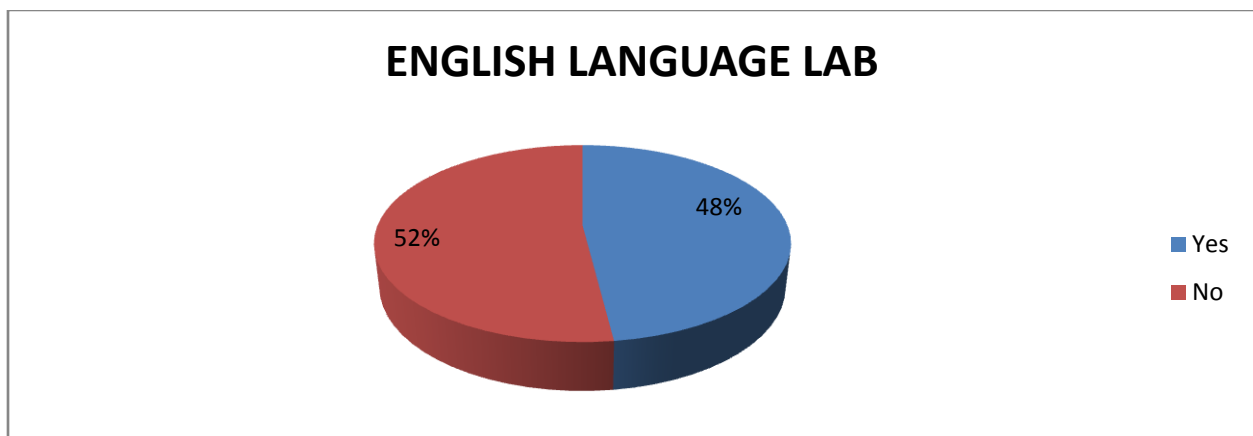
SR.NO	RESPONSE	NUMBERS
1	Regularly	09
2	Sometimes	12
3	Rarely	03
4	Never	01
	Total	25

**GRAPH 1.6**

Institutes takes lot of initiatives to end their students for short-term projects in industries, but also encourages them to participate them in lot many national and state level events.

TABLE 1.7

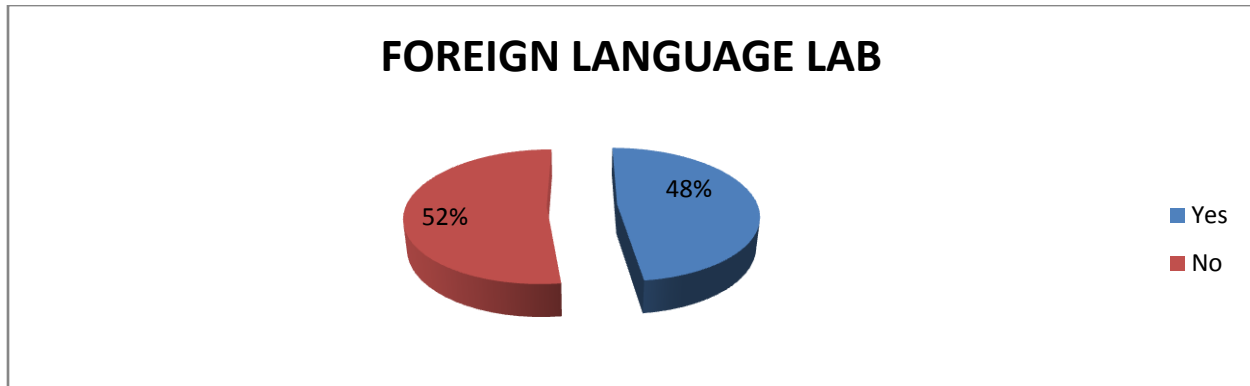
SR.NO	RESPONSE	NUMBERS
1	Yes	12
2	No	13
	Total	25

**GRAPH 1.7**

On an average all the colleges are emphasizing on having English Language Lab, in order to improve the quality of English of their students.

TABLE 1.8

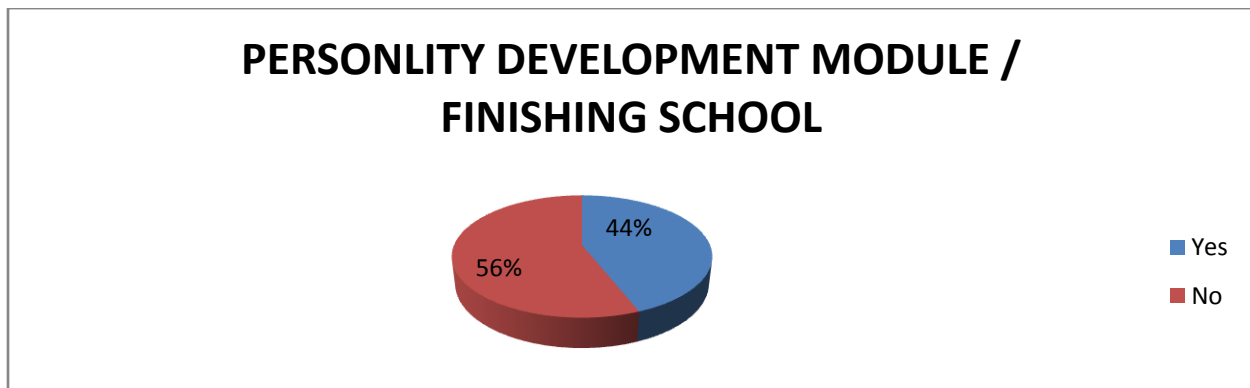
SR.NO	RESPONSE	NUMBERS
1	Yes	12
2	No	13
	Total	25

**GRAPH 1.8**

Institutes are providing the facility of foreign language. Generally German and French language is taught through this Foreign Language Lab. Some institutes are having tie with Universities like, YCMOU and provides certificate courses and diploma courses in foreign language, through the Foreign Language Lab.

TABLE 1.9

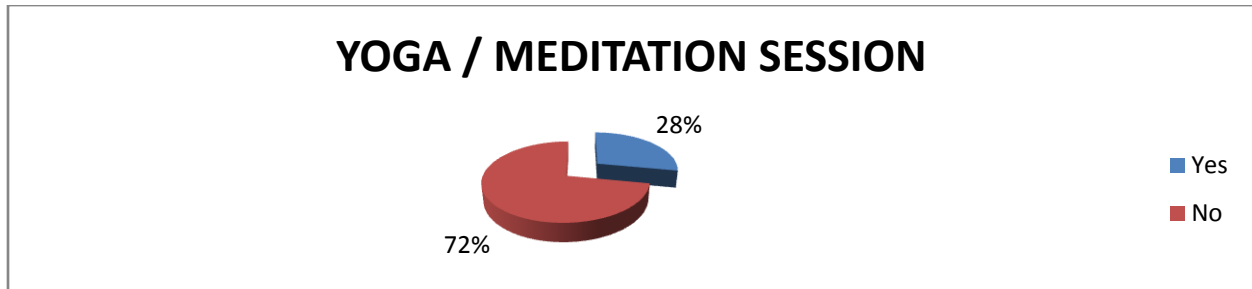
SR.NO	RESPONSE	NUMBERS
1	Yes	11
2	No	14
	Total	25

**GRAPH 1.9**

Only 44 % percent of the institutes are providing the personality development module. Others have short term module during the induction time, or before the placement activities.

TABLE 1.10

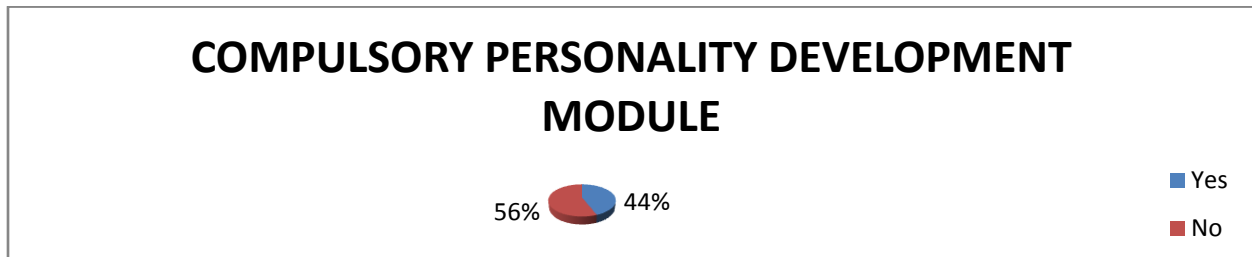
SR.NO	RESPONSE	NUMBERS
1	Yes	07
2	No	18
	Total	25

**TABLE 1.10**

Only few institutes have regular yoga and meditation modules. Few send their students to the camps organized by various bodies, now and then in Nagpur city.

TABLE 1.11

SR.NO	RESPONSE	NUMBERS
1	Yes	11
2	No	14
	Total	25

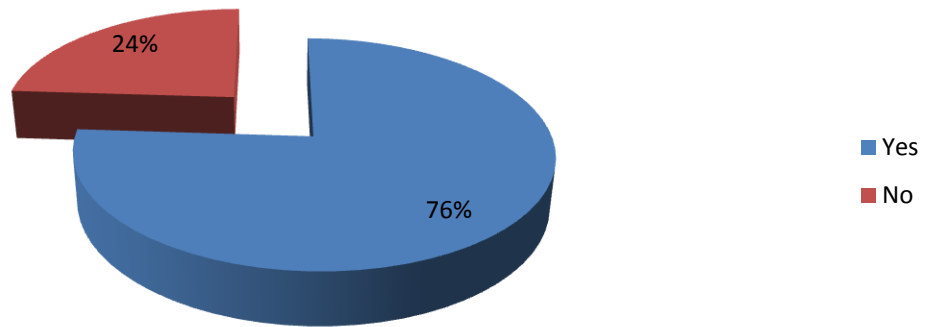
**GRAPH 1.11**

Only 44 % percent of the institutes are providing the personality development module as a part of their time-table. Others have short term module during the induction time, or before the placement activities.

TABLE 1.12

SR.NO	RESPONSE	NUMBERS
1	Yes	19
2	No	06
	Total	25

INTERCOLLEGIATE ACADEMIC EVENT



GRAPH 1.12

Maximum institutes organizes intercollegiate Academic events like seminars, paper presentations, symposia as annual event of their institute.

TABLE 1.13

SR.NO	RESPONSE	NUMBERS
1	Yes	17
2	No	08
	Total	25

INTERCOLLEGIATE CULTURAL EVENT

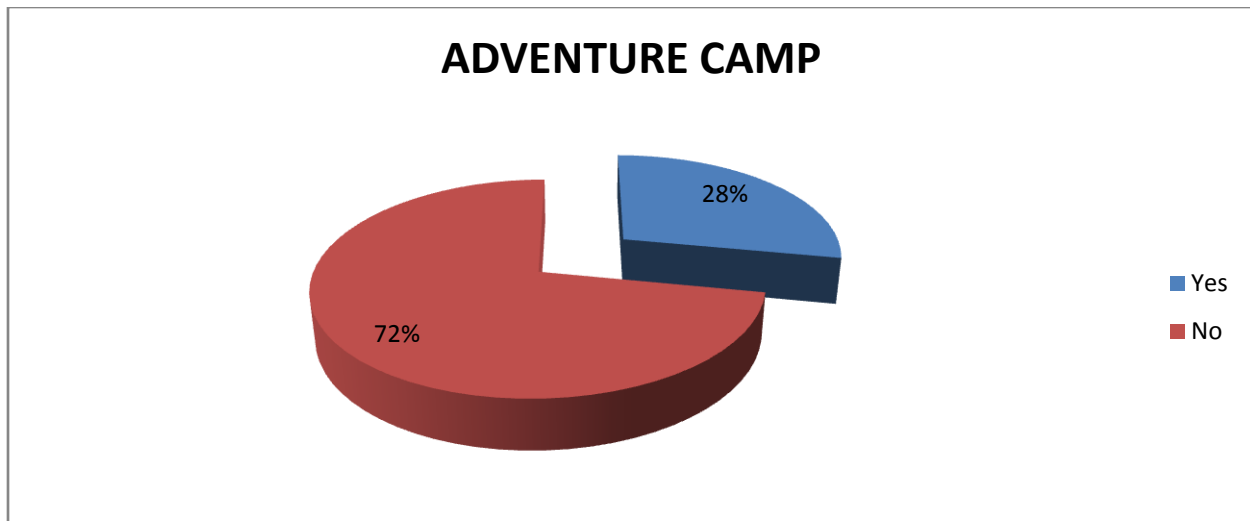


GRAPH 1.13

Maximum institutes organizes intercollegiate cultural meet which includes skit, singing, dancing, personality contest, fashion shows so on as annual event of their institute.

TABLE 1.14

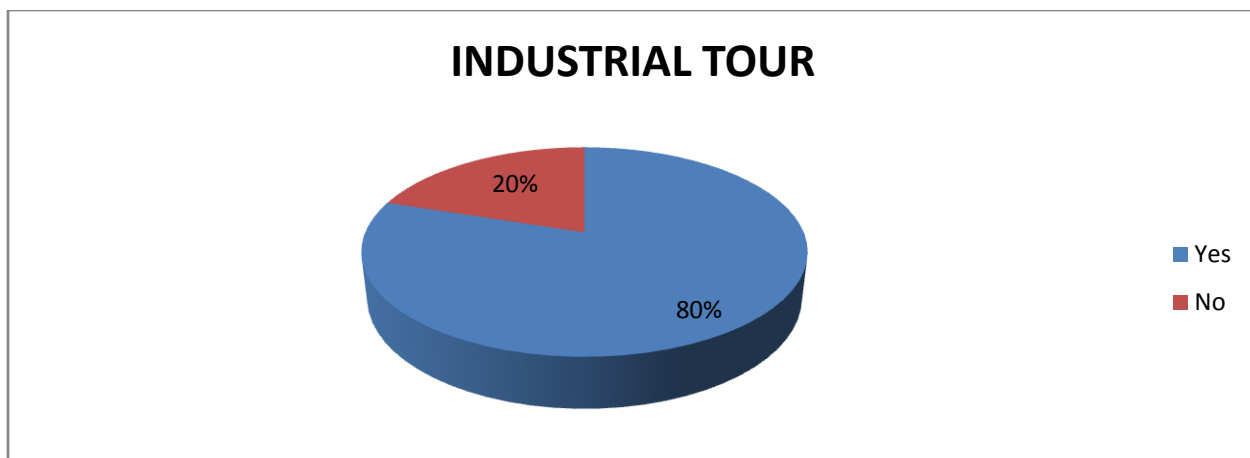
SR.NO	RESPONSE	NUMBERS
1	Yes	07
2	No	18
	Total	25

**GRAPH 1.14**

Few colleges organizes adventurous and tracking camps for their students.

TABLE 1.15

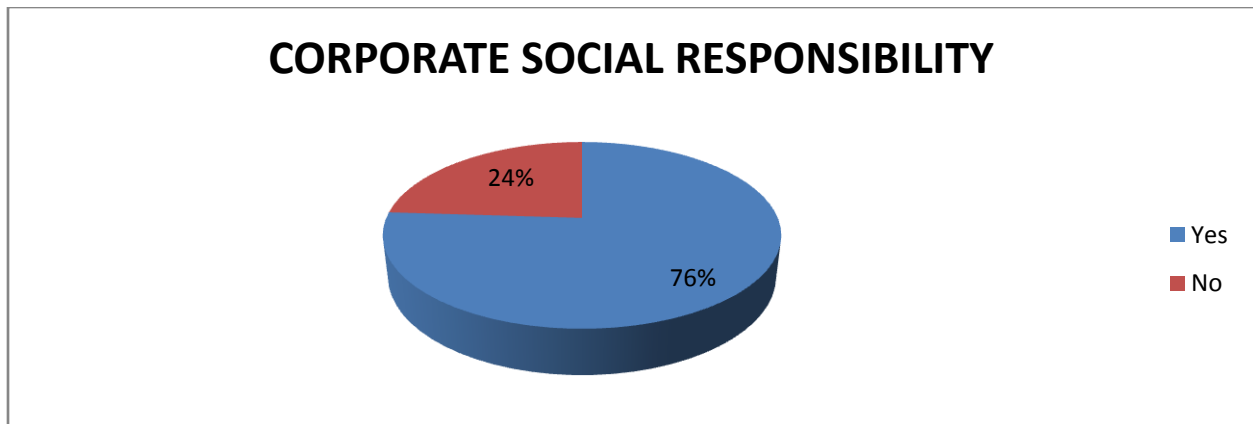
SR.NO	RESPONSE	NUMBERS
1	Yes	20
2	No	05
	Total	25

**GRAPH 1.15**

Maximum institutes organizes industrial tour every year for their students. It includes not only the industrial visits, but also visits to some tourist spots.

TABLE 1.16

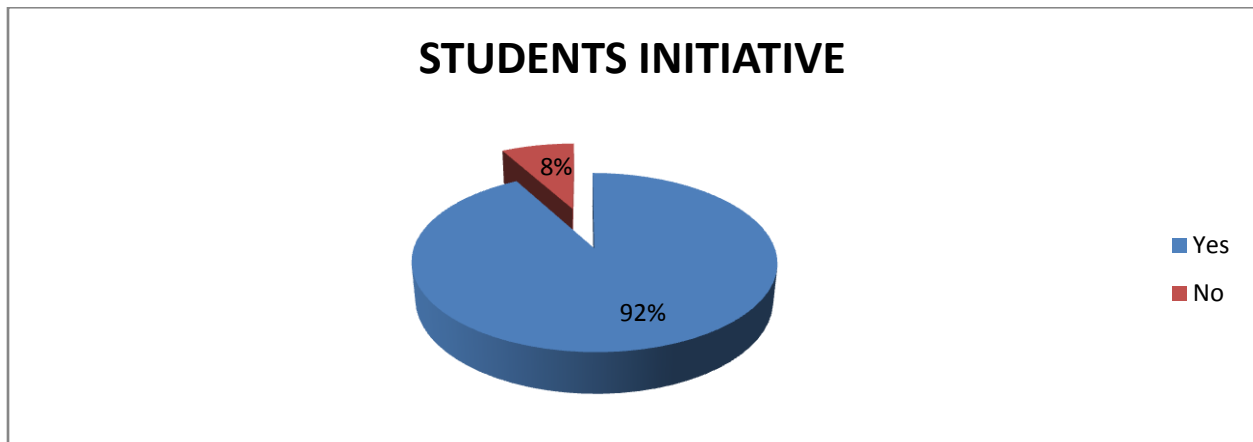
SR.NO	RESPONSE	NUMBERS
1	Yes	19
2	No	06
	Total	25

**GRAPH 1.16**

Maximum institutes motivate their students to participate in social activities like blood donation, lake cleaning, organizing various activities for various social and NGO's.

TABLE 1.17

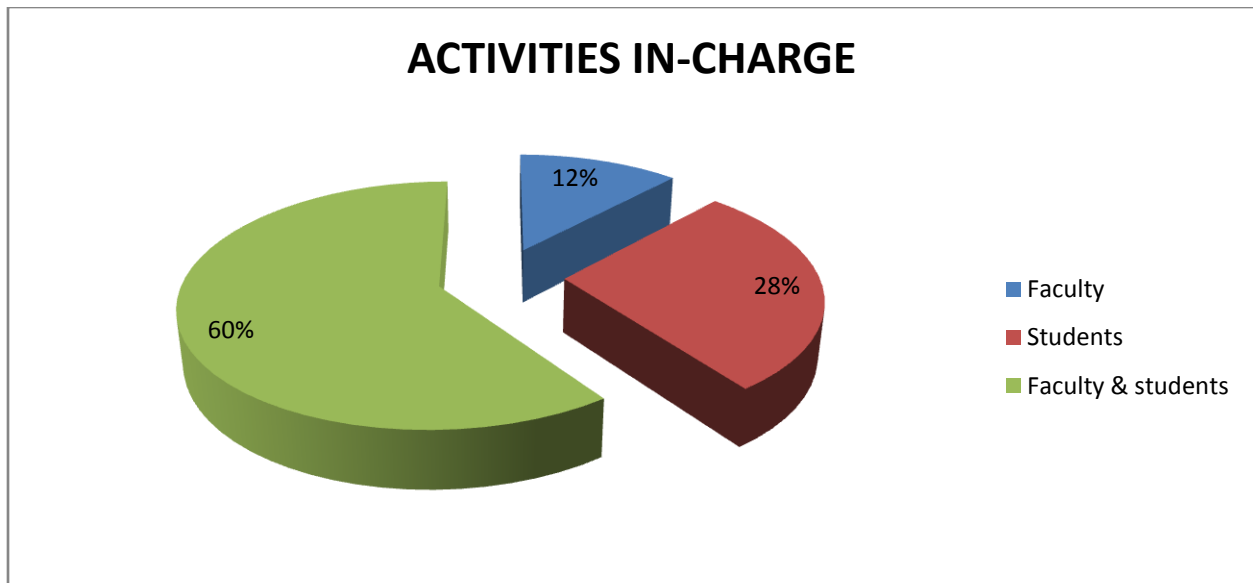
SR.NO	RESPONSE	NUMBERS
1	Yes	23
2	No	02
	Total	25

**GRAPH 1.17**

Maximum institutes encourages their students to take lead role in organizing the events, and the faculty plays the guiding role.

TABLE 1.18

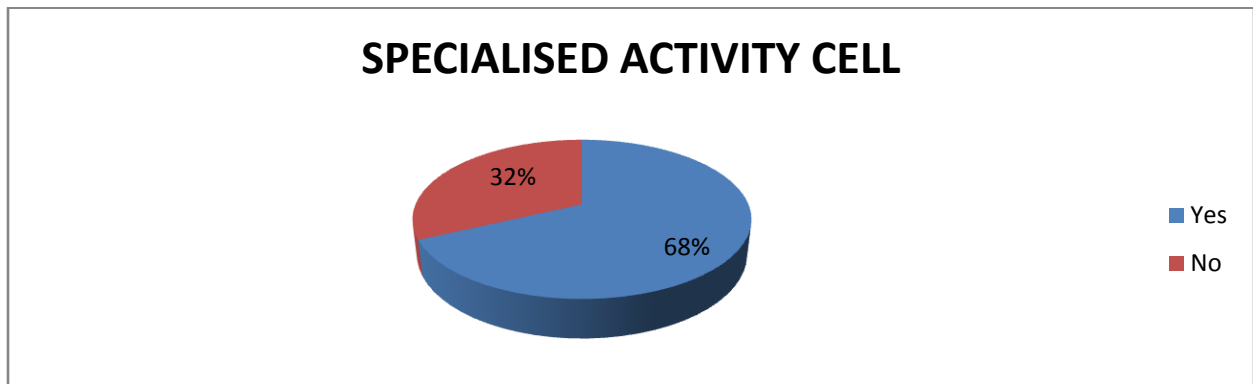
SR.NO	RESPONSE	NUMBERS
1	Faculty	03
2	Students	07
3	Faculty & students	15
	Total	25

**GRAPH 1.18**

Maximum institutes encourages their students to take lead role in organizing the events, and the faculty plays the guiding role. In maximum cases, students are the event coordinators and event organizers.

TABLE 1.19

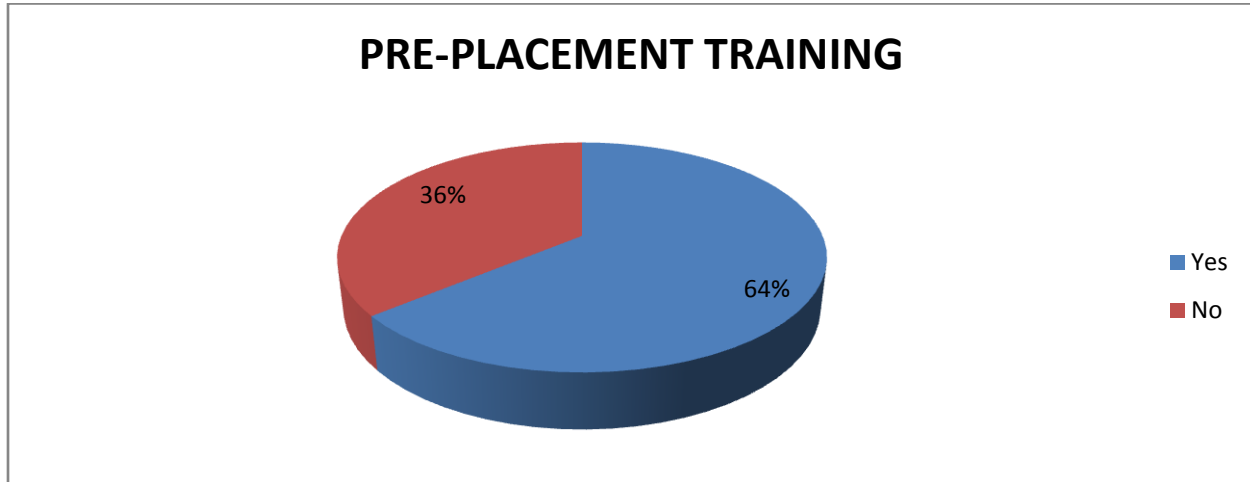
SR.NO	RESPONSE	NUMBERS
1	Yes	17
2	No	08
	Total	25

**GRAPH 1.19**

Maximum institutes have separate cells for each beyond syllabus activities. These cells are headed by a faculty in charge.

TABLE 1.20

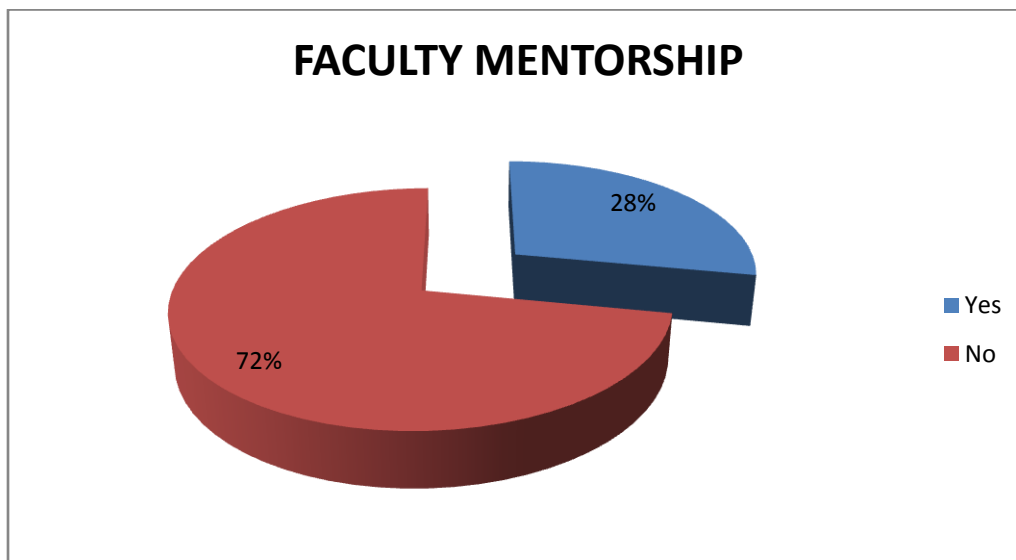
SR.NO	RESPONSE	NUMBERS
1	Yes	16
2	No	09
	Total	25

**GRAPH 1.20**

Maximum colleges have separate Pre-Placement Training

TABLE 1.21

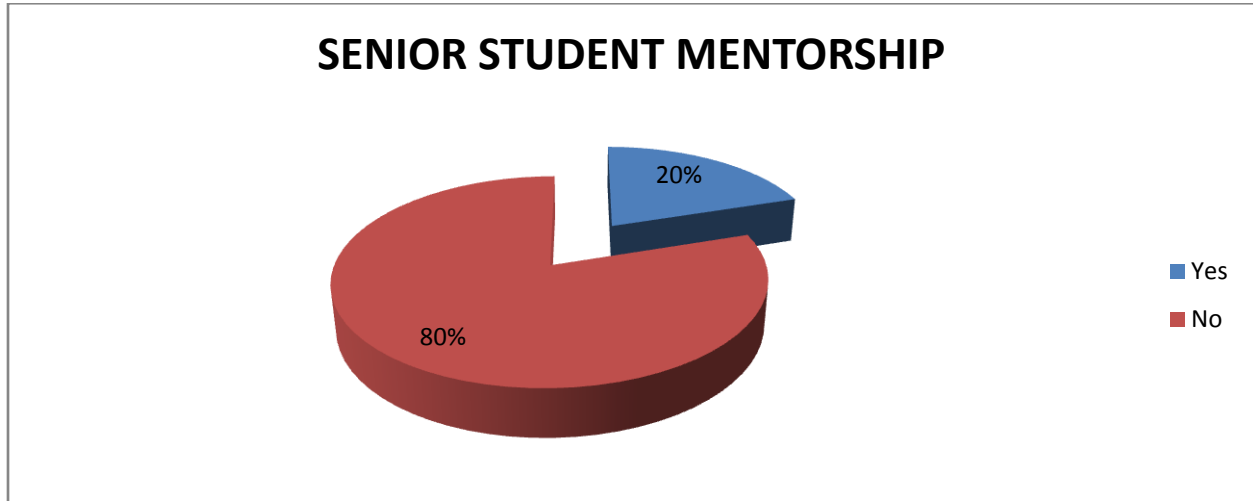
SR.NO	RESPONSE	NUMBERS
1	Yes	07
2	No	18
	Total	25

**GRAPH 1.21**

Only few colleges have the concept of faculty mentorship.

TABLE 1.22

SR.NO	RESPONSE	NUMBERS
1	Yes	05
2	No	20
	Total	25

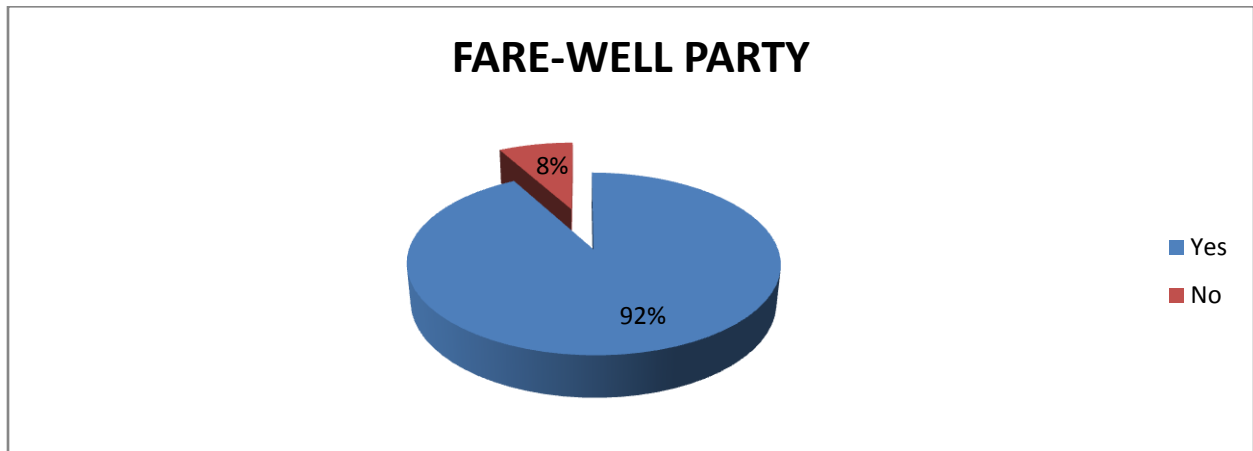


GRAPH 1.22

Only few colleges have the concept of senior student mentorship

TABLE 1.23

SR.NO	RESPONSE	NUMBERS
1	Yes	23
2	No	02
	Total	25



GRAPH 1.23

Maximum all colleges organizes Farewell party for their students.

From the above data analysis, it was found that, almost all the institutes are giving utmost importance to beyond syllabus activities. This type of activities includes, personality development modules, organizing academic and non-academic events, organizing in inter and intra college events, fund generation, event management etc. It gives lot of experience and exposure to them, regarding the real life situations, which results in the overall development of their personality. These are the various chiseling techniques, used in the management institutes for Value Addition, which ultimately results in the Overall Personality Development.

CONCLUSION

Management Education in India is at cross roads. With the dawn of new millennium, while there was phenomenal growth in the number of B-Schools, the benchmarks were also on the rise. The Globalization doesn't seem to have happened just to the Industry but also to Indian B- Schools. The expansion of B- Schools (in Number) doesn't look to be in line with the challenges posed by the globalization of Indian Management Education. India's management education is under going a major transition. Internationalization, cross cultures, strategic alliances, partnerships, and mergers are the new trends in management education. Apart from the regular lecture method, the institute should emphasis on class participation, case studies, presentations, role plays, material related articles, industrial experience which results growth of the students as leaders or executives. In India, there is a considerable hope and expectations regarding the value of management education and its potential contributing largely to nation's economic growth.

SURVEY FORM TO FIND THE BEYOND SYLLABUS COVERAGE FOR PERSONALITY DEVELOPMENT

1 Name of the Institute : _____

2 Address : _____

3 Year of establishment : _____

4 Affiliated to : Nagpur University / Deem University / Foreign University

5 Exam Pattern : Yearly / Trimester / Semester

6 Do you organize welcome party for the New Batch ? Yes / No

7 Techniques used in teaching process:

Class teaching / case studies / presentations/ field study / others

8 Do you invite experts from industry for guest lectures?

Regularly / sometimes / rarely / never

9 Do you invite renowned personalities for guest lectures ?

Regularly / sometimes / rarely / never

10 Do you send students to industries for short term projects ?

Always / sometimes / rarely / never

11 Do you have English language Lab ? Yes / No

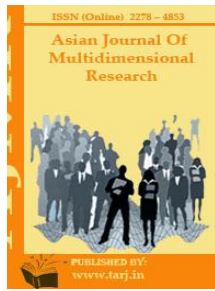
- 12 Do you have foreign language Lab ? Yes / No
- 13 Do you have any special module for personality development / finishing school ?
Yes / No
- 14 Do you have any Yoga / Meditation sessions ? Yes / No
- 15 Do you have the personality development module regularly as a part of your time table ?
Yes / No
- 16 Do you organize intercollegiate academic events ? Yes / No
- 17 Do you organize intercollegiate cultural events ? Yes / No
- 18 Do you organize intercollegiate sports events ? Yes / No
- 19 Do you organize any adventure camp for the students ? Yes / No
- 20 Do you organize industrial tour ? Yes / No
- 21 Do you have any corporate social activities ? Yes / No
- 22 Do you motivate the students in taking initiative in organizing events ? Yes / No
- 23 Who are the in-charge of events in your college ?
Faculty / students / faculty & students
- 24 Do you have specialized cell / wing/ club for each personality module ?
Yes / No
- 25 Do you have any Pre-Placement-Training module ? Yes / No
- 26 Do you have concept of faculty Mentorship ? Yes / No
- 27 Do you have concept of Senior student Mentorship ? Yes /No
- 28 Do you have farewell party for the final year students ? Yes /No
- 29 Any suggestions_____

(THANK YOU FOR SPARING YOUR VALUABLE TIME AND COOPERATING WITH ME.)

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ANALYSIS OF KANTHAPURA THE VILLAGE: NOVEL OF RAJA RAO AS A FICTIONAL BUT REALISTIC WORK IN ENGLISH

Seman Devi*

ABSTRACT

The time when the action of the novel is set is the 1920s and 1930s, the period when Mahatma Gandhi had become the pivotal figure in India's struggle for freedom. Rao treats the history of the freedom movement at the level of hostility between village folk and the British colonial authority at a time when colonialism had become intensely heavy-handed in its response to the Civil Disobedience Movement. Kanthapura is an enchanting story of how the independence movement becomes a tragic reality in a tiny and secluded village in South India. The novel has the flavor of an epic as it emerges through the eyes of a delightful old woman who comments with wisdom and humour. Rao's choice of Kanthapura The Village setting is strategic in view of his Gandhian loyalties. Gandhi locates his politics in the villages of India where the majority of Indian's population resides. Rao maintains the sanctity of the village at an ideological level, but permits mobility and change to heighten the historical significance of the national struggle Gandhi conceptualized.

KEYWORDS: *enchanting, flavor, epic, strategic, sanctity, significance.*

INTRODUCTION

Rao was educated at Muslim schools. After graduating from Madrasa-e-Aliya (Hyderabad) as the only Brahmin student, he studied English at the Aligarh Muslim University and took a degree from the Nizam College (Hyderabad). In 1929 Rao left India for Europe, where he remained for a decade. He studied at the universities of Montpellier and the Sorbonne, doing research in Christian theology and history. In 1931 he married a French academic, Camille Mouly, who translated some of his short stories. Later he depicted the breakdown of their marriage in *The Serpent and the Rope*.

While in France, Rao was appointed to the editorial board of *Le Mercure de France* (Paris). His first stories, which show the influence of Kafka, Malraux, and the Surrealists, Rao published in French and English. During 1931-32 he contributed four articles written in Kannada for *Jaya Karnataka*, an influential journal.

Along with such writers as Mulk Raj Anand and R.K. Narayan, Rao stood in the forefront of the emerging Indian English literature. When his marriage disintegrated in 1939, Rao returned to India and began his first period of residence in an ashram. During WW II, he travelled widely in India in search of his spiritual heritage, edited with Ahmed Ali the literary magazine *Tomorrow*

and met his guru, Sri Atmananda, in Kerala. In 1942 he spent six months in Mahatma Gandhi's ashram at Sevagram, in Maharashtra. With a socialist group Rao took part in underground activities against the British rule. In 1949 he edited Jawaharlal Nehru's *Soviet Russia: Some Random Sketches and Impressions*.

Rao's involvement in the nationalist movement is reflected in his first two books. The novel *Kanthapura* (1938) was an account of the impact of Gandhi's teaching on non-violent resistance against the British. The story is seen from the perspective of a small Mysore village in South India. Rao borrows the style and structure from Indian vernacular tales and folk-epic. The narrator is an old woman. She tells how the community obtains from daily life, with its millennia-old worship of the local deity, the strength to stand against the British Raj.

In the character of the young Moorthy, who comes back from the city, Rao portrays an idealist and supporter of ahimsa and satyagraha, who wants to cross the traditional barriers of caste. The younger generation has city ways, they read city books, and they even call themselves Gandhimen. Doré, as the old woman calls the "university graduate," has given up his "boots and hat and suit and had taken to dhoti and khadi, and it was said he had even given up his city habit of smoking." The work was highly praised by the English writer E.M. Forster, whose masterwork *A Passage to India* (1924) criticized British imperialism. However, Rao's India is not a certain geographical or historical entity, but more of a philosophical concept and a symbol of spiritual calling.

REVIEW OF LITERATURE

The period around Independence provided Khushwant Singh and Manohar Malgonkar with the subject matter of their best novels: Singh's *A Train to Pakistan* (1956) and Malgonkar's *A Bend in the Ganges* (1964) deal with partition; Singh's *I Shall Not Hear the Nightangle* (1959) is about the movements of a Sikh family in the Punjab in the uncertain period before partition and Malgonkar's *The Princes* (1963) a sympathetic account of the tragedy of a family who represents the local elite that ruled many 'native' states during the Raj. Kamala Markandya's novels, which include *Nector in a Sieve* (1954), *A Handful of Rice* (1966) and *The Coffor Dams* (1969) are mainly about rural and urban poverty and dispossession.

Nayantara Sahgal, a niece of Nehru, writes about the Indian elite of today and yesterday. Her novels include *This Time of Morning* (1965), *The Day in Shadow* (1971), *A Situation in New Delhi* (1977), and *Rich like Us* (1985) and *Plans for Departure* (1986), she was winner of the Eurasian section of the 1987 Commonwealth Writer Prize. Arundhuti Roy: Although she has written only one novel, she managed to gain international recognition as the popularity of her maiden novel, 'The God of Small things' transcended geographical boundaries and thereby made her presence feels among the contemporary literacy great of the west. She also won tremendous critical acclaim for her immature use of the language and her lyrical and yet honest presentation of her life and times of a Kerala village which culminated with her winning the prestigious Booker Prize (\$20,000), for her debut literacy venture.

Shoba De: This queen of pulp fiction, she intelligently uses the very special Indian English or Hinglish in her racy, raunchy sensual novels. Though her works are of little literacy value but she has achieved more popularity than many of her contemporaries. She can be regarded as a trend settler in the genre of sensational novels, written, with the sole purpose of selling.

Amitav Ghosh: He has carved a distinctive niche for himself with his profound works such as circle of reason, Calcutta chromosome, shadow lines etc. every work at his amply displays his penchant for inquisitiveness, serious research and diversity.

Raja Rao, an internationally renowned novelist who was among the first major Indian writers to cajole the English language into conveying the distinctive cadences of his native country, died on July 8 at his home in Austin, Tex. He was 97.

Anand's reputation was first established by his first two novels, *Untouchable* (1935), which gives an account of "a day in life" of a sweeper, and *Coolie* (1936), which follows the fortunes of a peasant boy uprooted from the land. His trilogy *The Village* (1939), *Across The Black Waters* (1940) and *The Sword and the Sickle* (1942) is an epic account of the gradual growth of the protagonist's revolutionary consciousness which may be seen as a microcosm of India's movement towards an awareness of the need for independence. Raja Rao's first novel *Kanthapura* (1938) is his most straightforward. It gives an account of how her village's revolt against a domineering plantation owner comes to be informed by the Gandhian ideal of nonviolence. Rao's major work *The Serpent and the Rope* (1960) is regarded by some Indian critics as the most important Indian novel in English to have appeared to date. Rao has also published the short novels *The Cat and Shakespeare* (1965) and *Comrade Kirillov* (1976).

MATERIAL AND METHOD

This village is a microcosm of the traditional Indian society with its entrenched caste hierarchy. In *Kanthapura* there are Brahmin quarters, Sudra quarters and Pariah quarters. Despite stratification into castes, however, the villagers are mutually bound in various economic and social functions which maintain social harmony. The enduring quality of the Indian village is represented as ensuring an internal tenacity that resists external crises, its relationship to past contributing a sense of unity and continuity between the present and past generations. *Kanthapura* may appear isolated and removed from civilization, but it is compensated by an ever-enriching cycle of ceremonies, rituals and festivals. Rao depicts the regular involvement of the villagers in Sankara-Jayanthi, Kartik Purnima, Ganesh-Jayanthi, Dasara, and the Satyanarayana Puja with the intention of conveying a sense of the natural unity and cohesion of village society. Old Ramakrishnayya reads out the Sankara-Vijaya day after day and the villagers discuss Vedanta with him every afternoon. Religion, imparted through discourses and pujas (prayers), keeps alive in the natives a sense of the presence of God. Participation in a festival brings about the solidarity among them. The local deity Kenchamma protects the villagers "through famine and disease, death and despair". If the rains fail, you fall at her feet. Equally sacred is the river Himavathy which flows near *Kanthapura*.

Raja Rao's novel *Kanthapura* (1938) is the first major Indian novel in English. It is a fictional but realistic account of how the great majority of people in India lived their lives under British rule and how they responded to the ideas and ideals of Indian nationalism. The work has been considered by many to be the first classic modern Indian writing in English and is thought of as one of the best, if not the best, Gandhian novels in English. *Kanthapur The Village: 'Kanthapura'* portrays the participation of a small village of South India in the national struggle called for by Mahatma Gandhi. Imbued with nationalism, the villagers sacrifice all their material possessions in a triumph of the spirit, showing how in the Gandhian movement people shed their narrow prejudices and united in the common cause of the non-violent civil resistance to the British Raj.

Rao's choice of this village setting is strategic in view of his Gandhian loyalties. Gandhi locates his politics in the villages of India where the majority of Indian's population resides. Rao maintains the sanctity of the village at an ideological level, but permits mobility and change to heighten the historical significance of the national struggle Gandhi conceptualized.

The time when the action of the novel is set is the 1920s and 1930s, the period when Mahatma Gandhi had become the pivotal figure in India's struggle for freedom. Rao treats the history of the freedom movement at the level of hostility between village folk and the British colonial authority at a time when colonialism had become intensely heavy-handed in its response to the Civil Disobedience Movement.

Kanthapura is an enchanting story of how the independence movement becomes a tragic reality in a tiny and secluded village in South India. The novel has the flavor of an epic as it emerges through the eyes of a delightful old woman who comments with wisdom and humor.

The author's "Foreword" to the novel almost spells out the postcolonial cultural agenda:

The telling has not been easy. One has to convey in a language that is not one's own the spirit that is one's own. One has to convey the various shades and omissions of a certain though-movement that looks maltreated in an alien language. I use the word 'alien', yet English is not really an alien language to us. It is the language of our intellectual make-up-like Sanskrit or Persian was before- but not of our emotional make-up. We are all instinctively bilingual, many of us writing in our own language and in English. We cannot write like the English. We should not. We cannot write only as Indians. Rao's novel is significant as a cultural tract which rewrites true history against the "inauthentic" historical accounts compiled by Europeans, and because it effects a cultural revival through the use of indigenous themes and motifs. Rao is also alive to the fact that religion has the potential to move people beyond dormancy - to display active political energy to the extent of sacrificing their lives. Kanthapura evokes a sense of community and freedom, construed as a spiritual quality which overcomes all bounds and crosses all barriers. In order to allow an easy interchange between the world of men and the world of gods, between contemporaneity and antiquity, Rao thus equips his story with a protagonist whose role it is to enthuse the villagers into joining the political cause of India's struggle for freedom without reservation.

The tension between these two often contradictory levels of writing - the mythic/poetic and the political/prosaic - is the defining characteristic of the novel. As will be seen, this tension is both a strength and a weakness to the narrative; on the one hand enhancing its sheer readability as a story, and on the other hand blurring readers' understanding of the realities of the Indian Independence struggle.

He focuses on two individual leaders and their beliefs; the actual and the mythicized figure of Gandhi, and his transmutation into Moorthy, the saintly hero of the novel. As the movement reaches Kanthapura, young Moorthy, son of a Brahmin woman, Narasamma, takes up the responsibility of spreading Gandhi's message. He brings about cultural awakening among the villages by organizing harikathas ("tales of gods"). By a subtle subversion the harikatha is turned into an allegory of India's struggle for freedom wherein the Gandhian saga is inscribed. Moorthy visits the city, and returns a "Gandhi man". He has become a spokesman for Gandhi, by submitting to his attitudes and beliefs. The villagers describe him as "our own Gandhi", yet interestingly he never has an actual meeting with Gandhi. He has only seen him in a "vision"

addressing a public meeting with himself pushing his way through the crowd and joining the band of volunteers and receiving inspiration by a touch of Gandhi's hand. This enables Rao to turn the historical moment into a visionary experience, and opens a space for the possibility of assumed politics. Moorthy preaches and practices ahimsa (non-violent resistance), the hallmark of Gandhi's appeal to the public, and evokes an overwhelming response among the villagers who unite in common cause, ready to break the British laws, picket toddy shops, and fight against social evils like untouchability.

Moorthy has several sympathetic souls with him: Rangamma, the kind lady and a patron for harikatha celebrations, Ratna, the young widowed daughter of Kamamma, Rangamma's sister, Patel Range Gowda, the revenue collector, and others. But there are also sceptics, like the foul mouthed Venkamma. His own mother is much concerned about Moorthys mixing with the low caste pariahs. Indeed, when someone spreads the rumour that the Swami - the priest; upholder of dharma - has threatened the villagers with excommunication if Moorthy continues to go around with the pariahs, Naramma is terribly upset; she sobs and shivers and soon dies.

He has to resist orthodoxy at the social level, and at the political level he has to fight the British authority symbolized by the Skeffington Coffee Estate and the police inspector Bade Khan who is out to suppress any undercurrent of Gandhian movement in Kanthapura. Moorthy's efforts bear fruit and the village changes. Rao is careful to point out that the transformation occurs through a complex dynamism negotiated through tradition and change, as the village affiliates itself to wider nationalistic cause.

The British find their ally in Swami, who supports them as upholders of dharma and is rewarded with "twelve hundred acres of wet land" by the Government. Meanwhile Moorthy's message spreads far and wide and several private temples are thrown open to the untouchables.

CONCLUSION

As far as the form and technique of the novel is concerned Rao makes a deliberate attempt to follow traditional Indian narrative technique and it is Indian sensibility that informs Kanthapura. In fact both the spirit and the narrative technique of Kanthapura are primarily those of the Indian Puranas, which may be described as a popular encyclopaedia of ancient and medieval Hinduism, religious, philosophical, historical and social. Rao at the outset describes his novel as a sthalapurana - legend of a place. The Puranas are a blend of narration, description, philosophical reflection, and religious teaching. The style is usually simple, flowing, and digressive.

Rao makes a highly innovative use of the English language to make it conform to the Kannada rhythm. In keeping with his theme in Kanthapura he experiments with language following the oral rhythms and narrative techniques of traditional models of writing. The emotional upheaval that shook Kanthapura is expressed by breaking the formal English syntax to suit the sudden changes of mood and sharp contrasts in tone. While the intuitive borrowing from language takes place at one level in the novel, at another interconnected level, "real" India is constructed by enshrining the novel in Gandhian ideology. It is a highly original style. Kanthapura has been described as the most satisfying of all modern Indian novels. Recognized as a major landmark in Indian fiction, it is the story of how the Gandhian struggle for Independence came to one small village in south India.

"There is more to Raja Rao's book than a morality tale. It is written in an elegant style verging on poetry; it has all the content of an ancient Indian classic, combined with a sharp satirical wit and

a clear understanding of the present. The author's extensive notes (printed as an appendix) will prove invaluable to the general reader." - New York Times Indian writer of novels and short stories, whose works are deeply rooted in Brahmanism and Hinduism. Raja Rao's semi-autobiographical novel, *The Serpent and the Rope* (1960), is a story of a search for spiritual truth in Europe and India. It established him as one of the finest Indian stylists. "Writing is my dharma," he once said.

I hear you saying that liberation is possible and that Socratic wisdom is identical with your guru's.

No, Raja, I must start from what I am.

I am those monsters which visit my dreams and reveal to me my hidden essence.

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SOCIAL MEDIA AND 16TH LOK SABHA ELECTIONS IN INDIA

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INTRODUCTION

- Social media play pivotal role in recently held 16th Lok Sabha elections.
- Youngsters change the complete poll scenario through usage of social media.
- Youth has shown to the world that they have power to change the course of events.
- Out of 543 Lok Sabha Constituencies, 160 falls in the area where social media is frequently used by the people.
- Social media succeeded in creating a swing 3 to 6 percent in favor of a particular party.

The country saw in the recently concluded general election an agent used by all the political majors and minors, it had not seen before the social media. This time, in elections, social media users may play a pivotal role, because of which the results are unexpected. Social media includes Face book, Twitter, Orkut, Google+, You Tube etc. On these social sites, one can see that in addition to criticism and analysis of the programmes and policies of political parties including the qualities of leadership of the politicians involved in the elections were closely scrutinized.

It is learnt that presently there are a total number of 814.5 million voters in India, whereas, in the last Lok Sabha elections of 2009, India had a total of 713 million electors. This shows that 101.5 million new voters were added since last Lok Sabha elections and majority of them are first timers and youth. It is worth mentioning here that about 23 million voters are in the age group of 18 to 19 years, 72 million voters are in the age group of 18 to 23 years likewise 125 million voters are in the age group of 25 to 40 years. This means India is a young country. Majority of the youth are connected with the social media. The statistics also reveal that literacy rate among the youth is higher than the elder generation and the youth is more Information Technology (IT) savvy. The trend of IT users is on the increase throughout the country. This, in Indian context, is not merely by chance or accident.

On various occasions, our youth has shown to the world that they have power to change the course of events. The anger and protest of the youth through use of social media was vividly reflected during the 26/11 terrorist attack on Mumbai, Jessica Lal Murder case, the rape cases in Mumbai and Delhi. The most important example of the use of the social media by youth here was witnessed during the Anna Hazare movement when the youth of the country thronged Jantar

Mantar in Delhi to protest against corruption. In other words, the Anna Movement was well fed by the social media.

Moreover, US President Barak Obama also made mass use of social media during the American Presidential elections in 2012, in which he was able to win rich dividends. Perhaps taking a cue from it and sensing power of social media during various past events, the Indian political parties came forward to make use of this highly useful means to attract attention of the users in these Lok Sabha elections. Almost all the political parties jumped headlong to take advantage of this new found means of information technology to interact with the prospective voters, especially the youth. Since 101.5 million young voters participated in these Lok Sabha elections, the political parties tried to attract maximum number to their fold through this new means.

According to a report of the Internet and Mobile Association of India (IAMAI), currently 93 million Indians are associated with 'Face Book' and 33 million with 'Twitter', out of which 91 million reside in the urban areas. In the same way 19.8 million people from rural areas are connected with the social media through mobile services and are making use of 'Whats App' etc. The people living in remote rural areas, though do not have access to Internet facility but they make for the deficiency by using SMS method through their mobiles to keep in touch with social exchange of ideas. According to a survey, the number of mobile users in India surpasses the number of toilets (wash rooms) in the country.

Keeping in view the increased role of social media to interact with the users and ultimately to attract their support, the Indian political parties hired specially trained IT professionals. It was earlier predicted in a survey report by the IAMAI that the use of social media could influence a vote swing in favor or disfavor by 3 to 4 percent. If this is true, then the use of social media could be of immense importance which can seal the fate of many aspirant members of the 16th Lok Sabha.

According to a report, out of 543 Lok Sabha constituencies, 160 seats falls in the area where social media is frequently used by the people. It was also predicted that if in these constituencies the social media succeeds in creating a swing of 3 to 4 percent in favour of a particular party, it could lead the party nearer to formation of the government at the Centre and the results of the 16th Lok Sabha has cleared that social media succeeded in creating a swing of 3 to 6 Percent instead of 3 to 4 Percent, that is earlier predicted. Due to this swing BJP has won 149 seats out of 160 seats that falls in the area where social media is frequently used by the people.

A study of the trend of voting pattern and results of 2009 Lok Sabha elections show that 6 candidates won by a meager margin of below 1000 votes, 27 candidates defeated their rivals by a margin of votes ranging from 1000 to 5000 and 21 won by a margin of votes between 5000 and 10,000 only. Under the changed circumstances, if the impact of social media succeeds in influencing swing of expected 3 to 4 percent, the results may prove to be eye opener for the 54 winners who had succeeded in humbling their rivals by a slender difference.

Keeping in view the significant role of social media in influencing the voters, the political parties had earmarked 2 to 5 percent of their budgeted expenditure for social media campaign. All the national and regional level political parties had used the social media in their favor. Social media is fast emerging as a battle ground for the political parties. Every party is bent upon influencing the users, especially the youth to its side by using it. This is a beginning with regard to using the

social media for electioneering and it is hoped that it has miles to go in the future elections in India.



SUGGESTIONS FOR IMPROVEMENT IN HEALTH SECTOR

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Jagadhri, Haryana, India

ABSTRACT

India has a rich, centuries old heritage of medical and health sciences. The philosophy of Ayurveda and the surgical skills enunciated by Charak and Shusharuta way back during 2000 century B.C. to our ancient tradition in the scientific health care of our people. The approach of our ancient medical system was a holistic nature which took into a account all aspects of human health and disease. Over the centuries with the infusion of foreign influences and mingling of cultures, various systems of medicine evolved and have continued to be practiced wide. However, the allopathic system of medicine has in a relatively short period of time, made a major impact on the entire approach to health care and patterns of development of the health services infrastructure in the country.

KEYWORDS: *Tradition, Ancient, Holistic, Widely, Relatively, Constitution, Nutrition, ensuring.*

INTRODUCTION

The Constitution of India envisages the establishment of new social order based on equality, freedom, justice and the dignity of the individual. It aims at elimination of poverty. Ignorance and ill-health and directs the State with regard to raising the level of nutrition and the standard of living of the people, securing the health and strength of workers, men and women, and especially ensuring that health and strength of workers, men and women and especially ensuring that children/given opportunities to develop in a healthy manner.

Haryana State was carved our of the erstwhile state of Punjab on 1 November, 1966. Haryana is one of the smallest state of union of India in terms of area. Haryana state has made rapid progress and is placed second among the states in agriculture, the state is exporting food grains to other States It has also made rapid progress in all other fields like agriculture, irrigation, electricity production and distribution, road and transport, industrial production, education, health etc. Major infectious disease such as poliomyelitis. leprosy and blindness arc steadily

being defeated. The 21st century offers a bright vision of better health for all. It holds the prospect not merely of longer life, but superior quality of life with less disability and disease.

The war against ill-health in the 21st century will have to be fought simultaneously on two main fronts: (i) infectious diseases (ii) chronic non-communicable disease. The State comes under greater attack from both as heart disease, cancer and diabetes and other lifestyle conditions become more prevalent, while infectious illnesses remain undefeated. Of this latter group, HIV/AIDS continue to be the deadliest menace.

Today girls and women are still denied the same rights and privileges as their brothers, at home, at work, in the classroom or the clinic. They suffer more from poverty, low social status and many hazards associated with their reproductive role. As a result, they bear an unfair burden of disadvantage and suffering, often throughout their lives.

Of late, the emphasis of state government has been mainly on consolidation of the existing health infrastructure rather than expansion. The thrust is given to qualitative improvement in the health services through strengthening of physical facilities like provision of essential equipment, supply of essential drugs and consumables. Construction of building and staff quarters, filling up of vacant posts of medical and paramedical staff and in-service training of staff.

WHO's Constitution states that "The enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being without distinction of race, religion, political, economic or social condition" On two separate occasions in 1970 and 1977, the World Health Assembly has proclaimed that "health is a human right."

In the new millennium, the people are realizing and improving their health not only through government machinery but by their own efforts. It is being realized globally that health is one's responsibility and depends to a substantial extent on the life style of the people and not entirely on health intervention by hospitals. Therefore, in the new millennium, we have to find ways and means of promoting people's health through other methods as well.

SUGGESTIONS

1. The policies & programme of the organization should be periodically evaluated and even changed as and when required. The new policies & programme should be developed keeping in mind the priorities & recommendation of the community. A widespread publicity of various health care issues should be done in order to educate people regarding the same not only in urban areas but also in rural areas as well.
2. The infrastructural facilities of the health institution should also be improved. An infrastructural audit should be done after every ten years at the time of census. The staff of the hospital should be provided with proper accommodation facilities.
3. The authorities should first of all focus on filling up the vacant positions in the health institution for efficient working. A great deal of effort should be made in order to maintain healthy & harmonious relations between superior and subordinates. The staff should be provided with training & education facilities in order to enhance their skills & increase their knowledge base from time to time.
4. The state government should also take care about the nexus between the doctors and the supplier of medicines. People are bound to purchase those medicines which are available in the medical stores. It has been alleged that doctors get commission for recommending only those medicines which are supplied by the different companies.

5. There is a need to improve the financial base of the hospital and other health centres. The authorities should keep a check on the utilization of resources & maintenance on optimum level for the utilization of all the resources. The quality and quantity of resources available with the hospital needs to be improved keeping in mind the overall budget for the same.
6. ZBB is very essential to ensure the optimization of financial resources, ZBB would indirectly inject many reforms in outdated administrative health set-up to generate social change and modernization. It will also help in genuine allocation of financial resources and in controlling the expenditure. Thus to provide decent health care services to poor people government can make use of Zero Base Budgeting, Performance Budgeting, Accounting etc. to ensure usefulness of health services.
7. Training is an investment. It can give dividends only if it is properly designed. Health experts can be trained in the latest development in their area of specialization at the institutions of National importance. It will cultivate a new attitude and behaviour in human personality, which in turn will help in achieving the objectives, enshrined in various policies and programmes of the government related to health in the shortest possible time.
8. To improve understanding between public and health workers, there is an imperative need to develop inter relationship in an effective manner. This would create confidence in the minds of the people about competence, fairness, impartiality etc of the public services. So there should be harmonious relation between people and health personnel's who are appointed to serve the people.
9. The hospital authorities should pay more attention towards the ambulance facilities in the hospital and health centers instead of sharing one common ambulance with other health centers. It is very difficult to survive with one ambulance which cannot help in transporting of patients from different rural areas. Government should ensure availability of minimum two more ambulances for bringing patients to the hospital from remote areas.
10. The hospital authorities should also take care regarding the disposal of waste material management, as it creates lot of environmental problems. The authorities can bring in a public Private Partnership in helping remove the medical waste and dispose it off without causing any further damage to the environment.
11. There are many activities in the health institutions which solely survive on regular supply of electricity. In order to deal with erratic electric supply, it is suggested that government should make attentive arrangements in each health institution. Provision should be made for generator sets or these should be connected with hot lines to ensure regular and uninterrupted electric supply.
12. There is need to have adequate and modern equipment with annual maintenance contracts with the selling company, as this will help reduce expenditure incurred on heavy repairs and save the patients from the inconvenience of going to private clinics for specialized tests.
13. Availability of right quality and quantity of medicines is not only thing to be ensured by the health centres, they have to ensure that they are not stocking irrelevant and outdated medicines. Buying a lifesaving drug at heavy cost for select patients is necessary, but at the same time common drugs should also be available.

14. There is a strong need to streamline the existing multitude of government and family welfare programmes through involvement of Panchayati Raj Institutions. It will also enable to achieve flexibility at sub centre, district and state levels through decentralization of programme and devolution of funds.

CONCLUSION

There is great alienation between the goals of District Health System and the personnel working in them resulting in inefficiency, tensions, conflicts and low morale. Personnel system needs overhauling and reform to suit the health needs of the people. It is difficult to get the result for the existing health personnel in the district without bringing about changes in them to usher an era of hard work, ethics, responsiveness and transparency.

It is expected that suggestions offered above if implemented seriously would go a long way in enhancing the effectiveness of health policies and programmes to ensure promotion of health of people.

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