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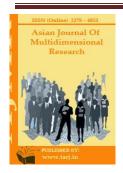
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#### VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



# Asian Journal of Multidimensional Research (AJMR)

(Double Blind Refereed & Reviewed International Journal)

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### AN EMPIRICAL STUDY ON THE SUSTAINABLE GROWTH RATE OF PHARMACEUTICAL COMPANIES LISTED IN NIFTY 50

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**ABSTRACT** 

The pharmaceuticalindustry in India is found to be ever raising industry since 90's. This growth lies with the proper utilization of resources, research and development, and technology. Due to the continuous growth of such industry, it has found that the Indian economy tends to grow with the growth of other industries. The economic condition of India is growing at a faster rate globally; it is only due to the better and continuous growth of firm's performances. But a sustainable growth will help the firm as well as the nation to meet the competition. The steady growth will help to take a major decision on further investment for long-term growth. Similarly, the pharmaceutical industry may not be a heavy industry but their performances for last few decades are found to be rising continuously. Hence this paper will try to find out the sustainable growth rate of Pharmaceutical companies that are listed in Nifty 50. Profit margin, debt-equity ratio, returns on equity, dividend payout ratio and return on total assets to sales will be compared to sustainable growth rate to understand the impact.

**KEYWORDS:** Financial Ratio, Nifty, Pharmaceutical Industry, Regression, Sustainable Growth Rate

#### INTRODUCTION

In the competitive world, the business firms are struggling hard to maintain a balanced level of growth throughout the period. This level can be achieved through better policies, services, and technology. To achieve the level of expected growth the firm should have a better strategy. Beyond this maintaining, a sustainable growth will make the firm run in long term.

In this context, the Pharmaceutical industry in India is performing well in comparison to last few decades. The Pharma sector is pushing hard to maintain a high standard of products and technology so as to compete at international level.

To achieve the economic growth is not a show for one time which can be maintained through sustainable growth. For pharmaindustry, they need to give due importance to the advancement of technology and Research and development. This firm faces several issues like policy formation, frequent changes in laws, market crises that disturb the free flow in the business cycle. Keeping all these constraints in mind the firm should prepare its own strategy that will make the firm and industry to a great height.

To understand the concept of growth various scholars (Obstfeld, 1994; Levine and Zervos, 1998; Fink, Haiss, Hristoforova, 2006; Haiss and Sumegi, 2008; Cooray, 2010), effects of industry (Rajan and Zingales, 1998), impact of law (LaPorta et al,1998), and liberalization (Rusek, 2004; Haiss and Fink, 2006; Pichleret al, 2008) established a relation between financial growth and growth in economy considering various elements of finance

#### **OBJECTIVE OF THE STUDY**

- To calculate the Sustainable growth rate by using models stated by Daum J.H. et al. & Robert C. Higgins of the Indian Pharma companies listed in NIFTY 50.
- To analyze the Indian PHARMA companies listed in NIFTY 50 through various financial variables with Sustainable growth rate.

#### LITERATURE REVIEW:

Higgins (2003), without exhausting the resources the sustainable growth can be achieved through sales and revenue. Van Horne (1998), Maximisation of sales can be achieved through targeted dividend ratio. So the best model can be followed for sustainable growth rate. Kumar Arya (2018), comparing the expected growth and sustainable growth a firm can achieve a continuous growth. Rahim and Saad (2014), Profitability of a firm helps is maintaining the sustainability of the firm. In ASEAN country debt-equity ratio shows a significant difference for sustainable growth. A. Kumar (2018), the performance of the derivative market in India shows a sustainable growth since commencement. This growth is due to product innovation in the financial market. Arya et.al (2017), Identifying the inefficiency for achieving standard i,e, ROE can be used to measure the sustainable growth rate. Saputro (2013), ROA and Sustainable growth rate shows a negative relation in the Manufacturing sector of Indonesia Stock Exchange. Amauzesh et al (2011), Sustainable growth rate, firm's liquidity and performances are considered and found ROA helps to define the actual growth and sustainable growth. Arya et.al (2017) a continuous growth can be achieved in the tire industry by establishing a benchmark and proper strategies.

#### RESEARCH METHODOLOGY

**Sample Size:** a date set for 7 years is considered from 2011 to 2017 of Cipla, Dr. Reddy, Lupin and Sun PharmaLtd. The financial ratio is calculated from it i.e. profit margin, dividend payout

ratio, debt-equity ratio, ratio total assets to sales, return on equity and by incorporating the formula sustainable growth rate is calculated.

#### HYPOTHESIS OF THE STUDY

H<sub>0</sub>: Financial variables have no significant impact on sustainable growth rate.

H<sub>1</sub>: Financial variables have a significant impact on sustainable growth rate.

#### **DATA ANALYSIS TOOLS**

**Regression:** X and Y as two variables considered for the correlation coefficient. The cause and effect relation is measured by regression analysis.

Regression model is as follows:

$$Y = \beta_0 + \beta_1 * X_1 + \beta_2 * X_2 + \beta_3 * X_3 + \beta_4 * X_4 + \beta_5 * X_5 + e$$

Y= Sustainable Growth Rate

X<sub>1</sub>=Profit Margin

X<sub>2</sub>=Dividend Pay Out Ratio

X<sub>3</sub>=Debt Equity Ratio

X<sub>4</sub>=Ratio Total assets to sales

X<sub>5</sub>=Return on Equity

#### **Variable Measurement:**

Daum. J.H. et al, certain models can be used to identify the growth of any business that in turn make others more challenging to compete. Few models are as follows

#### Model-I

#### **Sustainable Growth Rate= ROE x (1-Dividend Payment Ratio)**

**ROE**= Net Income (after Tax)

Average Shareholder's Equity

**Dividend Payment Ratio**= Yearly dividend per share

Earnings per share

TABLE-1: SUSTAINABLE GROWTH RATE (MODEL-I) OF PHARMA COMPANIES LISTED IN NIFTY50

Name Of	MODEL-1 ROE x (1-Dividend Payment Ratio)							
The Pharma Companies	2011	2012	2013	2014	2015	2016	2017	
Cipla	13.789464	13.911296	15.680925	12.151656	9.142178	9.735693	6.051325	
Dr. Reddy	19.34856	23.279382	23.098404	22.7232	20.078949	16.209355	7.91901	
Lupin	26.230347	22.638656	24.82194	26.26371	26.014038	19.4701	18.91888	

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Sun Pharma 0	0.022385	2.422432	-0.059424	28.86	21.07	17.91	19.03

Calculated by the author

#### **Model-II (Robert C. Higgins)**

**P**<sub>m</sub> = Profit Margin (Existing & Target)

**d** = Dividend pay-out ratio (Target)

L = Debt Equity Ratio (Target)

T = Ratio of Total Asset to Sales

TABLE2-: SUSTAINABLE GROWTH RATE (MODEL-II) OF PHARMA COMPANIES LISTED IN NIFTY50

Name Of The Pharma	MODEL-2							
Companies	2011	2012	2013	2014	2015	2016	2017	
Cipla	-360.58	-403.45	-817.83	-1045.40	-662.34	946.42	500.11	
Dr. Reddy	-702.23	-685.69	-3011.13	2128.37	-467.30	-282.99	480.99	
Lupin	164.86	129.34	174.06	96.28	209.25	159.83	217.47	
					-			
Sun Pharma	0.72	236.24	-1.47	-59.69	137.07	-88.43	-99.59	

Calculated by the author

#### **Interpretation:**

- **Growth rate** > **Sustainable Growth Rate:** any kind of policy set by a manger that makes the firm to reach say 9% instead of 14% then it can be said the policy set is completely out of track. The better suggestion will be to reduce the dividends or raise the capital or maybe both. So this type of analysis will make the firm aware of the future plans
- **Growth rate < Sustainable Growth Rate:**incase it is found that the growth rate is showing 9% while the expectation was 7% then the firm should increase the dividend payout ratio

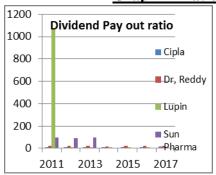
Hence, this kind measurement and comparison between growth rate expectation and sustainable growth rate will help the manager to frame the policies of their firms in special reference to Pharmaceutical industry.

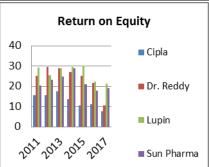
#### **RESULTS AND ANALYSIS:**

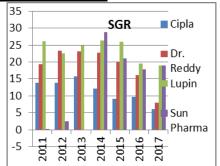
The below-shown graph states about the different pharma industries listed in Nifty 50 for a period of seven years starting from 2011-2017 i.e. Cipla, Dr. Reddy, Lupin, Sun PharmaLtd.

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**Graph-1- Ratio of PHARMA companies listed in Top Nifty 50** 







#### Interpretation:

From the graph, it shows that Lupin gave the highest dividend during the year 2011 while Sun pharma is the only firm that maintains a steady rate of dividend pay-out.

#### Interpretation:

From the graph, it shows a steady of ROE for the firm Lupin, however in respect of ROE Dr, Reddy is very much close to Lupin. While rest of the firm are also showing a steady performance.

#### Interpretation:

From the graph, it is clear that Lupin is maintaining a sustainable growth rate, however in 2017 there is a fall while Dr. Reddy and Sun Pharma are competing each other keeping Cipla at back.

#### **Regression Analysis**

TABLE 3-REGRESSION ANALYSIS OF PHARMA COMPANIES FOR TESTING THE HYPOTHESIS

Variables	Cipla		Dr. Reddy		Lupin		Sun Pharma	
	t	Sig.	t	Sig.	t	Sig.	t	Sig.
SGR	0.63	0.642	2.556	0.237	2.174	0.274	18.716	0.034
<b>Profit Margin</b>	-1.149	0.456	-0.837	0.556	0.778	0.579	24.304	0.026
Dividend Pay Out Ratio	-14.713	0.043	-4.038	0.155	-3.030	0.203	-28.961	0.022
<b>Debt Equity Ratio</b>	0.785	0.576	-0.690	0.616	-1.263	0.426	-2.574	0.236
Ratio Total assets to sales	-2.035	0.291	0.462	0.725	-1.235	0.433	12.354	0.051
Return on Equity	44.488	0.014	32.154	0.020	6.147	0.103	-2.737	0.223

Calculated by the author

The above result states the effect of financial elements on Sustainable Growth Rate (SGR). Any negative effect will reduce SGR and positive effect will increase SGR.

**Cipla**—The SGR is statistically affected negatively due to Dividend Pay-out ratio with -14.713 as t value and positively by ROE with 44.488 as t value at 0.05% level of significance. While other financial elements are not statistically significant.

**Dr. Reddy**- Here, we can find ROE is the only financial element that statistically affects SGR positively with t value as 32.154 and p-value as 0.020. While other elements are not statistically significant for changes in SGR.

**Lupin-** Surprisingly none of the financial element affects SGR statistically at 0.05% level of significance. It is probably some other factor that affects SGR for the company.

**Sun Pharma-** The result shows the profit margin and Dividend pay-out ratio statistically affects the SGR positively with t value as 24.304 and negatively with -28.961 respectively at 0.05% level of significance. However, others do not affect significantly.

#### **R-Square Test**

Through regression line, the tool that will measure the percentage of the response of data

R-squared = Explained variation

Total variation

The range will lie between 0 and 100%:

- The result shows 0% then there exists no responsibility towards the variances considered around the mean.
- The result shows 100% then there exist response towards the variances considered around the mean.

#### **Durbin Watson Test**

Report of Durbin Watson test lies between 0 to 4, where

0 to <2	2	>2 to 4
positive autocorrelation (common in time series data)	no autocorrelation	negative autocorrelation (less common in time series data)

#### **Analysis of R-Square Test and Durbin Watson Test**

TABLE-4- R-SQUARE TEST AND DURBIN WATSON TEST OF PHARMA COMPANIES

Variables	Variables Cipla		Dr. Reddy		Lupin		Sun Pharma	
	R- Square	Durbin Watson	R- Square	Durbin Watson	R- Square	Durbin Watson	R- Square	Durbin Watson
Profit Margin	0.977	3.186	0.452	0.647	.123	.730	0.365	0.470
Dividend Pay Out Ratio	0.783	1.408	.437	1.286	0.110	1.228	0.912	1.692
Debt Equity Ratio	0.494	2.569	0.449	1.491	0.828	0.977	0.561	2.549
Ratio	.838	.880	0.354	1.326	0.214	1.514	0.520	0.997

0.984

Calculated by the author

.999

2.029

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on Equity

**Interpretation:** (Results are calculated individually keeping SGR as constant and other elements as predictors)

1.761

2.148

0.972

**Cipla-** SGR is found to be statistically affected more due to ROE, Profit Margin and ROA with 99.99%, 97.7%, and 83.8 % respectively. While Debt equity ratio has less impact.

**Dr. Reddy-** Here ROE is found to be the major reason for the change in SGR while ROA has very less impact for change in SGR.

**Lupin-** SGR although is not affected more as found through regression analysis. Still a small change in SGR is due to ROE and Debt equity ratio as the statistical result shows 97.2% and 97.7% respectively.

**Sun Pharma-** Here dividend payout ratio is the key element for change in SGR with 91.2% while ROE has very less role with 1.7% statistically.

#### **CONCLUSION:**

The result computed between sustainable growth rate and various financial elements to identify the factors affects SGR change, shows a mixed result i.e. ROA and Dividend pay-out ratio are negatively significant for most of the companies. While the positive impact for SGR is found due toROE and Debt equity ratio. As stated before for long-run growth of a firm they should have a strategy that will help to maintain the continuous growth. Hence, for the Pharmaceutical companies that are listed in Nifty 50 should take due care of the financial element is taken into consideration for evaluation while designing the plans or policies.

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#### "IMPACT OF HEALTH, SAFETY, WELFARE MEASURES ON PRODUCTIVITY: A STUDY ON THE TEA WORKERS OF PARTNERSHIP TEA ESTATES IN TERAI REGION OF WEST BENGAL"

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#### **ABSTRACT**

According to latest report, published in 2017, by the Tea Board of India, India has become world's second largest tea producer after China. India's tea production in 2016-17 reached 1,250.49 million kilogram -- an increase of 1.41 per cent over the corresponding year-ago figure on account of higher production rate in Assam and West Bengal. But the work force, to whom the credit should go to for this huge production, are still being severely afflicted by the master class even after 69 years of independence. Presently also, they are exposed to various social constraints. In this present juncture, the paper is intended to explore whether giving greater emphasis on Health, Safety, Welfare measures of the tea workers really leads to better productivity of the tea workers of partnership gardens in Terai region in West Bengal and also intended to give some suggestion regarding some effective measures that should be taken to consideration to improve the productivity of the tea workers.

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**KEYWORDS:** Health, Safety, Welfare Measures, Productivity, Partnership Gardens, Terai Region

#### **INTRODUCTION:**

India has been playing a dominant role in global tea trade since few decades. India is now the second largest tea producer in the world only next to China, leaving behind Kenya, Indonesia and Sri Lanka. But the workforce, to whom the credit to be given for such a good position of India in world tea market, unfortunately they have been neglected for long years. Presently also in India, tea workers are exposed to various social constraints. The daily wage of the labours is lower than the minimum daily wage fixed by the state government; consequently, starvation, malnutrition, untimely deaths have become regular features among the tea workers. Poorly paid Indian tea workers and their destitute families have become a major target for human traffickers who lure away mainly women and children with promises of a new life but who end up enslaved in factories and households. Deaths of workers because of various occupational diseases, snake bites, malaria, have become a regular issue. Now the question is if the concepts of safety, security, welfare, and minimum wages of workers are unable of proper functioning on tea workers, why should they exist in society? And also if these situation prevails in society, how can we raise the question of their productivity? So, in these present crucial circumstances, the status of the working class people should be re-evaluated specifically from the aspect of health, safety & welfare, within as well as outside of the establishment, so that these social factors become efficient enough to create good impact on the productivity of the tea workers.

#### **OVERVIEW OF LITERATURE:**

Though a number of social researchers have conducted studies on plantation industry, very few of them have concentrated especially on tea industry that too also mostly center around Sri Lanka, Indonesia, Malaysia, India, and South American plantations, those in the Caribbean islands. However, we have done extensive literature review that are related to health, safety, welfare measures and productivity and also which are related to tea industry.

Joshi (1927) in his book, "Trade Union Movement in India" wrote that the uncovered areas, by minimum standard of working conditions fixed by the Factories Act and other benefits under social legislations, are covered by employee welfare which employers make for the benefit of the employees as well as for their long-term benefits.

Seth (1940) in his book "Labour in Indian Coal Industry" discussed the bitter situations of Indian Coal miners under colonial rule, where no welfare activities were done.

Percival Griffiths (1967) on "The History of Indian Tea Industry" described the historical growth of Indian Tea industry and its different aspects like production, labour recruitment, ownership, etc. In his study there was no separate discussion about the Industrial Relation and Productivity.

Srivastava (1970) in his book, "A Socio-Economic Survey of the Workers in the Coal Mines of India" revealed the poor socio-economic conditions of coal workers in India, especially in Bihar. He found that high indebtedness, low wages and poor welfare facilities- these factors are responsible behind the poor socio-economic conditions of miners.

Kudchelkar (1979) in his book, "Aspects of Personnel Management and Industrial Relations" explained the necessity of labour welfare for maintaining good Industrial Relations. He felt that

employees need to be provided good welfare facilities as they are exposed to various risks and hazards.

Dr. SharitBhowmick (1981) in his study on "Class Formation in The Plantation System" tried to investigate into different aspects of class formation among tribal workers engaged in Dooars Tea gardens. In his study, he emphasized on how the social relations of tribal workers change with the change in Organisation.

Tyagi (1982) in his book, "Labour Economics and Social Welfare" discussed theoretically the intra-mural and extra-mural labour welfare practices in India and also discussed the involvement of various agencies in labour welfare.

Prasannaeswari (1984) studied on "Industrial Relation in Tea Plantation: the Dooars Scene" where he describe the condition of labour relation in the tea gardens of North Bengal with special reference to the gardens of Dooars region. It covers various aspects of industrials relations in tea gardens like attitudes of the management towards the workers, the role of the Trade Unions, etc.

PramodVarma (1987) in his book, "Labour Economics and Industrial Relations" explained that mainly three types of welfare facilities are provided by the organisations. According to him, provision of subsidised canteens, crèches and medical facilities come under first type of welfare facilities, while cooperative credit facilities and educational assistance come under second type of welfare facilities. The third type of welfare facilities is provided by community centres, welfare centres etc.

Ahuja's (1988) book- "Personnel Management" deals with the necessity of labour welfare and social security in India. He explained that employees can be satisfied with the help of provision of welfare and social security measures and that can lead them to show their improved performance.

ArunMonappa (1990) in his book, "Industrial Relations" explained in detail the labour welfare and social security measures. Problems faced by enforcement machinery for implementation of these welfare and social security measures, have also been discussed in this book.

Tripathi's (1998) book- "Personnel Management & Industrial Relations" deals with the principles of labour welfare services, types of labour welfare services, different legislations. He also gave an insight look into various welfare facilities in terms of medical care, sickness benefit, unemployment benefit, maternity benefit etc., in his book.

B. Sivaram (2000) studied on "Productivity Improvement and Labour Relations in the Tea Industry in South Asia" and highlighted on the importance of tea production in India, Bangladesh, and Sri Lanka in terms of employment and foreign exchange earnings and various aspects on productivity in Tea Industry.

Navinder K Sing (2001) studied on "Role of Women Workers in the Tea Industry of North East India" and explained various social, cultural and functional issues of female workers.

David, ADecenzo and Stephen P. Robbins (2001) in their book, "Personnel / Human Resource Management" discussed in detail the various benefits and services that employers provide to their employees in the companies. Also they explained the necessity of social security premiums, unemployment compensation, workers compensation and state disability programs.

Michael (2001) in his book, "Human Resource Management and Human Relations" said that quality of work life of employees can be improved with the help of the provision of intra-mural

and extra-mural welfare facilities which paves the way of good human relations among different cadres of employees.

Pylee and Simon George (2003) in their book, "Industrial Relations and Personnel Management" explained that besides various welfare facilities, various retirement benefits such as provident fund, gratuity and pension should be provided to the employees by the companies; so that besides instilling in them a feeling of security, the provision of these benefits assists employees to be free from fear of want and fear of starvation.

Punekar, Deodhar and Sankaran (2004) in their book, "Labour Welfare, Trade Unionism and Industrial Relations" opined that labour welfare is something that is done for intellectual and social-wellbeing and also the comfort and improvement of the employees over and above the wages paid which is not a necessity of the industry.

Shashi, K. Gupta and Rosy Joshi (2005) in their book, "Human Resource Management" deals with detailed discussion on labour welfare, where all aspects of labour welfare such as types of labour welfare, statutory provisions concerning welfare, approaches to welfare and also the significance of labour welfare have been given emphasis.

Singh (2005) in his book, "Industrial Relations: Emerging Paradigms "stated that disease, wants, squalor, idleness and ignorance- these five giants can be handled by providing welfare facilities and social security. According to him, social security should not be considered as burden but it should be considered as a kind of wise investment that offers, in the long run,good social dividends.

VenkataRatnam (2006) in his book, "Industrial Relations" explained elaborately the labour legislations, Indian constitutional provisions of social security, voluntary and collective agreements for the organised sector. The key issues in social security and welfare, in the context of the emerging socio-economic environment, has also been discussed in this book.

Micheal Armstrong's (2006) book, "A Hand Book of Human Resource Management" deals with various concepts of welfare services provided to employees in detail. According to him, identification of employees with the companies in which they are employed can be improved with the provision of welfare services in terms of individual services, group services and employment assistance programs.

Aquinas (2007) in the book, "Human Resource Management" explained in detail about welfare facilities provided to employees. He opined that some welfare benefits are provided as per legislation while some other welfare benefits are provided voluntarily by management or as a result of bi-partite settlements between the Management and Trade Unions. The intra-mural and extra-mural welfare benefits also have been discussed in this book.

Huque (2007) in his work opened that tea Industries in the developing countries of Asia are facing huge competition due to inefficiency in the value chain management especially related to land management, Plucking efficiency and manufacturing cost.

Gary Dessler and BijuVarkkey (2009) in their book, "Human Resource Management" threw light on the benefits and welfare services provided to employees in India. They also discussed besides the discretionary benefits, benefits to be provided as per Central or State Law provided to the employees.

Dr. Mitra (2010) in "Globalization and Industrial Relation in Tea Plantations" portrayed in details the nature of Industrial Relations from pre globalization phase to post globalization phase, factors that create impact on industrial relation, impact of globalization on Industrial Relation, Causes of Sickness and Closer in Dooars and Terai region in West Bengal.

CUTS (2011) conducted a case study on the tea sector in Jalpaiguri and Darjeeling districts of West Bengal and explores the export-oriented value chain in the sector and shows how various stakeholders are interrelated. The study investigates into whether export of tea has increased (or not) after introduction of the Foreign Trade Policy of India; what has been the impact on various stakeholders; what are the bottlenecks for exporting tea; and what could be the probable measures that will help in improving the export scenario.

Dr. HorenGoowalla (2012) examined empirically the vital issues affecting the relationship between labour and management in selected tea estates of Jorhat Districts of Assam and suggested measures to make them more effective contributions for the productivity and prosperity of tea estates of Assam.

#### **RESEARCH GAP:**

It is true that, social researchers conducted studies on plantation industry in India, but the aspects safety, health, welfare measures & productivity of tea workers have been taken into consideration by few of them. Another thing, which has not been clearly explored that the impact of the above factors on the productivity of the tea workers. Above all, the much said Terai region of West Bengal, undertaken in this study, is still untouched in by the social researchers.

#### **OBJECTIVES OF THE STUDY:**

The study is undertaken to fulfill the following objective:

- To examine the impact of health, safety and welfare measures on productivity of the tea workers of Partnership tea estates.
- To determine the nature and degree of relationship between health & productivity, safety & productivityand welfare & productivity of the tea workers of Partnership tea estates.

#### **METHODOLOGY:**

Area of the study: It has already been stated that for the study, partnership gardens in Terai region of West Bengal have been selected.

**Period of study:** To establish the relation among the variables health, safety and welfare measures and productivity 15 years data have been collected ranging from the year 2003 – 2017.

Sources of data: We have used both primary and secondary sources for the purpose of data collection. Primary sources have greatly emphasized in this regard. Secondary sources include TBITA, various journals, articles, various publications of Tea Board of India, Planters Associations, various reports published by the Department of Economics and Statistics, Department of Labour, Govt. of West Bengal, and various newspapers, magazines, etc.

**Sampling technique:** As there are only four partnership tea gardens, all the gardens have been taken into consideration for the purpose of examine the relationship. The health, safety, welfare expenses and productivity of all the gardens of the respective years were added separately to make the data set eligible for regression analysis in Eviews.

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Standardization of parameter: The parameters which have been used to establish relational model are Welfare, Health, Safety and Productivity. Here dependent variable is productivity (y), and independent variables are Welfare  $(x_1)$ , Health  $(x_2)$ , and Safety  $(x_3)$ . In this study, labour productivity has been calculated as (total production of made tea) / (average number of workers); that means labour productivity has been taken in to consideration. For explaininglabour productivity, the values of all the independent variables have been taken in terms of expenses; i.e. welfare expenses, health expense, safety expenses for the respective years of the undertaken tea estates.

#### **HYPOTHESES:**

 $\mathbf{H}_{0}$ : There is no significant impact of health, safety and welfare on the productivity of the tea workers.

#### **ANALYSIS WITH INTERPRETATION:**

**Descriptive Statistics Results:** During the study period, the variables- Health, Safety, Welfare & Productivity of the tea workers are found to be very stable and not much varying from their mean values. The low value of standard deviation of all the three variables in this regard also confirms the stability.

L PRODUCTIVIT L\_HEALTH\_EXP|Y L\_SAFETY\_EXP L\_WELFARE\_EXP Mean 15.65860 7.947253 14.40655 17.15468 Median 15.65855 7.947706 14.40605 17.15432 Maximum 15.77103 7.977694 14.51822 17.26652 Minimum 15.54390 7.917401 14.29371 17.04114 0.070796 0.019124 0.070007 0.070365 Std. Dev. Skewness -0.045179 -0.025193 -0.030583 -0.037141 1.875864 Kurtosis 1.780275 1.872821 1.867918 0.794904 0.931418 0.796422 0.804455 Jarque-Bera 0.672030 0.627690 **Probability** 0.671520 0.668828 234.8790 257.3203 Sum 119.2088 216.0983 Sum Sq. Dev. 0.070168 0.005120 0.068614 0.069316 Observations 15 15 15 15

**TABLE-1: DESCRIPTIVE STATISTICS** 

#### Source-Computed by authors

In the case of all four variables, p values of the results of Jarque-Bera statistics are greater than 0.05. Therefore, we can assert that all the variables are approximately conform to the normalityandit is also observed that the results of median of various variables are more or less equal to the respective mean values.

#### **Unit Root Test Results:**

Unit root test has been conducted to see whether the time series variables are non-stationary and possesses a unit root. The null hypothesis here is the series are non-stationary and the alternative hypothesis is series are stationary.

TABLE 2: UNIT ROOT TEST RESULTS USING AUGMENTED DICKEY-FULLER (ADF)

Variables	Level First Difference		Second Difference
	Intercept	Intercept	Intercept
L_Productivity	-1.50052	-3.392322	-3.304744
	(0.4915)	(0.0315)	(0.0436)
L_Welfare	-0.425311	-2.522945	-3.668752
	(0.8793)	(0.1343)	(0.0211)
L_Health	-0.538213	-2.364626	-3.723359
	(0.8555)	(0.1699)	(0.0193)
L_Safety	-0.307662	-2.464503	-3.704508
	(0.9009)	(0.1466)	(0.0199)

#### **Source-Computed by authors**

We can see the detail of ADF test in table no-2. Here, at level, the t-statistics for the variables-productivity, welfare, health and safety are non-significant, accepting the null hypothesis, we can say that all the variables are non-stationary at level. Whereas only productivity is stationary at 1<sup>st</sup> difference. But if we give a look to the column of 2<sup>nd</sup> difference, the values of t statistics of all the variables are significant at intercept; meaning that all the variables are significant at 2<sup>nd</sup> second difference.

#### **Granger Causality Test:**

Granger causality test has been conducted to investigate causality between three sets of two variables i.e.welfare & productivity, health & productivity and safety and productivity in the time series model.

TABLE-3: GRANGER CAUSALITY TEST BETWEEN WELFARE AND PRODUCTIVITY

Pairwise Granger Causality Tests

Sample: 2003 2017

Lags: 2

Null Hypothesis:				Obs.	F-StatisticProb.
L_WELFARE_EXP L_PRODUCTIVITY L_PRODUCTIVITY	does does not G	not ranger (	Granger  Cause L_WEI	Cause 13 LFARE_EXP	3.45995 0.0827 3.32540 0.0889

#### **Source-Computed by authors**

The above table, table no-3 gives us a glimpse of granger causality test result between two variables- welfare and productivity. Here the first null hypotheses that means 'welfare expenses does not granger cause productivity' can be rejected at 10% significance level; meaning that welfare expenses does cause productivity. On the other hand, the second hypothesis- 'productivity does not granger cause welfare' can also be rejected at 10% level of significance; meaning that productivity does cause welfare. So, form the above table it can easily be said that there is bidirectional causality running from welfare expenses to productivity and productivity to welfare expenses with lag (2), observation- 15, F stat.=3.45995 (prob. 0.0827) & F stat.=

3.32540 (prob. 0.0889). Now let us focus on the causal relationship between other set of two variables- health expenses & productivity.

### TABLE-4: GRANGER CAUSALITY TEST BETWEEN HEALTH AND PRODUCTIVITY

Pairwise Granger Causality Tests

Sample: 2003 2017

Lags: 2

Null Hypothesis:				Obs.	F-StatisticProb.
L_HEALTH_EXP L_PRODUCTIVITY L_PRODUCTIVITY	does does not	not Granger	Granger Cause L_HE	Cause 13 ALTH_EXP	4.01117

#### Source-Computed by authors

The above table, table no-4shows us result of granger causality test between two variables-health expenses and productivity. Here the first null hypotheses that means 'health expenses does not granger cause productivity' can be rejected at 10% significance level; meaning that health expenses does cause productivity. On the other hand, the second hypothesis-'productivity does not granger cause health expenses' can also be rejected at 5% level of significance; meaning that productivity does cause health expenses. So, form the above table it can be said that there is bidirectional causality running from health expenses to productivity and productivity to health expenses with lag (2), observation- 15, F stat.=4.01117 (prob. 0.0622)& F stat.= 5.06852 (prob. 0.0379). Now let us focus on the causal relationship between the last set of two variables- safety expenses& productivity.

TABLE-5: GRANGER CAUSALITY TEST BETWEEN SAFETY AND PRODUCTIVITY

Pairwise Granger Causality Tests

Sample: 2003 2017

Lags: 2

Null Hypothesis:				Obs	F-Statistic Prob.
L_SAFETY_EXP L_PRODUCTIVITY L_PRODUCTIVITY	does does not	not Granger	Granger Cause L_SA	Cause 13 FETY_EXP	3.32786 0.0888 3.26649 0.0918

#### **Source-Computed by authors**

The above table, table no-5reveals the picture of granger causality between two variables-safety expenses and productivity. Here the first null hypotheses that means 'safety expenses does not granger cause productivity' can be rejected at 10% significance level; meaning that safety expenses does cause productivity. On the other hand, the second hypothesis-'productivity does not granger cause safety expenses' can also be rejected at 10% level of significance; meaning that productivity does cause safety expenses. So, form the above table it can be said that there is bidirectional causality running from safety expenses to productivity and productivity to safety expenses with lag (2), observation- 15, F stat.=3.32786 (prob. 0.0888) & F stat.= 3.26649 (prob. 0.0918). Now let us concentrate on regression analysis.

#### **REGRESSION ANALYSIS:**

Now let us concentrate on regression analysis considering the variables welfare expenses, health expenses, safety expenses and labour productivity.

#### Relation between welfare & Productivity:

If we concentrate on partnership tea estates the following regression model has come out from log estimation of the variables productivity and welfare, wherelabour productivity as dependent variable and welfare as explanatory variable:

#### **TABLE-6**

Dependent Variable: LOG(PRODUCTIVITY)

Method: Least Squares Sample: 2003 2017 Included observations: 15

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C LOG(WELFARE_ESPENSES)	3.289380 0.271522	0.056982 0.003322	57.72684 81.74378	0.0000 0.0000
R-squared Adjusted R-squared S.E. of regression Sum squared resid Log likelihood F-statistic Prob(F-statistic)	0.998058 0.997909 0.000875 9.94E-06 85.41676 6682.045 0.000000	Mean depe S.D. depen Akaike info Schwarz cr Hannan-Qu Durbin-Wa	dent var o criterion iterion iinn criter.	7.947253 0.019124 -11.12224 -11.02783 -11.12324 0.737847

#### Source-Computed by authors

From table-6, the following regression equation can be formed:

$$Log(y) = 3.289 + 0.2715 log(x_1)$$
 ----- (Eq. – 1)  
(57.72)\*(81.75)\*

 $R^2$ = 0.99, F=6682.04, DW= 0.73, y= labour productivity,  $x_1$  = welfare expenses, \*=significant at 5% level.

A quick glance at the results reveals- though the coefficients, in equation-1, are statistically significant and the fit is very tight but probably error term is serially correlated, which is understood from DW statistics and which is not desirable. Correlograms and Q-Statistics has been tested to make it sure.

#### TABLE-7

Sample: 2003 2017 Included observations: 15

Autocorrelation	Partial Correlation	AC	PAC	Q-Stat	Prob
Addoconeration	Taluar Correlation	1 0.583 2 0.034 3 -0.432 4 -0.559 5 -0.478 6 -0.157 7 0.063 8 0.207 9 0.208	0.583 -0.463 -0.369 -0.098 -0.271 0.019 -0.275	6.1860 6.2084 10.178 17.410 23.233 23.932 24.057 25.612 27.460 28.895	0.013 0.045 0.017 0.002 0.000 0.001 0.001 0.001 0.001
		11 -0.007 12 -0.084	-0.263	28.899	0.002

#### **Source-Computed by authors**

From Table-7, we can see the correlogram has undesirable spikes at lag one and at lag four. The Q-statistics are significant at all lags, indicating significant serial correlation in the residuals. So,Q-statistic indicates that the residuals are serially correlated and the equation should be respecified before using it for hypothesis tests and forecasting.

To remove the problem of serial correlation, the equation has been estimated with log, taking lag (1). The following result has come out.

#### **TABLE-8**

Dependent Variable: LOG(PRODUCTIVITY)

Method: Least Squares

Sample (adjusted): 2004 2017

Included observations: 14 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.654559	0.492761	3.357731	0.0064
LOG(PRODUCTIVITY(-1))	0.487933	0.149799	3.257245	0.0076
LOG(WELFARE_ESPENSES	0.140896	0.040849	3.449150	0.0054
R-squared Adjusted R-squared S.E. of regression Sum squared resid Log likelihood	0.998941	Mean dep	nendent var	7.949385
	0.998749	S.D. depe	ndent var	0.017900
	0.000633	Akaike in	fo criterion	-11.70412
	4.41E-06	Schwarz o	criterion	-11.56718
	84.92884	Hannan-Q	Quinn criter.	-11.71680
F-statistic Prob(F-statistic)	5188.848 0.000000	Durbin-W	atson stat	1.870459

#### **Source-Computed by authors**

From table-8, the following regression equation can be formed:

$$Log(y) = 1.654 + 0.4879 log (y-1) + 0.1408 log (x_1) ----- (Eq. -2)$$

$$(3.35)^* (3.25)^* (3.44)^*$$

 $R^2$ = 0.99, F=5188384\*, DW= 1.87, y= labour productivity, $X_1$ = welfare expenses, \*=significant at 5% level

Now, to make it confirm whether serial correlation has been eliminated, Brusch Godfrey serial correlation LM test has been conducted and it has extracted the following result.

**Table-9**Breusch-Godfrey Serial Correlation LM Test:

F-statistic	0.032236	Prob. F(1,10)	0.8611
Obs*R-squared	0.044986	Prob. Chi-Square(1)	0.8320

#### **Source-Computed by authors**

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The above test accepts the hypothesis of no serial correlation which indicates that equation-2 can be used for forecasting.

As the coefficients in the equation-2 are statistically significant and the fit is very tight, also there is no existence of serial correlation in error terms, the following estimation and forecasting can be done.

1% increase in welfare expenditure per year in partnership farm lead to 0.1408% increase in labour productivity per year during the period of 2003 - 2017, which is significant at 5% level.

#### Relation between health & productivity:

Now, if we concentrate on the variables productivity and health of partnership tea estates the following regression model has come out from log, where labour productivity as dependent variable and health as explanatory variable:

**TABLE - 10** 

Dependent Variable: LOG(PRODUCTIVITY)

Method: Least Squares Sample: 2003 2017 Included observations: 15

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C LOG(HEALTH_EXPENSES)	3.721838 0.269846	0.053835 0.003438	69.13474 78.48964	0.0000 0.0000
R-squared Adjusted R-squared S.E. of regression Sum squared resid Log likelihood F-statistic Prob(F-statistic)	0.997894 0.997732 0.000911 1.08E-05 84.80865 6160.624 0.000000	Mean deper S.D. depend Akaike info Schwarz cr Hannan-Qu Durbin-Wa	dent var o criterion iterion iinn criter.	7.947253 0.019124 -11.04115 -10.94675 -11.04216 0.712533

**Source-Computed by authors** 

From table-10, the following regression equation can be formed:

$$Log(y) = 3.72 + 0.269 log(x2)$$
 ----- (Eq. – 3)  
(69.13)\* (78.48)\*

 $R^2$ = 0.99, F=6160.624, DW= 0.71, y= labour productivity, $x_2$  = health expenses, \*=significant at 5% level.

The above results reveals- though the coefficients are statistically significant and the fit is very tight but probably error term is serially correlated, which is understood from DW statistics and which is not desirable. Correlograms and Q-Statistics has been tested to make it sure.

TABLE-11 Sample: 2003 2017 Included observations: 15

Autocorrelation	Partial Correlation	AC	PAC	Q-Stat	Prob
		2 0.022 3 -0.417 4 -0.539 5 -0.463 6 -0.161 7 0.037 8 0.181 9 0.199	-0.123 -0.273 0.038 -0.316 -0.033 -0.125	16.702	0.012 0.043 0.019 0.002 0.000 0.001 0.002 0.002 0.002
		11 0.001 12 -0.079		27.350 27.885	0.004 0.006

#### Source-Computed by authors

From Table-11, we can see the correlogram has spikes at lag one and at lag four, which are undesired. The Q-statistics are significant at all lags, indicating significant serial correlation in the residuals. So,Q-statistic indicates that the residuals are serially correlated and the equation should be re-specified before using it for hypothesis tests and forecasting.

To remove the problem of serial correlation, the equation has been estimated with log, taking lag (1). The following result has come out.

TABLE- 12

Dependent Variable: LOG(PRODUCTIVITY)

Method: Least Squares

Sample (adjusted): 2004 2017

Included observations: 14 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C LOG(PRODUCTIVITY(-1) LOG(HEALTH_EXPENSE		0.541112 0.145640	3.373549 3.444925	0.0062 0.0055
)	0.136448	0.039514	3.453191	0.0054
R-squared Adjusted R-squared	0.998942 0.998750	Mean depe S.D. depen		7.949385 0.017900

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S.E. of regression	0.000633	Akaike info criterion	-11.70534
Sum squared resid	4.41E-06	Schwarz criterion	-11.56840
Log likelihood	84.93736	Hannan-Quinn criter	-11.71801
F-statistic	5195.177	<b>Durbin-Watson stat</b>	1.888141
Prob(F-statistic)	0.000000		

#### **Source-Computed by authors**

From the above table, the following regression equation can be formed:

$$Log(y) = 1.825 + 0.5017 log (y-1) + 0.1364 log (x_2)$$
 ----- (Eq. – 4)

$$(9.37) \quad (3.44)^* \quad (3.45)^*$$

 $R^2$ = 0.99, F=5195.17\*, DW= 0.88, y= labour productivity,  $x_2$ = health expenses, \*=significant at 5% level

Now, to confirm whether serial correlation has been eliminated, Brusch Godfrey serial correlation LM test has been conducted and it has extracted the following result.

TABLE-13 Breusch-Godfrey Serial Correlation LM Test:

F-statistic	0.087739	Prob. F(1,10)	0.7731
Obs*R-squared	0.121766	Prob. Chi-Square(1)	0.7271

#### **Source-Computed by authors**

The above test accepts the hypothesis of no serial correlation which indicates that equation-4 can be used for forecasting.

As the coefficients in the equation-4 are statistically significant and the fit is very tight, also there is no existence of serial correlation in error terms, the following estimation and forecasting can be done.

1% increase in health expenditure per year in partnership farm lead to 0.1364 % increase in labour productivity per year during the period of 2003 – 2017, which is significant at 5% level.

#### Relation between safety and productivity:

Now, Let us concentrate on the variables productivity and safety of partnership tea estates the following regression model has been extracted from log estimation, where productivity isdependent variable and safety is an explanatory variable:

#### TABLE-14

Dependent Variable: LOG(PRODUCTIVITY)

Method: Least Squares Sample: 2003 2017 Included observations: 15

Variable	Coefficient	Std. Error	t-Statistic	Prob.

ISSN: 2278-4853 V	ol 7, Issue 8, Augu	st 2018	Impact Factor: S	SJIF 2017 = 5.443
C LOG(SAFETY_EXPEN	4.015844 NSES) 0.272890	0.049666 0.003447	80.85746 79.15825	0.0000 0.0000
R-squared Adjusted R-squared S.E. of regression	0.997930 0.997770 0.000903	S.D. dep	ependent var bendent var nfo criterion	7.947253 0.019124 -11.05808
Sum squared resid Log likelihood	1.06E-05 84.93562		criterion Quinn criter.	-10.96368 -11.05909
F-statistic Prob(F-statistic)	6266.028 0.000000		Watson stat	0.712059

#### **Source-Computed by authors**

From table-14, the following regression equation can be formed:

$$Log(y) = 4.0158 + 0.2728 log(x_3)$$
 ----- (Eq. – 5) (80.85)\* (79.15)\*

 $R^2$ = 0.99, F=6266.028, DW= 0.712, y= labour productivity,  $X_3$ = safety expenses, \*=significant at 5% level.

The above results reveals- though the coefficients are statistically significant and the fit is very tight but probably error term is serially correlated, which is understood from DW statistics and which is not desirable. Correlograms and Q-Statistics has been tested to make it sure.

Table-15 Sample: 2003 2017 Included observations: 15

Autocorrelation	Partial Correlation	Α	C PAC	Q-Stat	Prob
		2 0. 3 -0. 4 -0. 5 -0. 6 -0. 7 0. 8 0. 9 0. 10 0.	602 0.602 061 -0.473 417 -0.375 573 -0.102 507 -0.255 201 -0.001 040 -0.253 208 -0.110 229 -0.108 190 -0.085 013 -0.276 081 -0.087	6.6754 10.365 17.984 24.545 25.691 25.743 27.326 29.556 31.397 31.407	0.010 0.036 0.016 0.001 0.000 0.000 0.001 0.001 0.001 0.001

#### **Source-Computed by authors**

From Table-15, we can see the correlogram has spikes at lag one and at lag four. The Q-statistics are significant at all lags, indicating significant serial correlation in the residuals. So,Q-statistic indicates that the residuals are serially correlated and the equation should be re-specified before using it for hypothesis tests and forecasting.

To remove the problem of serial correlation, the equation has been estimated with log, taking lag (1); the following result has come out.

#### **TABLE-16**

Dependent Variable: LOG(PRODUCTIVITY)

Method: Least Squares

Sample (adjusted): 2004 2017

Included observations: 14 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C LOG(PRODUCTIVITY(-1)) LOG(SAFETY_EXPENSES)		0.588950 0.146747 0.040210	3.310747 3.464831 3.381207	0.0069 0.0053 0.0061
R-squared Adjusted R-squared S.E. of regression Sum squared resid Log likelihood F-statistic Prob(F-statistic)	0.998919 0.998723 0.000640 4.50E-06 84.78550 5083.569 0.000000	Mean dependent var S.D. dependent var Akaike info criterion Schwarz criterion Hannan-Quinn criter. Durbin-Watson stat		7.949385 0.017900 -11.68364 -11.54670 -11.69632 1.877600

#### Source-Computed by authors

From the above table, the following regression equation can be formed:

$$Log(y) = 1.9498 + 0.5084 log (y-1) + 0.1359 log (x_3)$$
 ----- (Eq. – 6)

(3.38)\*

 $R^2$ = 0.99, F=5083.56\*, DW= 0.88, y= labour productivity,  $x_3$ = safety expenses, \*=significant at 5% level

Now, to confirm whether serial correlation has been eliminated, Brusch Godfrey serial correlation LM test has been conducted and it has extracted the following result.

**TABLE: 17**Breusch-Godfrey Serial Correlation LM Test:

F-statistic	0.018677	Prob. F(1,10)	0.8940
Obs*R-squared	0.026099	Prob. Chi-Square(1)	0.8717

#### Source-Computed by authors

The above test accepts the hypothesis of no serial correlation which indicates that equation-6 can be used for forecasting.

As the coefficients in the equation-6 are statistically significant and the fit is very tight, also there is no existence of serial correlation in error terms, the following estimation and forecasting can be done.

1% increase in safety expenditure per year in partnership farm lead to 0.1359 % increase in labour productivity per year during the period of 2003 - 2017, which is significant at 5% level.

#### **CONCLUSION & SUGGESTIONS:**

This paper attempts to examine the impact of health, safety and welfare measures on productivity of the tea workers of Partnership tea estates of Terai region of West Bengaland to determine the nature and degree of relationship between health expenses & productivity, safety expenses& productivity and welfare expenses& productivity of the tea workers. For this purpose, fifteen years data of four partnership tea estates were considered in this study. From Granger causality test it has been found that there is bidirectional causality running from welfare expenses to productivity and productivity to welfare expenses; meaning that welfare expenses of the tea workers cause to productivity of the tea workers and productivity of the tea workers cause to welfare expenses. On the other hand, bidirectional causality can be observed for health expenses and productivity of the tea workers; meaning that health expenses of the tea workers cause to productivity of the tea workers and productivity of the tea workers cause to health expenses. Similarly, bidirectional causality can also be observed for safety expenses and productivity of the tea workers; meaning that safety expenses of the tea workers cause to productivity of the tea workers and productivity of the tea workers cause to safety expenses. From the regression analysis it has been found that during the period of 2003 - 2017,1% increase in health expenditure per year in partnership farm lead to 0.1364 % increase in labour productivity per year, which is significant at 5% level. On the other hand, the analysis reveals, 1% increase in welfare expenditure per year in partnership farm lead to 0.1408% increase in labour productivity per year, which is significant at 5% level. Also, it is apparent from the analysis that during the aforementioned period, 1% increase in safety expenditure per year in partnership farm lead to 0.1359 % increase in labour productivity per year, which is also significant at 5% level. So, it can be clearly said from the above explanation that health expenses, safety expenses & welfare expenses do create positive impact on the productivity of the tea workers. But one thing must be mentioned here that here for the tea workers of partnership tea estates, the workers' productivity is not increasing at the same rate with the rate of increase in expenses. Obviously it is not possible. But the rate of increase in productivity is low. That means there must have certain other factors that are effecting labour productivity. To conclude, it can be said that, if management incur more expenditure for health, safety & welfare measures for the tea workers, obviously they can expect better labour productivity from the workers' side. But management has to find out & work on the other factors that are obstructing the rate of increase in productivity of the tea worker to get better return on investment.

#### LIMITATIONS:

- Researchers claiming that limited time period and budget are definitely the limitation of the research.
- However the study was restricted to Terai region of West Bengal & based on only selected
  the tea gardens of partnership ownership pattern, thus neglecting the cases of other ownership
  patterns like Public & Proprietorship.
- A limited lime period of 15 years, was considered by the researchers for this study.

#### SCOPE FOR FURTHER RESEARCH:

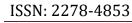
- The future studies can be done increasing the time period.
- Other ownership patterns like public & proprietorship can be taken into consideration for future research.

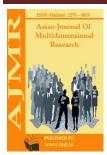
• The current research is based on only three attributes to explain productivity but still some other attributes might be there which can affect productivity of the tea workers.

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## Asian Journal of Multidimensional Research (AJMR)

(Double Blind Refereed & Reviewed International Journal)

**UGC APPROVED JOURNAL** 



### SOCIAL MEDIA MARKETING: VALUE CREATION AND SUSTAINABLE DEVELOPMENT- TOURISM SECTOR A CASE IN POINT

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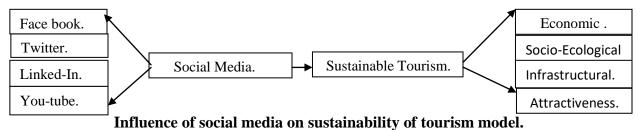
#### **ABSTRACT**

Technology has revolutionized the dynamics, of business, across the Globe. Innovative techniques, of communication, being outgrowth of technology, dominating the conventional modes of communication and promotion. Social media marketing, an emerging tool, of marketing communication, created substantial impact on the marketing mix of service offering. Elements like service product, place, promotion, pricing, environment, all, registered a dynamic change, with the advent, of social media marketing. Social media marketing create superior customer value by offering convenience, ease of use, flexible pricing, information access, and delivery. Social media marketing, enable, organizations to achieve long term sustainable development, by meeting or exceeding competition, through innovative tools and techniques of marketing. The current study, would explore, the value creation by social media marketing in tourism sector. The major findings, recommendations, limitations and implications would also form part, of the current study.

**KEYWORDS:** Social Media Marketing, Value Creation, Sustainable Tourism Development

#### INTRODUCTION

Business dynamics, witnessed, revolution by innovative breakthroughs in telecommunication technology and networking of computers. Social media allow people to form their own profiles, add friends, form online communities, etc. Social media, being an emerging platform for exchange of ideas, debates, discussion, videos, audio, text, etc offer unlimited opportunities for business development and promotion. Social media influence purchase decisions of customers, enable them to be more informed, express their grievances, file petitions online, etc. Social media has been influential in enhancing performance, across, sectors like entertainment, education, health. The current study would explore social media and its impact on sustainability of tourism development.



#### **REVIEW**

Social media refers to the medium of communication for social interaction, exchange of ideas, information. Social media is characterized by telecommunication technology, network of computers, World Wide Web (O'Reilly, 2005). Social media reflects an epic of multimedia composing of text, audio, video. Social media include social networking portals, podcasting, and blogs. Social networking portals include face-book, twitter, linked-in, YouTube, flicker, instagram, badoo, whattsapp. Podcasting involve use of hard-ware technology in-combination of software (podcasts) for sharing audio and video files. Blog represent website hosted by an individual for sharing views, thoughts, audio, and video. Face book allow different users to create their own profiles, add friends, upload audio, video, pictures, receive news feed, information. Twitter allows individuals to send and receive text messages as tweets, videos, pictures and act as a micro-blogging site. Linked-In is a professional networking site that provide professional services like allowing users to create professional profiles by highlighting achievements, qualifications, skills, upload projects, certifications, follow organizations, get recruited from recruiters, recommendations from experts (Boyd & Ellison, 2007). YouTube is a video sharing website, where in different videos ranging from education, entertainment, politics, tourism, health can be downloaded or uploaded. Flicker allows users to upload pictures, videos. Instragram and badoo are image uploading and sharing websites. Whatsapp is an instant messaging application for smartphones that allow users to share images, audio, video, user location.

#### SUSTAINABLE TOURISM

Sustainable tourism refers to meeting needs of present tourists and host regions without compromising opportunities for the future. Sustainable tourism ensure meeting economic, social, aesthetic needs but maintaining biological diversity, cultural integrity, ecology and life support systems (WTO, 1998). Sustainable tourism has multiple-facets like economic, socio-ecological, infrastructural, attractiveness (KO, 2005). Economic sustainability includes tourism assets that involve natural resources and cultural assets of a country. Tourism assets persuade tourists to

visit particular country. Socio-ecological sustainability represent the degree to which tourism effect community and the environment. Community involvement in tourism activities and allocation of tourism revenues for protection and safeguard of environment form part of social-ecological sustainability. Infrastructural sustainability include availability of transport facilities, communication technology, accommodation, utilities, etc. Transport facilities to tourist destinations like bullet trains, buses, gondolas, cruise. Communication technology include telecommunication, networking. Accommodation involves hotels, motels, guest houses. Utilities like drinking water, electricity. Attractiveness acts as a differential element for selection of tourist destination. Attractiveness involves prices competitiveness, security, local talent (Miller, 2001).

#### Social Media and Sustainable Tourism

Natural and cultural assets of nations had received attention of national authorities, heritage organizations, for preserving and promoting as heritage sites, monumental figures for tourist attraction. Tourism operators are investing sufficient funds in projects concerning preservation of environment. Environmental awareness has been on forefront, since, last few decades. Stakeholders, like tourism players, locals, tourists, government, are playing their part for promoting sustainable environment friendly tourism (Stabler and Goodal, 1997). Government in cooperation with other private players is making sincere efforts for the development and promotion of highly sophisticated infrastructure for ensuring quality tourism. Since, social media having huge user base across its different platforms like face book, twitter, linked-in and duration of time spent sites varies from few to many hours (Kumar, 2011). Thus, social media would be an ideal platform to promote and communicate different facets of sustainability tourism like economic, socio-ecological, infrastructural and attractiveness. Hence, we propose that social media would create value for sustainable tourism development.

#### H<sub>1</sub>: Social media positively influence sustainability of tourism.

#### RESEARCH METHODOLOGY

#### Method of Data Collection and Sample Size.

Structured Questionnaire was used for data collection purposes. The Questionnaire comprise of questions regarding impact of social media on sustainable tourism development. The survey was conducted online through social networking sites like face-book, twitter, linked-in, etc. The sample size of 350 social networkers forms part of the study. Non-Probability sampling technique is used in the current study.

#### Analysis and Results.

Regression analysis was conducted to explore the relationship between different dimensions of sustainable tourism (economic, socio-ecological, infrastructural, attractiveness sustainability) and social media.

Initially, relationship between economic sustainability of a tourist destination in terms of natural and cultural assets and social media was explored through multiple regression equation:  $\mathbf{Y_{1}} = \mathbf{a} + \mathbf{bx_{1}}$ , where ' $\mathbf{Y_{1}}$ ' refers to dependent variable that is economic sustainability, 'a' intercept, 'b' slope and ' $\mathbf{x_{1}}$ ' independent variable that is social media. The statistical coefficients are presented in table 1. Coefficient values of 0.61 and 0.71 shows significant variation on dependent variable economic sustainability. Thus, the use of social media to know the features of tourist destination

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like natural assets, cultural assets and also exploring the reviews of people who had travelled those places or experts, help in the creation of value for sustainable tourism development.

#### TABLE 1.

#### Coefficients<sup>a</sup>

Model.		Unstandardized Coefficients.		Standardized Coefficients.	t	Sig.
		В	Std.	β		
			Error.			
1.	(Constant).	-16.65	.000			
	Know the features.	.65	.000	.93	.34	.56
	Explore reviews.	.71	.000	1.2	1.7	.51
	Avail offers.	1.2	.000	1.7	-1.98	.02

#### **a.** Dependent Variable: Economic Sustainability.

Relationship between Socio-ecological and social media was explored through multiple regression equation:  $Y_2 = a + bx_2$ , where 'Y<sub>2</sub>' refers to dependent variable that is socio-ecological sustainability, 'a' intercept, 'b' slope and 'x2' independent variable that is social media. The statistical coefficients are presented in table 2. Coefficient values of 0.61, 0.63 and .62 shows significant variation on dependent variable socio-ecological sustainability. Thus, the use of social media to know information related to environmental cleanliness, purity, community outlook, certificate of standardization etc, help not only in the creation of value and prospect for sustainable tourism development, but also propagate positive word of mouth and unpaid promotion.

TABLE 2.

#### Coefficients<sup>b</sup>

Model.		Unstandardized Coefficients.		Standardized Coefficients.	t	Sig.
		β	Std.	В		
			Error.			
2.	(Constant).	-17.71	.000			
	<b>Eco-friendly destination.</b>	.61	.000	.98	.30	.615
	Review of community programmes.	.63	.000	1.1	.32	.59
	Certifications.	.62	.000	.99	.315	.60

#### **b.** Dependent Variable: Socio-Ecological sustainability.

Relationship between infrastructural sustainability and social media was explored through multiple regression equation:  $Y_3 = a + bx_3$ , where 'Y<sub>3</sub>' refers to dependent variable that is infrastructural sustainability, 'a' intercept, 'b' slope and 'x<sub>3</sub>' independent variable that is social media. The statistical coefficients are presented in table 3. Coefficient values of .62 and .64 shows significant variation on dependent variable infrastructural sustainability. Thus, the use of social media to know information related to transport facilities available like trains, buses, cabs, and rating of available infrastructure by organizations like international tourist advisory, governmental bodies, private tour operators etc create value and help in the sustainability of tourism.

#### TABLE 3.

#### **Coefficients**<sup>c</sup>

Model.		Unstand Coeffici	lardized ents.	Standardized Coefficients.	t	Sig.
		β	Std.	В		
			Error.			
3.	(Constant).	-16.91	.000			
	Transport facilities.	.62	.000	.99	.315	.60
	Accommodation availability.	.77	.000	1.9	1.99	.59
	Rating.	.64	.000	1.23	.335	.55

#### c. Dependent Variable: Infrastructural Sustainability.

Relationship between attractiveness of tourist destination and social media was explored through multiple regression equation:  $\mathbf{Y_4} = \mathbf{a} + \mathbf{b}\mathbf{x_4}$ , where 'Y<sub>4</sub>' refers to dependent variable that is attractiveness, 'a' intercept, 'b' slope and 'x<sub>4</sub>' independent variable that is social media. The statistical coefficients are presented in table 4. Coefficient values of .61 and .69 shows significant variation on dependent variable attractiveness. Thus, social media would be of immense help to find attractive landscape like snow covered Himalayas, lush green grasslands, historical monuments. Such real and unbiased information would persuade tourists to visit the desired destination and thus help in creation of value for sustainable tourism development.

TABLE 4.

#### Coefficients<sup>d</sup>

Model.		Unstand Coeffici	dardized ents.	Standardized Coefficients.	T	Sig.
		В	Std.	В		
			Error.			
4.	(Constant).	-17.01	.000			
	Differentiated landscape.	.61	.000	.98	.30	.61
	Heritage.	.69	.000	1.1	1.4	.52
	Firsthand experience.	1.3	.000	1.7	-2	.001

#### **d.** Dependent Variable: Attractiveness.

#### FINDINGS.

Social media has been influential in creating favorable perception among tourists, while, evaluating different aspects of tourism. Social media allow tourists to identify and evaluate different natural and cultural assets of tourism destination from peers, friends, relatives, experts. Social media offer an opportunity to tourists to explore socio-ecological aspect of sustainable tourism by having access to environmental information. Tourists could discuss and debate issues related to freshness of environment, projects for environment, biodiversity, ecology preservation, etc, before visiting actual tourist destination. Tourists receive information related to

infrastructural sustainability from tourist players, friends, governmental organizations, press, on social media through videos, blogs that enable them to form right kind of perceptions about tourist destination. Social media ensure proper and effective communication and promotion of attractiveness of tourist destination by furnishing beautiful videos, images about landscape, architecture, etc.

#### **IMPLICATIONS**

Social media offer humungous opportunities for tourism sustainability and development. Nations, organizations, could avail benefits of social media by reaching to mass target segments. Effective policies and strategies, could be formulated and implemented regarding sustainable tourism development, after discussing and debating, it on social media. Social media offer valuable tool for creating and promoting environmental awareness across all segments like customers, tour operators, locals, government, etc.

#### LIMITATIONS AND FUTURE RESEARCH

The current study explored impact of social media on sustainability of tourism sector, only. Social media and its influence on sectors like health, education, banking, entertainment, need to be explored and analyzed. Sample size of 1000 could add new insights while exploring social media and its influence across different sectors of service economy.

#### RECOMMENDATIONS

Social media have formed a strong base of users across the globe and offer wide array of opportunities for tourism sustainability and development. Tourism stakeholders like governmental organizations, tourism companies, rating agencies, advisories, customer groups, need to play active part in harnessing the potential of tourism through social media. Active forums, debates, blogs, experiences, etc need to be created, shared and communicated across all platforms of social media like face book, twitter, linked-in to cater target segments of customers.

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# Asian Journal of Multidimensional Research (AJMR)

(Double Blind Refereed & Reviewed International Journal)

**UGC APPROVED JOURNAL** 



# FLOOD RELIEF BY REAL AND VIRTUAL VOLUNTEERS THROUGH MOBILE MEDIA IN CUDDALORE DISTRICT

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#### **ABSTRACT**

During the South Indian northeast monsoon in December 2015 flood, the author has worked as a volunteer, to distribute relief material to the affected people in Cuddalore District, Tamil Nadu. He has worked along with both real and virtual volunteers; most of them are unknown to me until that moment. In this, his personal experiences with mobile media have documented using Auto ethnography method. Like a foot soldier, strategically he did a survey by direct visit and came back to network available area to communicate. Meanwhile, communication network was re-established which facilitated more relief work. Apart from voice communication through a cell phone, social media like Twitter, Facebook, and WhatsApp are the medium they have utilised. To coordinate the remaining work day and night through this social media, the Volunteers from various parts of Tamil Nadu, India and around the world organised this work.

**KEYWORDS:** Auto-Ethnography, Virtual Volunteers, Relief Work, Social Media, Mobile Media.

#### INTRODUCTION

In the months of November-December, 2015, heavy rain and flood devastated Tamil Nadu due to northeast monsoon, in the southern part of India. This is a natural calamity at the same time human mismanagement of natural settings also a major reason. Flood has crippled the lives of people in the coastal districts, particularly Cuddalore district and Chennai, capital of Tamil Nadu. Due to this people suffered, devastated by major economic losses and personal loss. As soon as possible with a lot of approachability problem, the news of Cuddalore district vulnerabilities gradually reported in the media. People who understood the grave impacts like neighbours and government officials of that locality started immediately help to the people in these most affected areas with their limitations. Chennai is the capital and largest city in Tamil Nadu, but it was not equipped to handle this major disaster. We saw how Chennai crippled during its own flood before this Cuddalore flood not able to help itself. So assisting other parts of the state is an impossible task from Chennai. In the beginning, Cuddalore disaster information sparsely disseminated through social media network like WhatsApp, Twitter, and Facebook. Out of this initial campaign, people around the world and philanthropist came forward to help. People those who could travel to the disaster field immediately reached and helped the victims as early as possible. They become frontline or Real Volunteers. Those who are monitoring the situation from far away started utilising social media, by coordinating information and relief material becomes backline or Virtual Volunteers. This study focuses on how the Real and Virtual volunteers involved and coordinated their activities.

#### **EMERGENCY COMMUNICATION SYSTEM**

In an emergency, such as flood risk communication plays a major role. In this meaningful clear exchange of information is essential. By extending Covello's (1992) Risk communication to flood risk, "Information route held between the volunteers, affected people, government, and the philanthropists. They conduct the information follows the nature of human suffering, necessity and capacity of the people and possibilities that may be required for timely relief". In the past disasters, emergency communication held with Wireless radio, Ham radio and other traditional media in combination. New media technology provides the relief and rehabilitation messages between the groups and the individual citizen (Haddow, 2009:36). Immediately after the lake broken in Chennai, Government rescue team conducted the fieldwork to assess the situation and informed the government the needed aid for the affected people. Based on previous experiences, Social media crossed these limitations to expand the disaster communication allowing wide-scale interaction to control emergency (Shklovski, Palen and Sutton, 2008b). Traditional media were also tried their best to disseminate information from the field with their limitations.

#### REAL AND VIRTUAL VOLUNTEERS

Volunteering defined as the work done outside the home and outside the job market in an organisational setting, performed during the time left over from the self-beneficial work. With this understanding, my background as I am a research scholar, I did this voluntary work out of

social commitment. It becomes part of my research to understand society further. I am an informal volunteer type accordingly; my activities are not linked with any volunteering organisation (Burns, 2014). The volunteer will work together with a group of people to achieve a common goal such as flood relief and rehabilitation; by the means of organisational participation and self-governance, spending time to maintaining an organisation, such as students of a class/school/college; and campaigning and advocacy, contributing their time out of a desire for social change and social justice, on behalf of people with disabilities (Musick & Wilson, 2008:14-16). The volunteers who involved in the flood relief in 2015, we categorise them into two by their engagement with the field of disaster. A volunteer who became disaster-alleviating medium from the field becomes 'Real' volunteer. If the volunteer who does not know the reality of the field, but following bandwagon phenomenon as he disseminates the disaster information in social media (Xu et al., 2012) named as a 'Virtual' volunteer. From my university Chennai nearly 150 km away, I read the Chennai flood news and share it on Facebook and WhatsApp. Even though myself not able to render my service on the field, I understood the impact and distress of people. Later, nearby Cuddalore district flood disaster engrossed me to enter the disaster field. I met many new co-volunteers, aiders to serve affected people. It is a new culture for me helping people in distress, by the way, learned disaster communication on spot in the field.

Real Volunteer's First job is rescue service and field observation. Next, s/he will seek the basic needs such as food, clothing, and the other goods from the authority of aids. S/he has to select the media that s/he deserves to fit the field environment (Lippmann, 1922). Personal communication held, even if no media available in the field. The volunteer will start to mediate the subjective emergency message to the organisation or to the society to get relief. As I was new in volunteering activity, my accountability depended on my known friends only. Then I gradually expand my circle of reliability, as numerous people would be involved to assist immediately after receiving the emergency message (Mcquails, 2010). In Parallel, the media needed to help the local volunteer to conduct the information to the mass society (Quarentelli, 1981). The television, mobile phone, radio were mainstream media used to communicate immediately to reach the mass. Local level information needs dissemination in the national and international medium. At the same time, social media network like Facebook, WhatsApp, Twitter are effectively utilised, the news was spread immediately by nonlocal volunteers who cannot come to the field; they become virtual volunteers (Choudhury, 2010). During this volunteering service, many new friendships evolved in-between the affected people, real volunteers, virtual volunteers, and philanthropists, as a people-to-people self-helping volunteering ecosystem.

#### RESEARCH METHODOLOGY

It was found that from the review of flood risk related articles; there was a lack of existence in an empirical study on flood-risk communication (Kellens, Terpstra & Maeyer, 2013). I hope that this study will fill the gap as much as possible, based on the following observation. By applying

Autoethnography method, I would like to explain the different experience of real and Virtual volunteering with the affected people, the difficulties they had and the efforts they had made. In ethnography, only the details of the victims provided not the personal emotions of the self-experience. The Auto-ethnography method is suitable to explore subjective experience and self-reflexivity as a volunteer (Ellis, Adams & Bochner, 2010). Besides being a volunteer, it was necessary to observe and operate closely with the affected people from the flood-risk area. I supposed to give field information to the volunteers who only receive information through the media. Here I am declaring my identity as a research scholar, personally unaffected, Real (on field) volunteer, Virtual (off-field) volunteer (Alsop & Christiane, 2002). During flood relief, I used a smartphone and laptop computer for emergency communication. As I am a frequent Facebook & WhatsApp user, I used to share the flood messages. Observing the other volunteers who worked with me, they were using the usual cell phone, tablet to communicate, television, and radio for information gathering. By these, we share all the information to the society from the beginning of the rains calamity and share them with all the corners of the world. The rescue operation ended in four days, but we involved in rehabilitation work for another 25 days.

#### COMMUNICATION STATUS OF VOLUNTEERS IN DISASTER AREA SURROUNDINGS

Annual rainfall during November-December 2015 in Tamil Nadu and Puducherry coastal areas affected people significantly. In November rain, there was no loss of life or economy. In December rain, miss management of Chembarambakkam Lake and other waterbodies hit the Chennai City and devastated the people's life. Many houses and even some TV studios flooded because of that broadcast interrupted. I read this news from the newspaper, internet and understood the severity of the flood. Puducherry also saw a heavy downpour of rain. I could not go out of my hostel for two days due to this climate condition. I could contact my friends and family with my mobile phone with little difficulty, but still, communication not affected in Puducherry. We had a continuous power supply and uninterrupted internet and mobile communication in our hostel. Public Television is accessible but inmates are less interested in watching it. Thus, Newspaper and Internet are my main news sources. Through these medium received flood-related messages, the only window to know the world while rainfall closed the doors. WhatsApp and Facebook pages poured with Chennai flood messages, friends are sharing photo and videos of the disaster. Newspaper's front pages filled with flood photos I could understand the risk from photos and videos but I cannot do anything, sitting cross-legged. In that video, vehicles floated away by the floodwater, people are standing on the roof to get food and relief from the helicopters. Police officers, army, and volunteers are rescuing the trapped people by the boats and feeding them. In fact, I was working in Chennai for three years until September 2015. Two months before the flood, I migrated from Chennai to Pondicherry for my higher studies. I tried to contact my Chennai friends on the phone. Besides, I could not able to connect, I believed they are safe, after 2 days some of my friends were updating their positions on Facebook, as they are safe. I felt happy and contacted them to know their status. My Chennai roommate said, "Our room was flooded. I took my things and staying in my office. There was no electricity, no mobile network, and no food for the last two days, and I am sick. I was getting some packed food from the rescue teams". I advised him to go to his parent place as early as possible to overcome this misery.

Out of this, we can understand that emergency communication not only depended on the communication device, also depends on electricity, and network signal availability. After all, the volunteer should have the knowledge to use it to handle the emergency by collecting information from the different kinds of affected field.

#### CHALLENGES OF INFORMING THE WORLD ABOUT THE STATUS OF VICTIMS

I continued to follow WhatsApp and Facebook messages. I found and shared messages from philanthropists, volunteers and affected people. I learned that Puducherry the state capital, also affected and the relief and rehabilitation work took place. However, news about Cuddalore district flood contradictory in details, in the newspaper Cuddalore, getting better help, in Facebook Cuddalore is getting fewer aids. As Cuddalore is 30 km away from my hostel, I got interested to know the reality of Cuddalore.

As I worked as a journalist before, my journalistic friend's circle also helped me in this. One of the retired Journalist Venkatesan from Kanchipuram had many followers and friends on Facebook. I followed his updates on flood relief. He cautioned the followers that, "my old messages are repeating very lately even after the aids reached. Please don't share it more". From the next post, he mentioned time and date to avoid miscommunication. Likewise, the virtual volunteer's improper communications led to confusions. Messages from the newspaper have more accountability than social media messages due to fact checking mechanism, their network of reporters confirm the facts immediately. In fact, Social media messages are forwarded mostly without checking its authenticity. But, in an emergency milieu, we could not neglect the individual messages in Social media out of empathy.

Continuous heavy rain stopped me from where I was staying. It affected my normal life, so using social media; I was following all the news. Although I was not able to move out of the hostel, I felt empowered by social media. In general, dissemination of Facebook messages not always related to any particular geographical location. While the other media have, a place associated with it most of the time. Social media belongs to networked media; it could spread the messages from any location to around the world. Besides, it depends on the user who produces/share the message and about what, whom. I found the messages on the flood impact of Chennai got more coverage; news on the other coastal districts of Tamil Nadu are less. This may due to Chennai has many Facebook users than the rest of Tamil Nadu. Some videos of TV channel on Cuddalore flood revealed that Cuddalore also more affected, but got less coverage.

Meanwhile, some miscommunication about Cuddalore flood-risk post emerged. For example, one Mr Venkatesan posted "there is no need of aids in Cuddalore district. They got enough help. Don't spread wrong information, I checked with the local reporters". I also found a person's photo as he sleeps in a vehicle with the relief goods. In that Facebook post he mentioned, "I have come from Thoothukudi, I don't know anyone in Cuddalore. I come with relief goods; please

help me find the right place to give". At the same time, I come across lists of villages need help in Cuddalore district through a post. I had a friend living in a village of Cuddalore district. That I visited earlier in the post-Thane cyclone 2011, it was near to Cuddalore City had many huts. I contacted and enquired him about the disaster status of Cuddalore District. He replied about his village status, as no more damage and people got surplus aids. This increased more confusion due to different messages and TV news.

#### ICT ENABLED ANYONE USING FACEBOOK TO BECOME A VOLUNTEER

The rain stopped, only a few students at Pondicherry University. Manushi Co-scholar a local has contacted me by phone. She told me "I am going to survey Cuddalore district along with my friends. Be ready to join us". She phoned me in the next evening, "Hey, people are starving there. They are not even getting water. Many people are suffering in the camps. Can you collect money and relief materials from University?" I said yes, I do as much as I can. She told, "Arrange a bike to travel there". I told, "I will try". She knows I do not have a motorbike. My only hope was my roommate Ananthakrishnan. I was nervous because I never did the collection job before. However, I wanted to do. I saw Manushi's post on Facebook "If anybody wants to help Cuddalore relief, please contacts Manushi ... (Phone number)". I felt energetic as if we do something adventurous. Next day, I started my work, with the help of my friends; I collected as much money as food and old clothes on the university campus. I borrowed my roommate's bike. Then I went to Manushi's home with my friends to settle the collected things. She was talking on the mobile phone; her five friends were also talking through mobile phones. It looks like they made a team. I came to know they are operationalising the relief and rehabilitation work. I wondered at the same time believed to contribute to their mission. She told me, "There is a need of drinking water in Cuddalore affected area. First of all, we buy water as much as possible". I gave her the collected money, and we bought water bottles. Along with water bottles, we sent some old clothes in a goods vehicle. Together with friends, I followed the vehicle with a motorcycle. One of my Professor Arulselvan with his son joined us in the middle of the journey along with some goods. I went the first time to a disaster field by riding my friend's Motorbike. It was non-stop rain while driving. Yet, we drenched and forwarded in a damaged flooded road in the dark night to reach our destination. A person received us from that place and took all to the edge of the field. The local volunteers stopped us not to enter into the affected field, as it is dangerous. As we are new to the field, we do not know the situation. The local volunteers know the geographical condition and threat in the field. After unloading the relief materials, we handed over them to the local volunteers and returned home. I am unsatisfied with the operation, because unable to see the affected places in person. I spoke to Manushi about my experience after reaching my hostel. Then she told, "We are getting more response throughout the world after our message spread through social media. We requested the cinema celebrities Siddharth, Chinmayee & RJ Balaji to forward our messages in Twitter. We are getting more calls from local, national and even from a foreign nation. Foreigners are doing financial support and mobile recharge to our team of volunteers". I remembered the snap chat videos of those celebrities about flood relief trended in Facebook and news of their relief work.

#### SELF-REFLEXIVITY: DIFFERENCE BETWEEN REAL AND VIRTUAL VOLUNTEERS

Next time when we unload the relief materials in Cuddalore, an unknown person came to us. He introduced himself as Selvam, Ex-chairman from Poovanikkuppam village, Kurinjipadi Taluk, Cuddalore District. Selvam told us the flood-related damages of his village. He collected all our contact numbers in his notebook and requested for aids. I got suspicion in my mind, why is a 50year-old politician asking for help from the ordinary people. Anyhow, the next day he called us and asked for help. We forwarded him to local volunteers and Manushi to check the real situation. I thought I done my work. I continued to follow Facebook messages and started my routine at the University. Some of my local friends, faculties told in the University that there is a lake broken in Pudhupattu, near Marakkanam Kanchipuram District need help. The flooded village is about 50 km away from my hostel and directly opposite side from Cuddalore. I forward it to Manushi, she said that no volunteer there at present, and she would send somebody soon. I asked her, could I go to the field? She replied that enough people are working in the field; we will inform you when needed. Then, I made a decision to visit the place myself. At that time, one of my Professor Santhi Siri shown interested to join with me. By 6 pm, we two started with my friend's bike towards broken lake area that is between Pondicherry and Chennai. On the way, we found some village people were sitting on the road and getting food and material from some strangers. By inquiring the strangers on the way, we came to know our destination is Agaram village. It was raining; there was no electricity when travelling near the village. We could not travel by bike after seen water passing on the road. For safety, we parked the bike near to the village name board "Agaram" and walked on the water with the help of mobile phone torch. We found some young people were bathing in rainwater with torchlight. We inquired of the situation. They told, "All the houses are been flooded; the villagers are staying in a nearby camp". We stored a young boy Guna's contact number, thinking of coming back to the village the next day. We returned at 9 pm to the University, next day morning we took two more students and went to the place. Soon after reaching Agaram, we called Guna through mobile phone he received us and took into the affected village. We found the huts drowning in the water, people sitting on the bumpy patches. We surveyed the place and the people were shifting their home utensils. I noticed people's feet infected by the floodwater. I asked a woman, "Why you people returned from the camp before the flood water drained". She answered, "An old man trapped in the crowd and died while getting food in the camp. We do not want to die somewhere. If life or death it should be in our land, so we afraid and returned (she cried)". By 11 am, we found that most of the villagers did not have breakfast. I too feel hungry. Some children went to the camp and brought some food to their family. Some of them were filling their stomach with the floodwater. They believed rain would stop soon. My teacher called me to go back and get some help. I denied and told, "I can arrange food for them by contacting my friends. So, I stay here. You go back and arrange aids as soon as possible". She was in charge for PuduvaiVaani Community radio station. She gave a water bottle with half water to keep with me and told, "I will broadcast this information to get help for flood relief through PuduvaiVaani".

I now depended on my mobile phone for communication. I sent back my friend's bike because I was not sure when I return. I seek help from Manushi, my teachers and other friends who came with me to Cuddalore flood relief. Manushi asked me to send my location through WhatsApp. I shared my location with her. A person Magizh, called me after sometimes, with Manushi's reference. I explained to him the status of the people. I demanded food and water at first; he gave me a contact number to call him to get help. I tried the person, he was asking me the route to reach the village. I waited and called on a mobile phone to inform Manushi and her team. No aid reached. The people were drinking canal water, and we did not have food until 3 PM. I gave hope to the people. Two cars arrived there. They were afraid of reaching the affected area due to the speed of water flow on the road. I went with the villagers to bring the vehicle, as I know the condition of the road. They came with water bottles, biscuits, Shirts, Sarees, toothpaste, brush, mattress, blankets but not food. With the help of local youngsters, I organised a team there to control the people to distribute the relief materials. At the time of distribution, another vehicle came and gave Roti, biscuits, and water bottles and so on. In-between, surprisingly a person from Tirupur called me and told he is coming with relief materials. They came with a big container holding surplus materials to that village. One of them told me, "By establishing a camp for two days we collected these materials for Cuddalore. But, unaffected people in the middle blocked us to loot the relief material. Without stopping the vehicle, we escaped somehow got out of that mishap. So, actually, we were in a disappointed mood. Now we got satisfied, reached the right place and people who are more vulnerable to getting this relief". They returned after unloaded all the goods in the village church and asked me to distribute. It included medicines. I asked Guna to distribute them with the help of any known healthcare worker. He told, "There are two nurses in the next village. We will distribute with their help". My Professor Arulselvan's son called me, "I collected 10,000 rupees from my friends, what to buy?" I told him "buy food". He brought the vehicle in the night with the food packets. We distributed them in the dark with the help of an emergency lamp. I sent him back and decided to stay there because a person Aravind called me and told that he is coming with some goods. I sent him the routing message; he reached the next day morning by 5 am with materials. In the middle, Selvam called me and told no aids reached PoovaaniKuppam village, immediately I forwarded the message to other friends. My teacher Santhisiri called me to know my position and situation of the village. I told her what I did by using my mobile phone. She told, "Let me know if you want any support" I requested her "please recharge my phone because my balance was low". But, my mobile phone battery charges down and switched off. There was no electricity in the village. It was raining for the whole night. Yet, a village student came forwarded offered his Laptop to charge my mobile phone a little. I was sleeping that night in a church in the village along with the affected people. The whole night it was raining, the relief candles gave some light to us.

#### FIELD OBSERVER'S CHAINS AND DONATIONS

In the next morning, Aravind reached along with his friends, they brought relief goods. We unloaded the things in drizzling and then we took Guna to survive the affected nearby villages. We surveyed the village and took the pictures of damaged houses. Floodwater almost drained

and people started their routine life. So, we decided to move to another place. At that time, I remembered Selvam's call for Poovanikkuppam and asked them whether they interested to visit it, they said yes. So, we left Guna and his village entrusted the remaining distribution to him. Then I moved with Aravind's team to Poovanikkuppam village. I recharged my mobile in their car.

I informed Selvam by my phone our arrival and got the route to Poovaanikuppam. On the way from Cuddalore to Poovaanikuppam, we found people through the way begging to all the vehicles. They stop all the vehicles. They tried to stop us many places to seek whether we brought relief materials. Since we have nothing, we passed them. I dialled Selvam after reaching the main road. He took us to the affected area Mel (west) Pooyanikuppam, which is 5km interior from the main road. We saw the houses in damaged condition. People were sitting on the street side crowded. After we reach the place, people were running towards our car. We got down from the car, and they surrounded us with expectation. Some children have been looking into the car window. I could understand their desperate eyes. Selvam got their attention and introduced us. He told to the villagers, "These personas are coming to visit our village now; they will survey our vulnerabilities to get aids; so requested all to cooperate with them". In following our interaction, a vehicle came there. We found that from the gesture it was a politician's vehicle. Children and people were running to the vehicle, standing in a queue and getting relief materials. I called Manushi to inform of the situation. She warned me "be safe because violence happening while the vehicles on the way to give relief. People are blocking the vehicle not to reach the affected area". She shared with me some contacts to receive food and relief material.

Then we surveyed the area, there are 1500 houses in the whole block. The street and locality in the area: Mel (west) Poovanikkuppam, Keezh (east) Poovanikkuppam, Naadaar Theru, Therku (south) Poovanikuppam. Keezh Poovanikkuppam and Nadar Theru are near to the main road. TherkuPoovanikkuppam and Mel Poovanikkuppam are 3 km inside, between agricultural lands. Selvam's brother Gopalakrishnan is an activist, a Medical Compounder, who works nearby hospital; he took us to the affected village. Aravind is a filmmaker by profession; he recorded the property damage, affected people and Gopalakrishnan's speech. He requested me to post the video on Facebook so that it will reach the world. Gopalakrishnan is not aware of Facebook. He surprised and asked, "Really? My speech will reach the world?" I smiled and asked, "Nobody in your village know about Facebook and WhatsApp? He replied, "many boys having a smartphone, but they are not using it for a benefit. Boys addicted to bad habits in our village, because they watch unnecessary videos on their mobile phones. So I hate the technology". Then I asked, "Nobody is educated in your village?" He told, very few qualified in higher education, and they stay outstation for the job. Most of the students from our village discontinued their education after Secondary education".

Gopalakrishnan took us to Perumal Lake, which breached and damaged the village last November worse than now. See how many huts damaged. I asked, "What did you do then?" He replied, "We were depended only on Government and local administration. We are happy now,

at last, getting help from philanthropists like you". Aravind and his friends left the place as they had to collect more help. I stayed there to receive the vehicle, which sent by Manushi. I took some youngsters from local to the main road to take the vehicle safely to the village. They came with many relief materials but the food spoiled and wasted as they took cooked rice from far away. I got upset. I told Gopalakrishnan that I am going back to my University and get some help tomorrow. I requested help from Manushi's team after reaching University. She asked me to send the needs of the village in detail. I wrote her the needs also shared it on my Facebook wall and WhatsApp groups. The post included my contact number with local Volunteers Selvam and Gopalakrishnan's phone number. Some of my friends shared it and referred to some Facebook posts on help. I contacted them and they promised me to send. But, I could not get any positive reply after that. I got a call from FerozBabu introduced by Aravind's name as they come with relief goods.

With hope the next day, I woke up early morning and took a bus to reach Poovanikkuppam. On the way, I received calls also from unknown persons informed that they are bringing relief materials. I invited them but many of the vehicles did not reach. An unknown local volunteer from another affected area Vadalur contacted me referring to Manushi's name. He asked for food as the villagers starving from last three days. I promised him to send food aids; I diverted a vehicle, which came with food towards Poovanikkuppam, which already got enough aids. However, the vehicle did not reach I informed this to Manushi. She told, "We already complained to the district collector, and they are giving police protection for each vehicle now". FerozBabu and his team reached the village with police protection. They came with food and clothes, soon after the distribution, I returned by their vehicle to reach Pondicherry. Then the people whoever visit the village, they refer to the other groups. I stay connected with Facebook and WhatsApp to share the status of a village. Next day I travelled to the village with my dress and laptop to stay there to fulfil their requirements. When reached PoovaniKuppam village, Gopalakrishnan picked me from the stop by his motorcycle, as there is no bus facility to Mel PoovaniKuppam.

I started organised a team comprising local youngsters for the relief work. One of the local volunteer Shiva's parents in a corridor of somebody house, since their house washed out in the flood. I saw her mother trying to cook food with firewood outside the house. His father and mother talked to me with a smile. I was thinking about, why they did not request me anything for them. Shiva did not demand or get anything from the relief until I leave the village. I did not meet anyone like this person in my life. He took me to his friend's house to make me sleep. Next day morning he took me an open place to go toilet. It reminded me of my childhood experience, at that time our house does not have any toilet facility. We came back and took bath outside the house; in the beginning, I was nervous take bath in an open space. This was the first time I am taking bath in open. I found both women and men do not have toilet facility in their house. Some houses they built a bathroom only.

Keezh Poovanikkuppam people got more help because they are near the main road. They were blocking the vehicle to reach Mel Poovanikkuppam, which is down to the ground and more affected. I asked kerosene stoves for the village from Manushi. She suggested a volunteer Abiram who coordinates from Kurinjipadi Taluk relief work. He told they already given stoves to Poovanikkuppam village people. I asked, "Which Poovanikkuppam village you delivered?" He asked, "Is there a different village in the same name?" I explained about the streets. Then he told, Okay. I try to send more stoves. When I asked Manushi and her team, they also told the same, help status about Poovanikkuppam. I got angry and I told I am staying here for long so I know the real situation; so many affected people did not receive Stoves. I re-assessed the ground reality again surveyed each street. Mel Poovanikkuppam and Therku Poovanikkuppam people did not receive Stoves from anyone. I told Aravind and team the situation. Then they arranged all the need I asked. Finally, it took a month for people to recover from the disaster.

After I come back from Mel PoovaniKuppam, I continued my communication with the people who visited, worked in and local volunteers. They included me in their new WhatsApp groups. In that, people used to inquire about the wellbeing of the village people. I go to the village often if anyone wants to help still. Or else the local volunteers spoke to me and inform the village situation even now. I used to tell them to give education awareness to the children. Before I involved in this relief work, I do not have more confidence to go into the field alone. After all, I felt empowered by all whom I come across in the field.

As it was hard to connect internet, I followed TV news from the house where I stayed. After a few days, I wanted to visit another nearby village Kalkunam that I saw on TV, as more affected. Next day I took my roommate's bike to visit Kalkunam. At the same time, Rahul Gandhi, the INC party leader supposed to visit the place. There was tight security. On the way, I saw many relief vehicles feeding people. I enquired a shopkeeper about the vulnerabilities. He told that the people get more help here, and they are misusing it. They sell the things and buy alcohol. I moved from the place. I found Television and Newspaper were covering news only from accessible areas like towns and cities, not focusing on non-accessible villages really need.

#### DISCUSSION AND CONCLUSION

The author is first time involving in voluntary work during Tamil Nadu flood 2015. He never has experience in any disaster management. He finds there is an emergency in Chennai flood because he receives continuous disaster messages through his social media. As he is familiar with WhatsApp and Facebook, he used to share the messages. After he understood the risk of disaster in Chennai by watching the flood videos, he started his information sharing activity. Socialisation pulled him to involve in volunteering through social media. The disaster area was already familiar to him. Thus, he tries to communicate to know his friend's status by using ICT. Unfortunately, the channels did not support it. He could feel how the affected people's kith and kin will suffer like him without proper communication.

However, he could not know personally how the affected people suffer. He could read messages and share it in the Social media field with his friends virtually either they read or not, feel the disaster field status (Greenberg & Scanlan, 2016). Though he cannot justify the message he received in the form of text is true, he included himself in emergency communication because of his known friends. By following the communication from his friends led to some confusion in the beginning. He overcomes that by the way of verifying the facts with other friends to know the reality. Meanwhile, he found one of the disaster field (Cuddalore) is accessible to him. Time and space facilitated him to enter into the disaster field.

In the fieldwork, he could realise vulnerabilities, emotions, needs of the affected people. On the process of relief work, he could observe and take part in their lifestyle, economy, poverty, politics, threats they faced in achieving rehabilitation. After observing the reality of flood risk, he could not deny unknown people's relief requests if it is genuine. Relief mission of Manushi's team built him as a Real volunteer, by strengthening the channel between their friends of friends to become volunteer friends. Manushi and her team's work were organising the volunteers and connecting them with relief materials. They do not know the first-hand field reality, so they become Virtual volunteers. In this organised work, Real volunteer observes the reality and reported the message through the mobile medium that they have. It reaches to the Virtual volunteers who connected with him. Virtual volunteers spread needs to the world in Social media to get aids. The philanthropists give feedback to their message by the way of material help. The trust determination model seamlessly worked for this flood relief volunteering activity. He built the trust of the philanthropists and the affected people through his communication even he does not know them personally before the flood (Walaski, 2011:29). He believed the philanthropists whom he met in the field made the work more credible. Celebrities' involvement as opinion leaders helped the emergency message to reach the mass with credibility enhanced the effectiveness. They were the catalyst in emergency communication for socially backward disaster areas. As stated in Congress research report (2011), it was a systematically organised management through social media but not used any special application excluding general smartphone Applications WhatsApp and Facebook. The volunteer spent his time for a humanitarian reason without expecting any financial benefits (Young, 2004) that impact in Strengthening social connections; Building strong, safe, cohesive community; Enhancing civic engagement; and Delivering public goods and services (Social Impact of Volunteerism, 2011). Geographical Disaster field is the real field where Social media is a virtual field. The volunteers who work in the field are real volunteers. The volunteer who was not work in the disaster field is Virtual volunteers.

The traditional media give messages within their limited range. The boundary range for television and radio are time-dependent. Newspapers are location dependent. The majority of the messages collected many reports that disappear due to the limitation of gatekeeping. When popular television and newspapers alter, expand their coverage boundary, by the way of using social media their delivery enhances. It covers all the messages within in a period, giving importance to the local disaster news in depth. Due to this, everyone will be able to understand

the big losses happened in small villages. The journalist who sends messages from the field will give the message on time. Because every individual can, reveal the ground reality on the social media, the impacts communicated to the world.

The ICT used in developed places as Chennai City facilitated information of various kind of hardship in the area shared by a wide variety of people helped them. Yet, the Cuddalore district small villages in the backward part of the country, use of ICT to spread the impacts, lagging behind. The need of creating people's awareness to uses ICT may lead us to mitigate the rescue and rehabilitation work. In the absence of such development, Voluntary people like me who use ICT needed to engage in the fieldwork. Therefore, the people who live in this area where natural calamity often occurs should have the means of accessibility and affordability of ICT to overcome their problems.

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# Asian Journal of Multidimensional Research (AJMR)

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# BIOACTIVE RESPONSE OF PONCIRUS TRIFOLIATA AGAINST VECTOR MOSQUITOES AEDES AEGYPTI AND ANOPHELES STEPHENSI (DIPTERA: CULICIDAE)

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#### **ABSTRACT**

Dengue, a mosquito-borne febrile viral disease, is found in tropical and subtropical regions and is now extending its range to temperate regions. Malaria is a life-threatening mosquito-borne blood disease caused by a Plasmodium parasite and it is transmitted to humans through the bite of Anopheles mosquito. Plants possess rich source of secondary metabolites, inclusive of mosquitocidal properties apart from to their biodegradable capacity they are considered good

candidates for controlling mosquitoes. Study aimed to investigate the larvicidal, Ovicidal and adulticidal activity of hexane, benzene, chloroform, ethylacetate and methanol dried leaf of Poncirus trifoliata against Anopheles stephensi and Aedes aegypti mosquito vectorts. larvicidal, ovicidal and adulticidal activities of plants extract were studied in the range of 100-500 mg/l in the laboratory bioassays against Anopheles stephensi and Aedes aegypti. The LC<sub>50</sub> and LC<sub>90</sub> values were calculated after 24 h by probit analysis. The results revealed compared to the four solvent methanolic P. trifoliata leaf extract was more effective ovicidal activity against the two vector mosquitoes tested. The leaf extract of P. trifoliata tested against the larvae of An. stephensi and Ae. aegypti, the larvae of An. stephensi were more susceptible than and Ae. aegypti.

**KEYWORDS:** Larvicidal, Ovicidal and Adulticidal, Anopheles Stephensi, Aedes Aegypti, Plant Extract.

### 1. INTRODUCTION

Dengue is a vector-borne disease, estimated to affect millions of individuals each year in tropical and subtropical areas, and it is re-emerging in areas that have been disease-free for relatively long periods of time. This expansion is creating new opportunities for viruses to propagate in new areas and is acting as a common cause of epidemics in what were Aedes (Ae.) free countries [Rezza, 2012; Senthamarai Selvan et al., 2016], and is associated with numerous problems at local and global scales. Dengue is endemic in tropical and subtropical regions as the viruses that cause it are transmitted through the bite of an already infected mosquito. Epidemics of this mosquito-borne illness are rising worldwide due to unplanned urbanization combined with lack of effective mosquito control measures in tropical developing countries [Chang et al., 2009]. In recent years, transmission of these viruses has increased predominantly in urban and semi -urban areas, and is a major international public health concern owing to its hold over approximately half of the world's population. According to estimates by the World Health Organization (WHO), there could be as many as 50 to 100 million dengue infections worldwide each year [WHO, 2011].

Malaria is a major global health problem. The estimated 247 million malaria cases with almost half of the global population at risk and nearly a million deaths each year were recorded (WHO, 2009). Among the 109 malaria endemic countries, India had 1.5 million confirmed malaria cases in 2009 with over 1,000 deaths (WHO, 2010). Several Anopheles species are responsible for transmission of malaria. An. stephensi is a sub-tropical species distributed throughout the Middle East and South Asia and is a major vector of malaria in urban areas in India accounting for about 12% of malaria cases annually (Dash et al., 2007; Senthamarai Selvan et al., 2015).

To prevent proliferation of mosquito borne diseases and to improve quality of environment and public health, mosquito control is essential. The major tool in mosquito control operation is the application of synthetic insecticides such as organochlorine and organophosphate compounds. But this has not been very successful due to human, technical, operational, ecological, and economic factors. In recent years, use of many of the former synthetic insecticides in mosquito control programme has been limited. It is due to lack of novel insecticides, high cost of synthetic insecticides, concern for environmental sustainability, harmful effect on human health, and other non-target populations, their non-biodegradable nature, higher rate of biological magnification

through ecosystem, and increasing insecticide resistance on a global scale (Brown, 1989; Russell, 2009). It has prompted researchers to look for alternative approaches ranging from provision of or promoting the adoption of effective and transparent mosquito management strategies that focus on public education, monitoring and surveillance, source reduction and environment friendly least-toxic larval control. These factors have resulted in an urge to look for environment friendly, cost-effective, biodegradable and target specific insecticides against mosquito species. Considering these, the application of eco-friedly alternatives such as biological control of vectors has become the central focus of the control programmme in lieu of the chemical insecticides.

One of the most effective alternative approaches under the biological control programme is to explore the floral biodiversity and enter the field of using safer insecticides of botanical origin as a simple and sustainable method of mosquito control (Senthamarai Selvan and Jebanesan, 2016). Further, unlike conventional insecticides which are based on a single active ingredient, plant derived insecticides comprise botanical blends of chemical compounds which act concertedly on both behavourial and physiological processes. Thus there is very little chance of pests developing resistance to such substances. Identifying bio-insecticides that are efficient, as well as being suitable and adaptive to ecological conditions, is imperative for continued effective vector control management. Botanicals have widespread insecticidal properties and will obviously work as a new weapon in the arsenal of synthetic insecticides and in future may act as suitable alternative product to fight against mosquito borne diseases.

Bio-pesticides from plants have a long history right from the Neolithic times, when farmers in their own way prepared pesticides from various plants extracts. Throughout history, plant products have been successfully exploited as insecticides, insect repellents, and insect antifeedants. In India the farmers used the extracts of native plants Poncirus trifoliata and Citrus bergamia as effective fungicide and insecticides respectively. Similarly, though originated in the leaves of Vilvam, popular as Murraya paniculata has been grown in Tamilnadu basically as a source of important insecticides which is prepared from its dried leaves (Rajkumar, and Jebanesan, 2005). The study was carried systematic investigations on the larvicidal, Ovicidal activity adulticidal effects of methanolic and aqueous extracts of flowering plants against vector control. The results of the present study would be useful in promoting research aimed at the development of new agents for mosquito control based on bioactive from of indigenous plant source.

#### 2. MATERIALS AND METHODS

### 2.1. Collection of plants

From the places visited in and around Puthanampatti village and as per the discussion with the local villagers the Poncirus trifoliata plant parts were identified for bioassay against mosquitoes Anopheles stephensi and Aedes aegypti. Though some plants according to information are not specifically used against mosquitoes but are used against some other target organisms. The following plant along with the parts were used and have been identified for screening their phytopesticidal activity against dengue and malaria vector mosquitoes.

#### 2.2. Extraction

Healthy leaves and seeds were washed with tap water, shade-dried, and finely ground. The finely ground plant leaf and seed powder (1.0 kg/solvent) was loaded in Soxhlet extraction apparatus

and was extracted with five different solvents, namely, hexane, benzene, chloroform, ethyl acetate and methanol, individually. The solvents from the extracts were removed using a rotary vacuum evaporator to collect the crude extract. Standard stock solutions were prepared at 1 per cent by dissolving the residues in ethanol. From this stock solution, different concentrations were prepared and these solutions were used for larvicidal bioassays.

#### 2.3. Larvicidal bioassay

The larvicidal activity of the plant crude extracts was evaluated as per the method recommended by World Health Organization. Batches of 25 third instar larvae were transferred to a small disposable paper cups, each containing 200 ml of water. The appropriate volume of dilution was added to 200 ml water in the cups to obtain the desired target dosage, starting with the lowest concentration (100-500 mg/l). Four replicates were set up for each concentration, and an equal number of controls were set up simultaneously using tap water. To this, 1 ml of ethanol was added. The LC50 (lethal concentration that kills 50 per cent of the exposed larvae) and LC90 (lethal concentration that kills 90 per cent of the exposed larvae) values were calculated after 24 h by probit analysis.

## 2.4. Ovicidal activity

For ovicidal activity, slightly modified method of Su and Mulla (1998) was performed. An stephensi and Ae. aegypti eggs were collected from Vector Control laboratory, Department of Zoology, Annamalai University. The leaf and seed extracts were diluted in the ethanol to achieve various concentrations ranging from 100 to 600 mg/l. Eggs of these mosquito species (100) were exposed to each concentration of leaf and seed extracts. After 24 h treatment, the eggs from each concentration were individually transferred to distilled water cups for hatching assessment after counting the eggs under microscope. Each experiment was replicated six times along with appropriate control. The hatch rates were assessed 48 h post treatment by following formula:

Number of hatched larvae	% of eggs mortality	
	Total no of eggs	X 100

#### 2.5. Adulticidal bioassay

Five to six days old sugar – fed adult female mosquitoes were used. The plants Poncirus trifoliata, leaf extracts were diluted with ethanol to make different concentration. The diluted plants extracts were impregnated on filter papers (140x120mm). A blank paper consisting of the only ethanol was used as control. The papers were left to dry at room temperature to evaporate off the ethanol overnight. Impregnated papers were prepared fresh prior to testing. The bioassay was conducted in an experimental kit consisting of two cylindrical plastic tubes both measuring (125x44mm) following the WHO method. One tube served to expose the mosquitoes to the plant extracts and another tubes was used to hold the mosquitoes before and after the exposure periods. The impregnated papers were rolled and place in the exposure tube. Each tube was closed at one end with a 16 mesh size wire screen. Sucrose fed and blood starved mosquitoes (20) were released into the tube and the mortality effects of the extracts were observed every 10min for 3h exposure period. At the end of 1, 2 and 3 h exposure period the mosquitoes were placed in the holding tube cotton pads soaked in 10% sugar solution with vitamin B complex were placed in the tube during the holding period of 34 h. The above procedure was carried out in triplicate for each plant extracts concentrations.

#### 2.6. Statistical analysis

The average larval mortality data were subjected to probit analysis for calculating LC50, LC90, and other statistics at 95% confidence limits of upper confidence limit (UCL) lower confidence limit (LCL) and Chi square values were calculated using the SPSS13.0 (Statistical Package of Social Sciences Inc., USA) software.

#### 3. RESUTLS

Larvicidal activity of Poncirus trifoliata against vector mosquitoes An. stephensi and Ae. Aegypti The larvicidal activity of crude hexane, benzene, chloroform and methanol solvent leaf extracts of P. trifoliata against the larvae of two important vector mosquitoes, viz. malarial vector An. stephensi and dengue vector Ae. aegypti are presented in Table.1. Among the extracts tested, the highest larvicidal activity was observed in leaf methanol extract against An. stephensi followed by against Ae. aegypti with the LC50 and LC90 values were 108.75, 183.60 mg/l and 122.31, 210.76mg/l, respectively. The lowest larvicidal activity was observed in leaf hexane extract against An. stephensi followed by Ae. aegypti with the LC50 and LC90 values were 307.04, 470.21mg/l and 335.17, 596.24 mg/l respectively.

TABLE.1 LARVICIDAL ACTIVITY OF PONCIRUS TRIFOLIATA PLANT EXTRACT AGAINST VECTOR MOSQUITOES AN. STEPHENSI AND AE. AEGYPTI

Plant	Mosquitoes	Name of the Solvent	LC <sub>50</sub> (mg/l)	LCL (UCL)	LC <sub>90</sub> (mg/l)	LCL (UCL)	Chi square
Poncirus	Anopheles stephensi	Methanol Chloroform Benzene Hexane	108.75 145.81 199.23 307.04	82.60 (133.34) 113.07 (164.62) 167.90 (299.73) 262.38 (356.80)	183.33 261.49 377.80 542.35	155.19 (234.16) 224.03 (323.71) 298.85 (397.15) 470.21 (666.79)	8.87 9.18 7.61 8.51
trifoliata	Aedes aegypti	Methanol Chloroform Benzene Hexane	122.31 150.21 200.02 335.17	95.76 (147.84) 119.45 (180.55) 156.89 (240.62) 286.81 (394.00)	210.76 245.42 353.14 596.24	180.26 (263.02) 209.87 (309.98) 303.34 (437.43) 510.27 (753.52)	8.15 10.29 11.89 8.48

 $LC_{50}$ , lethal concentration that kills 50 per cent of the exposed larvae;  $LC_{90}$ , lethal concentration that kills 90 per cent of the exposed larvae;

UCL, upper confidence limit; LCL, lower confidence limit; Table shows that all mean significantly differ from other means (Tukey's test)

# Ovicidal activity of *Poncirus trifoliata* against vector mosquitoes of *An. stephensi* and *Ae. Aegypti*

The ovicidal activity of An. stephensi and Ae. aegypti were tested with four different solvents at different concentrations of P. trifoliata leaf extracts and the results are listed in Table.2. The per

cent hatchability was inversely proportional to the eggs. Zero hatchability of methanol leaf extract against An. stephensi (Ae. aegypti) eggs was attained at the concentration of 200 mg/l (300 mg/l) The leaf extract of methanol solvent was found to be most effective than other solvent against larvae of the two vector mosquitoes.

# Adulticidal activity of *Poncirus trifoliata* against vector mosquitoes *An. stephensi* and *Ae. aegypti*

Among extracts tested, the highest adulticidal activity was observed in the leaf methanol extract of P. trifoliata against An. stephensi. At higher concentrations, the adult showed restless movement for some times with abnormal wagging and then died. The rates of mortality were directly proportional to concentration. The LC<sub>50</sub> values of P. trifoliate leaf extracts against adulticidal activity of (hexane, benzene, chloroform, ethyl acetate, and methanol) An. stephensi and Ae. aegypti were the following LC<sub>50</sub> values were 398.35, 331.71, 249.90, and 121.70 mg/L; and LC<sub>90</sub> values were 404.75, 338.92, 263.87 and 168. 46 mg/L; respectively (Table.3). The Chisquare values are significant at P<0.05 level. The 95% confidence limits LC<sub>50</sub> and LC<sub>90</sub> (LCL-UCL) were also calculated. No mortality was recorded in the control.

TABLE.2. OVICIDAL ACTIVITY OF *PONCIRUS TRIFOLIATA* PLANT EXTRACT AGAINST VECTOR MOSQUITOES *AN. STEPHENSI* AND *AE. AEGYPTI* 

	Name Percentage of egg hatchability (%)								
Plant	Mosqui	of the	Concentration (mg/l)						
Tiant	toes	Solvent	Contr	100	200	300	400	500	600
		S	ol	100	200	300	400	300	UUU
		Hexane	100±0	52.89±	41.09±	30.11±	21.90	9.03±0	NH
		Benzen	.00	0.90	0.01	0.12	$\pm 0.34$	.12	NH
Poncir	1 20	e	100±0	42.09±	29.08±	15.00±	4.10±0.	NH	NH
us	An. stephen si	Chlorof	.00	0.15	0.09	0.34	11	NH	NH
trifoliat		orm	100±0	20.10±	9.21±0.	NH	NH	NH	
e		Methan	.00	0.99	12	NH	NH		
		ol	100±0	12.55±	NH				
			.00	0.54					
		Hexane	100±0	66.02±	49.22±	29.80±	15.02±	5.01±	1.01±
		Benzen	.00	1.90	0.04	0.33	0.03	0.07	0.0
		e	100±0	51.09±	42.10±	23.09±	10.30±	NH	1
	Ae.	Chlorof	.00	0.04	0.14	0.90	0.00	NH	NH
	aegypti	orm	100±0	34.12±	22.10±	8.00±0.	NH		NH
		Methan	.00	0.00	0.33	01	NH		
		ol	100±0	22.05±	11.37±	NH			
			.00	0.03	0.45				

Values are mean±SD of 6 observations. NH, no hatchability

TABEL.3. ADULTICIDAL ACTIVITY OF PONCIRUS TRIFOLIATA PLANT EXTRACT AGAINST VECTOR MOSQUITOES AN. STEPHENSI AND AE. AEGYPTI

Plant	Mosquitoes	Name of the Solvent	LC <sub>50</sub> (mg/l)	LCL (UCL)	LC <sub>90</sub> (mg/l)	LCL (UCL)	Chi square
n .	Anopheles stephensi	Methanol Chloroform Benzene Hexane	121.70 249.90 331.71 398.35	99.03 (143.56) 148.78(347.35) 231.56(498.44) 314.99(564.38)	201.03 519.97 677.12 755.84	174.70 (244.59) 403.64(659.43) 506.40(793.29) 581.80(867.99)	6.76 24.79 21.54 14.00
Poncirus trifoliata	Aedes aegypti	Methanol Chloroform Benzene Hexane	168.46 263.87 388.92 404.75	138.00(197.96) 205.84(323.13) 241.96(504.73) 322.52(568.99)	285.47 490.37 685.47 762.64	248.94(344.20) 411.93(580.36) 514.72(740.08) 589.32(870.24)	8.35 13.83 20.51 13.32

 $LC_{50}$ , lethal concentration that kills 50 per cent of the exposed larvae;  $LC_{90}$ , lethal concentration that kills 90 per cent of the exposed larvae;

UCL, upper confidence limit; LCL, lower confidence limit; Table shows that all mean significantly differ from other means (Tukey's test)

#### 4. DISCUSSION

Globally, there is a prompt awareness going on and always desired to use natural, eco friendly compounds for larvicidal activity [25]. Mosquito risk has become more acute in recent time and the death of millions of people every year due to mosquito-borne diseases has resulted in the loss of socioeconomic wealth in many countries.

### Larvicidal activity

Low mortality was observed from methanol and aqueous extracts at 500 ppm. Methanol extract of *Atlantia monophylla* leaf is reported to have LC<sub>50</sub> value of 0.05 mg/l against *An. stephensi* larvae (Sivagnaname and Kalyanasundaram, 2004). Senthil Nathan *et al.*, (2006) observed that 4% concentration of *Dysoxylum malabaricum* leaf extract at 4% concentration killed more than 97% of first instars, 92% of fifth instars, 93% of pupae and 91% of adults of *An. stephensi*.

Methanol extracts of *Momordica charantia*, *Trichosanthes anguina*, *Luffa acutangula*, *Benincasa cerifera* and *Citrullus vulgaris* leaves have LC<sub>50</sub> values of 465.85, 567.81, 839.81, 1189.30 and 1636.04 against *Cx. quinquefasciatus* larvae respectively (Prabakar and Jebanesan, 2004). The chloroform extract of *Plumbago zeylanica*, *P. dawei* and *P. stenophylla* roots have shown high larvicidal activities against *An. gambiea* (4.1, 6.4 and 6.7 mg/ml respectively) (Maniafu *et al.*, 2009).

In the present study, larvicidal activity of crude hexane, benzene, chloroform and methanol solvent leaf extracts of *P. trifoliata* against the larvae of two important vector mosquitoes, viz. malarial vector *An. stephensi* and dengue vector *Ae. aegypti*. Among the extracts tested, the

highest larvicidal activity was observed in leaf methanol extract against *An. stephensi* followed by against *Ae. aegypti* with the LC<sub>50</sub> and LC<sub>90</sub> values were 108.75, 183.60 mg/l and 122.31, 210.76mg/l, respectively. Hexane solvent is used for the extraction of *Acalypha indica*. This extract exhibits a high mortality of the larvae of *Aedes aegypti*. The high mortality might be due to the chemical constituents present in extracts that arrest the metabolic activities of the larvae. The variation in the susceptibility of the extracts to mosquito larvae may be due to variations in extraction solvents, mosquito species or exposure period (Umar *et al.*, 2002).

In the present study, lowest larvicidal activity was observed in leaf hexane extract against *An. stephensi* followed by *Ae.aegypti* with the LC<sub>50</sub> and LC<sub>90</sub> values were 307.04, 470.21mg/l and 335.17, 596.24 mg/l respectively. Chowdhury *et al* have reported that the chloroform and methanol extracts of mature leaves of *Solanum villosum* showed the LC<sub>50</sub> value for all instars between 24.20 and 33.73 mg/l after 24 h and between 23.47 and 30.63 mg/l after 48 h of exposure period against *An. subpictus*. Mullai and Jebanesan, (2007) have reported that the ethyl acetate, petroleum ether and methanol leaf extracts of *C. colocynthis* and *Cucurbita maxima* had LC<sub>50</sub> values 47.58, 66.92 and 118.74 mg/l and 75.91, 117.73 and 171.64 mg/l, respectively, against *Cx. quinquefasciatus* larvae. Our results showed that the crude hexane, benzene, chloroform and methanol solvent extracts of leaf of *P. trifoliata* were effective against the larvae of two important vector mosquitoes, viz. *An. stephensi* and *Ae. aegypti*.

### **Ovicidal activity**

Rajkumar and Jebanesan (2005) studied ovicidal activity of *Moschosma polystachyum* leaf extract against *Cx. quinquefasciatus* and observed 100% egg mortality at 100 ml/l. Insecticidal activity of essential oil, even from the same source, can be inherently variable for many reasons. The chemical composition and broad spectrum of biological activity for essential oils can vary with plant age, the plant tissues, geographical origin of plant, organ used in the distillation process, the type of distillation and the species and age of a targeted pest organism (Chiasson *et al.*, 2001).

In the present study, ovicidal activity of *An. stephensi* and *Ae. aegypti* were tested with four different solvents at different concentrations of *P. trifoliata* leaf extracts. The per cent hatchability was inversely proportional to the eggs. Zero hatchability of methanol leaf extract against *An. stephensi* (*Ae. aegypti*) eggs was attained at the concentration of 200 mg/l (300 mg/l). The leaf extract of methanol solvent was found to be most effective than other solvent against larvae of the two vector mosquitoes. The bioactive compound Azadirachtin (*Azadirachta indica*) showed complete ovicidal activity in the eggs of *Cx. tarsalis* and *Cx.quinquefasciatus* exposed to 10 ppm concentration (Su and Mulla, 1998). The complete ovicidal activity (100 per cent mortality) was attained at 300 ppm for all the four extracts of *Citrullus pubescensagainst Culex quinquefasciatus*. From our results, when compared to the four solvent methanolic *P. trifoliata* leaf extract was more effective ovicidal activity against the two vector mosquitoes tested. The leaf extract of *P. trifoliata*, *M. paniculata*, *C.bergamia*, *A. marmelos* and *L. acidiccima* tested against the larvae of *An. stephensi* and *Ae. aegypti*, the larvae of *An. stephensi* were more susceptible than and *Ae. aegypti*.

#### Adulticidal activity

The highest adulticidal activity was observed in the leaf methanol extract of *P. trifoliata* against *An. stephensi*. At higher concentrations, the adult showed restless movement for some times with abnormal wagging and then died. The rates of mortality were directly proportional to

concentration. The LC<sub>50</sub> values of *P. trifoliate* leaf extracts against adulticidal activity of (hexane, benzene, chloroform, ethyl acetate, and methanol) *An. stephensi* and *Ae. aegypti* were the following LC<sub>50</sub> values were 398.35, 331.71, 249.90, and 121.70 mg/L; and LC<sub>90</sub> values were 404.75, 338.92, 263.87 and 168. 46 mg/L; respectively.

Earlier studies, Gleiser and Zygaldo, 2007 proposed nowadays the vector control programme with plant extract focused more on the elimination of mosquitoes in larval stage. The advantage of targeting larvae is that they cannot escape from their breeding sites until the adult stage and also reduce overall pesticides use in control of adult mosquitoes by aerial application of adulticidal chemicals.

Halim, (2008) concluded the insecticidal activity of *Zingiber officinale* against the larval maturation, and adult emergency of *Anopheles pharoensis* third stage was evaluated the concentrations of 100%, 70%, 50%, 25%, 5%, 2%, 1%, 0.9%, 0.7%, 0.5% and 0.3% showing 100% larval mortality rate and at 0.2% and 0.1% caused mortality of 66.7%, respectively. Senthil Nathan *et al.* (2006) observed that 4% concentration of *Dysoxylum malabaricum* leaf extract at 4% concentration killed more than 97% of first instars, 92% of fifth instars, 93% of pupae and 91% of adults of *An. stephensi*. Dua *et al.* (2010) calculated the adulticidal activity of the essential oil of *Lantana camara* was evaluated against different mosquitoes' species on 0.208 mg/cm2 impregnated papers, the KDT50 and KDT90 values of the essential oil were 20, 18, 15, 12, and 14 min and 35, 28, 25, 18, and 23 min against *Ae. aegypti, Cx. quinquefasciatus*, *Anopheles culicifacies, Anopheles fluvialitis*, and *An. stephensi* with their percent mortality of 93.3%, 95.2%, 100%, 100% and 100%, respectively. The results are proposed compared to the four solvent methanolic *P. trifoliata* extract was observed highest adulticidal activity against two vector mosquitoes tested. The leaf extract of *P. Trifoliate* tested against the adult of *An. stephensi* and *Ae. aegypti*, the adult mosquito of *An. stephensi* were more susceptible than and *Ae. aegypti*.

#### 5. CONCLUSION

On the basis of the above results, we can conclude that *Poncirus trifoliata* has a paramount larvicidal importance. The synthetic chemical can be obtained easily at a very low cost. But the use of the plants for larvae control offers a safer alternative too. Moreover, these results could be useful in the search for newer compounds. These extracts are inexpensive, easy to handle, and safer products for the control of mosquito larvae.

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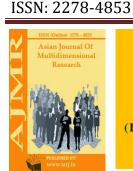
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# Asian Journal of Multidimensional Research (AJMR)

(Double Blind Refereed & Reviewed International Journal)

**UGC APPROVED JOURNAL** 



# PUBLIC-PRIVATE PARTNERSHIPS (PPPS) IN HEALTHCARE IN INDIA: KEY CHALLENGES

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#### ABSTRACT

India is witnessing a fast upsurge on the economic front. Although, it had to battle with storm of world financial condition previous couple of years, it managed to survive and has so far, surpassed most of its competitors. It's still facing the challenges of the grave growth holdup and is on the sprint to recover its former rate of growth. But, there are few gray areas like public health care management, wherever in a very developing economy like India got to crave for additional health care spending, the country as an entire though spend around five per cent of the value on health, solely concerning one per cent of GDP comes from the government. This paper is dedicated to the aspect of public – private partnership in financing the health care in India.

**KEYWORDS:** Public – Private Partnership, Exponentially, Investments, Practitioners

#### 1.1 INTRODUCTION

India is witnessing a fast upsurge on the economic front. Although, it had to battle with the storm of world financial condition previous couple of years, it managed to survive and has so far, surpassed most of its competitors. It's still facing the challenges of the grave growth holdup and is on the sprint to recover its former rate of growth, the fast recovery of Asia's third largest economy during this year by with success overcoming the world meltdown is proof of the country's power of resilience. But, there are a unit few gray areas like public health care management, whereby a developing economy like India got to crave for additional health care spending, the country as whole though' pay around five per cent of the GDP on health, solely concerning one per cent of GDP comes from the government.

In most countries that do a good job in health policy, around 50-60% of health spending is by government, wherever they think about public health as public good. we have a tendency to cannot wear down malaria, T.B., HIV etc. with a public spending of one per cent.

In recent years, the cost of delivering healthcare in each developed and developing countries has been rising exponentially. Governments round the world are finding out different mechanisms to reduce prices whereas increasing the capability of social programmes with important investments in healthcare infrastructure. Variety of jurisdictions has begun to employ public-private partnerships (PPPs) as a method of achieving these objectives. This paper is dedicated to the side of public – private partnership in financing the health care in India.

## 1.2 needs for Public-Private partnerships (PPPs) in healthcare

Healthcare specialists feel India's public healthcare sector is in terrible form, the high stress setting and low pay area unit prompting the general public health practitioners – doctors, nurses and paramedics to go away for greener private pastures matters in rural health care system is even worst. Where as we have a tendency to harp on concerning the government not spending enough on health care anyone United Nations agency will afford it truly not uses the govt facilities.

A latest report by Price-water house coopers says the Indian healthcare sector will need a total capital investment of Rs 1, 62,500 crore to provide accessible and affordable healthcare during the 12<sup>th</sup> plan period. We will need to add at least 6.5 lakh beds by 2017 to help improve access to healthcare infrastructure from the current 1.3 beds per 1000 population in 2011 to 1.7 beds per 1000 population by the end of the 12<sup>th</sup> plan period in 2017. Calling for government support, it said the scale of creation in healthcare access will require a strong partnership between the public and the private stakeholders. The report also suggest that the first step in this direction can be by creating healthcare infrastructure by the government through the establishment of a healthcare infrastructure fund (HIF) with an initial corpus of 15,000 crore.

Establishment of a nodal agency for healthcare to spur the expansion of the world and creation of healthcare infrastructure was another vital step for increasing the access, it instructed. Scaling up public-private partnerships (PPPs) within the creation of healthcare infrastructure and enhancing financial access through Universal Health Coverage for each subject are alternative vital factors as per the report.

The concept of Public-Private Partnership (PPP) has been popular in the last decade of the last millennium and has now become an increasingly popular option in health care delivery system in India. Historically many such projects have been implemented in the PHC segment in different

states of India with different levels of perspectives. Some state governments have already taken steps in this regard like the emergency medical response services – popularly known as '108 services' – across country. An ambulance rushes to help those in need when a call is made to the toll-free number 108. This service is provided on PPP model with an active involvement of many state governments.

## 1.3 Way ahead...

In spite of various bottlenecks, PPP in healthcare holds great potential in a fast developing country like India. However, a long-term sustainable infrastructure plan needs to be developed that will create an environment for increased public-private investments for execution of the plan. PPP not only brings in additional capital but also enables both public and private sectors to bring to the table their own experiences and strengths, resulting in efficient development of affordable and cost effective world class healthcare for all in India.

The PPP mode, however, come with its own set of challenges since attracting private investments is not that easy. The private sector not only requires an investor-friendly environment, but also returns on investment. Both central and state governments, therefore, has to focus on the development of enabling tools and activities to encourage private sector investments in the country through the PPP format.

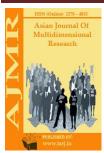
#### 1.4 CONCLUSIONS

The 12<sup>th</sup> plan intends to achieve a huge investment target in healthcare through both private and public participations. Currently, PPP in healthcare is at the crossroads with initial euphoria around the PPP models slowing down. Both central as well as state governments need to work on each stage of PPP development – planning, designing, financing and monitoring. New technologies for PPP are required to be brought in to cater to the current challenging healthcare requirements. Unless the team involved are suitably empowered for effective and time-bound decision making, PPP agenda of the country in achieving objectives of healthcare for all are going to take time to evolve and develop.

Ultimately the PPP should lead towards PPP (Productivity, Progress and Prosperity).

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**UGC APPROVED JOURNAL** 



# IMPACT OF SOCIAL MEDIA ON TOURIST'S DECISION MAKING: A LITERATURE REVIEW

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#### **ABSTRACT**

Social media is the new age collaboration platform and it is significantly influencing the tourists' decision-making process. This study reviews and analyzes 36social media and tourism related research articles and based on a content analysis from the tourists' perspectives, this article found that social media play an important influencer's role in the travel planning process. There are some research gap area identified in the article along with strong case for academia and industry to keep social media at center of their online strategy.

**KEYWORDS:** Social Media, Decision Making, Tourism Research, Tourist, Consumers.

#### INTRODUCTION

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The Internet has gone under tremendous change from being static content serving medium to being more dynamic and interactive. Internet has started serving user-generated content, which is responsive and adaptive with the growth of social media. This phase is also referred to Web 2.0 where social media concepts have brought about omnipresent changes in the way communication takes place between businesses and customers (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). We see that customers themselves have become 'medium' and messengers, where they are not only consuming but also collaborating with others to create and share the information. The collaborative participation has led to phenomenal growth of activity over social media (Li & Wang, 2011; Theve not, 2007). The statistics clearly exhibit that social media has become an indispensable from our lives. For instance, every day, close to 4 million photos are uploaded to Flickr and Instagram, 6 million tweets, and a one and half a million new blog entries are posted on blog sites (Bodnar, 2010). Evidently, there are privacy treats and concerns around data theft with growing social media usage; it is no denying that the ability to share information has made consumers more powerful with more information and higher bargain power (Arola, 2010).

Search engines were another considerable development that drastically impacted the tourism industry (Xiang & Gretzel, 2010) before social media. Today, social media is being widely used by tourist to search, plan, and share, their tour experiences through blogs (e.g., over Twitter and Facebook), online social communities (e.g., Trip Advisor), media sharing sites (e.g., Flickr and YouTube), social bookmarking sites (e.g., Pinterest), and travel portals sites (e.g., makemytrip.com). Reports suggest that (for a survey conducted in the United Kingdom) more than one-third of all travelers pick their place of stay based on reviews of fellow tourists on social media sites like Trip Advisor and Lonely planet (Koumelis, 2011).

Social media has helped potential travelers to see photos, videos, read fellow travelers' comments and hence engage with potential hosts, which has led to a mutually benefiacl relationship between traveler and tour operators and service providers (Wang and Fesenmaier, 2004).

Despite of the wide array of use of social media by tourist and suppliers of tourism services, the success formula of managing and deploying social media remains largely cryptic to both industry and academicians (Chung &Buhalis, 2008; Leung, Lee, & Law, 2011). In view of above, the primary research question of the study is "What does various research say about the impact of social media on traveler's decision-making stages?" Based on this research question, this study reviews, examines, and amalgamates some tourism studies on impact of social media from the tourists' perspectives. This research article tries to evaluate the available literature on application and impact of social media on tourism industry from the tourists' perspective by breaking the decision making into three stages of decision making process (Engel, Blackwell, and Miniard, 1990). The phases have been identified as pre-travel, during-travel, and post-travel. The research articles intend to find and offer insights on how tourist uses, and consumes social media while progressing through the travel experience right from the conceptualization.

#### **METHODOLOGY**

The keywords of social media, technology in tourism, innovation in tourism, hospitality, trends in tourism, customer centric tourism and tourism decision making were used to search for social media-related articles. The search was largely done over Science Direct, EBSCOHost, and Google Scholar, as they are most popular online databases and search engines (Buhalis& Law, 2008). Articles were identified and carefully analyzed for their relevance to the study, the article were restricted to analysis for only articles published mainly in the tourism and hospitality fields. A total of 36 articles were decided to be included for analysis and given article development.

Content analysis was used to examine the selected articles. The tourists' decision making would take place in three phases starting from pre-travel, going to during-travel and finally post-travel. This was done basis the study by Litvin, Goldsmith, and Pan (2008), which pointed that a tourist's travel decision making would be gradually influenced by social media and more special by the word generated by social media, which they called 'electronic-word-of-mouth'.

The author presents his key findings and discussions considering research work done in this area. The study provides managerial implication by bringing in insights to consumer decision making through content analysis of research work done in this area.

# Impact of Social Media in the Pre-travel stage of the Tourists' decision making

The primary motivation to use social media by tourist is to get the travel related information. The information that is consumed by tourist on social media is largely curated by other users, which is called user generated content (Huang, Basu, and Hsu, 2010). The social media would contribute more than 10% to all search results for an online tourist looking for information on web (Xiang and Gretzel, 2010). This statistics is bound to grow as the research suggest that consumers when planning for travel are highly likely to search online, Google research points out that a large 84% of travelers are using Internet as there preliminary and primary planning resource when gathering information to plan for their travel (Torres, 2010).

One of the challenges of a tourism product is that it is experience based. A prior evaluation by 'testing' is more challenging compared to say automobile purchase. The quality of tourism service must be experienced to evaluate it. The tourism product is evaluated not only at the time it is consumed but much after it was consumed (Schmallegger& Carson, 2008). Tourism product are high risk in nature because they are not only highly priced but also involves customer highly with their emotions and the risk of getting it wrong could mean both emotional and material loss. Therefore, tourists generally search, secure, compare and review the information from as many sources as possible in the early part of their decision making to mitigate the risk of getting their decision wrong (Jeng&Fesenmaier, 2002). From all the sponsored and un-sponsored sources of information, a potential tourist would place highest credibility to word-of-mouth (WOM) because of perception that it is coming from a un-biased source, which has mostly experienced the product themselves. It is perceived that a fellow tourist (wo could be friend or relative) will not have a commercial interest and think like the potential tourist when recommending or derecommending (Murphy, Moscardo, &Benckendorff, 2007; Casaló, Flavián, &Guinalíu, 2011; Litvin et al., 2008). The power of WOM on social media is that it is not limited to one's social circle, acquaintance and geography, rather the reach is beyond boundaries and continents. The tourists can not only collect information but process in collaborative manner with customers around world extensively (Hart and Blackshaw, 2006; Yoo and Gretzel; 2011). The information could be shared in various format which makes the information interesting and interactive. Tourist around the globe create and share information in many form including text, images, voice, video or connecting real time. All this empowers and equips the tourist to take collect, process and arrange information for better decision making about the destination and score over the information that is available through conventional sources (Blackshaw and Nazzaro, 2006; Thevenot, 2007; Schmallegger and Carson, 2008; Yoo and Gretzel, 2011).

WOM generated on social media has a challenge to, the challenge is of Trustworthiness. Often the source is anonymous or know about not identifiable or is doubted because of possible vested interest or the commercial interest of the source. The reliability of wom is important as it is one of the important factor influencing decision making. (Sparks & Browning, 2011; Yoo&Gretzel, 2010; Burgess, Sellitto, Cox, and Buultjens, 2009). A higher trust factor is observed on online social communities if the communities are found on some specific travel websites rather than being on general information websites. Hence, it is recommended the online communities be developed specific to travel sites and the trust factor is enhanced on travel communities (Burgess, Sellitto, Cox, and Buultjens, 2011; Yoo and Gretzel, 2010).

#### Impact of Social Media in the During-travel stage of the Tourists' decision making

Studies shows that user generated content over social media have had a growing influence of the decision making and selection of final destination. User generated content on social media has been providing updated information with relevant and desirable details as per tourist's travel constraints and factors (Tussyadiah and Fesenmaier, 2009). Narratives form a central part of user generated content on social media. Narrative in form of other tourist experiences help the potential tourist self-identify and visualize the experience. Various travel review webites like trip advisor allow tourist to share experiences in narrative formats, allow to ask questions from fellow tourist and engage over a tread of communication for a specific topic of advice. The ratings, consistency of narrative by various tourists, evidence citing like incidents, photos etc acted a influencers for motivating the tourists in their final decision making for the destination and choice of services. (Sparks and Browning, 2011; Tussyadiah et al., 2011). In one of the study conducted by comScore (2007), it was found that travel reviews play a significant part in influencing the travel decision. As high as 84% travelers gave a strong weightage to reviews and narratives of fellow tourists.

## Impact of Social Media in the Post-travel stage of the Tourists' decision making

Social media is mostly used by tourist to share experience after the travel, the post purchase behavior here is of sharing and diffusing the experience through social media, which then acts as feeding and motivating medium to another potential tourist (Fotis et al., 2011). AJAX (Asynchronous JavaScript and Extensible Markup Language) has made user generated content more collaborative and interactive (Kaplan & Haenlein, 2010).

The behavior of sharing travel experience on social media provides certain benefits to the tourist, who has completed the travel. The contributor to social derives social benefit by sharing the travel experience, this benefit is manifested in form of recognition and subject of talk in the community with some importance being given to the person completing the travel. The second benefit is functional in nature where the tourist keeps track of the travel, creates memory for self and near ones (Parra-López, Bulchand-Gidumal, Gutiérrez-Taño, and Díaz-Armas, 2011).

Yoo and Gretzel (2011) in their research point out that personality is a key factor in motivating or hindering user generated content on social media. This means that personality traits could be used to alter the behavior in creation of user generated content on social media.

#### DISCUSSION AND IMPLICATIONS

The growth in Information Technology IT) industry has provided new tools to tourism industry to grow and flourish. IT has acted as back bone to communication and information flow between consumer and serv ice provider in tourism industry (Buhalis& Law, 2008; Parra-López et al.,

2011; Xiang & Gretzel, 2010). However, a dearth of research was found on bringing about measurability in social media and its effectiveness as an influencer. For any business enterprise to run successfully measuring the return on investment, evaluating the financial ratios is important (Kotler et al., 2006). More research in future is required to fill this gap and bring about some measurability on effectiveness of social media and its marketing.

The proliferation of social media has some shortcomings, like loss of control user generated content, which act as source of negative news, rumors and disgruntled customers. It critical for companies to respond to and take necessary controlling action on user generated content on social media (Baker & Green, 2005; Schmallegger & Carson, 2008).

It is evident from research that as more tourists adopt social media for their travel planning needs, the trustworthiness word is bound to go up. User generated content will motivate consumers to use social media to create, share, interact and engage with other for taking tourism related decision. The tourism industry from the insights of customer perspective must continuously explore and use the social media to their advantage. (Chatterjee, 2001; Akehurst, 2009).

#### **CONCLUSIONS AND LIMITATIONS**

It is imperative to have an all-round presence and activity on web and social media, mere presence with a website will not be sustainable. Managers need to develop a strategy to harness the potential of customer engagement provided by social media (Salkhordeh, 2009).

By analyzing 36 social media-related articles from the consumers' perspectives, and attempting to answer the research question of "What does various research say about the impact of social media on traveler's decision-making stages?" This article attempts to highlight important aspects of social media from tourist's perspective. The insights are useful for academicians and industry equally. As academicians there is a scope of work that is to done in measuring social media effectiveness, taking into account the distribution, promotion, pricing rom the supplier's perspective. As for industry the trustworthiness of social media must be created and harness to attract and retain customers. A social media strategy is the need of hour for tourism industry as the customer are already there.

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# QUANTIFICATION OF RICE CHALKINESS USING IMAGE PROCESSING

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### **ABSTRACT**

Chalkiness is an important characteristic to investigate the quality of rice. Chalky rice degrades the value of rice because of the undesirable appearance in rice. The chalky ricedeterioratesthe eating quality, as it absorbs water more rapidly during cooking. Traditionally the chalkiness evaluation was performed by expert persons. In this paper, we proposed an automatic evaluation technique for chalkiness and suggested a prototype for classifying the good and bad quality of rice kernel using image processing.

**KEYWORDS:** Chalkiness; Rice Grading; Image Processing.

#### 1 INTRODUCTION

Rice is the most important food in developing countries like India and almost half of the world consume it as primary food[1]. With advanced computer vision and image processing technique the quality of milled rice can be measured, with more accurate, convenient, speedy and in a nondestructive way [2]. Chalky rice is define by calculating the ratio of the chalk area and total grain area [3]. There are many stages of operations to get the white milled rice like threshing, dehusking, milling and whitening among this operation if any operation is not do carefully then there will be excess losses. [4]. Due to unavailbilty of autonomous system, the grade of the product is monitored by experienced person at regular interval [5], which means that the knowledgeableperson inspect the rice product with naked eye and adjust the machinery to get the quality product. In most of the cases, this operation carried out neither with enough accuracy nor time efficient. In the past few decades, soft computing is an innovative method for the development of intelligent systems, which has attracted increasing interest from the scientific communities. By utilization of the machine vision and artificial intelligence can resultincreasing quality of the product, abolish inconsistent manual evaluation, and reduce Sansomboonsuk and Afzulpurkar[7] develop a dependence on available manpower [6]. methodology using fuzzy logic to classifybroken rice and long grain rice. Here they analyse Area, perimeter, circularity and shape compactness of each rice and it found that the algorithms performexcellent with an accuracy of 92 %. F. Takeda et.al [8] proposed a system for grading of rice using neural network and extract the single rice image in a frame from mass of rice. Laksmi G R et.al [9] proposed a model for crack detection in rice kernel using image processing techniques and X-Ray machine. They used digital dental x-ray machine for capture the image. Then several operations made to detect the crack in rice kernel i.e. denoising, edge detection, extraction of ROI and histogram plotting. Chengming Sun et al. [10] proposed a technique to separate chalky rice from connected rice kernels using image processing and SVM. They calculated chalky area according to different Gray levels of endosperm. Their experimentation obtained 98.5% accuracy for Indian rice and 97.6% for Japonica rice.

#### 1 System Overview

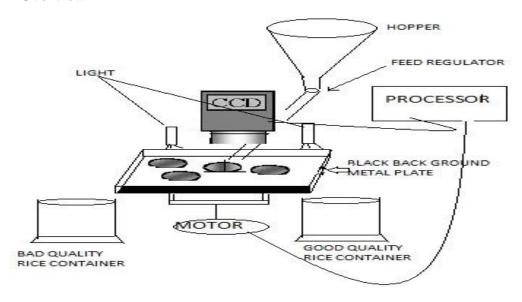


Fig.1 Rice Sorter Machine.

The proposed system for rice sorting based on the chalkiness is in Fig.2. In this system, there is a camera, which meant for capturing the image of rice kernel from the plate. There are two light source focusing towards the rice contain plate to avoid poor luminance and shading. So that quality image can be capture. The plate is having black background so that object recognition is make easy by the processor. The captured image is stored in the system and process to measure the chalkiness in the rice kernel. Here the chalkiness is measure as a whole rice kernel present in the plate. For detecting the chalkiness, we use image-processing tool of MATLAB 2016a. If the chalkiness is more than 30%, then the system provide a command to the motor and motor put-up the plate in the bad rice container side. So that the more chalk degree rice are collect through bad container. If the chalk degree is less than 30%, then rice collect through good container. The detail flow chart of the sorting process is shown in Fig.2.

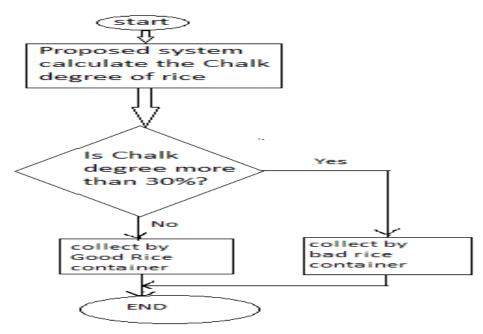


Fig. 2 Flow chart of Sorting Process.

#### 2 MATERIALS AND METHODS

Rice grading based on chalkiness is evaluate by image processing technique by measuring the total are of rice and chalk area of rice. In order to analyze the chalky area and total area of the rice grains we need to use following steps of digital image processing techniques and illustrated in Fig.3.

#### 3.1. Image Acquisition

Firstly, we lay about 12 rice grains on the plate, which have black metal background. Then capture the image with 12-megapixel camera with proper light and luminance.

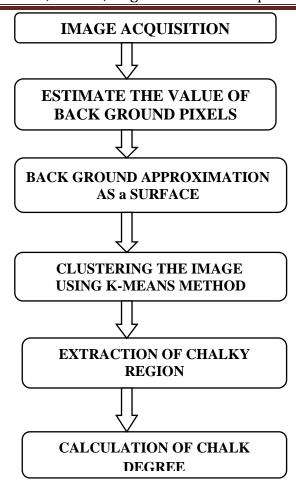


Fig.3Flow Diagram of Chalk Degree Detection of Rice.

#### 3.2. Estimate the Value of back ground pixels

Here the morphological operation is use to estimate the background illumination. Morphological opening is an erosion followed by both operation. The opening operation has the effect of removing objects that cannot completely contain the structuring element. Here the *strel*function is use to create a disk shaped structuring element with radius of 190.

# 2.3. Back Ground Approximation as a Surface

Here *surf* function is use to create color parameter functions over a rectangular region and indexing to view only 1 out of 8 pixels in each direction. To make uniform background subtract the background from original image.

#### 2.4. Measurement of chalk Degree

After subtraction, the image has a uniform background, but little bit dark. Therefore, contrast is need to be increase. Then the image is convert to Binarized image. Then K-means clustering is use to separate the chalky part of rice kernel. Here the total rice kernel area is calculated from the binary image and chalky are is calculated from the cluster, which contain the white opaque of rice kernel. The chalk degree can be calculated from the total rice are and white opaque area (i.e. chalky area).

Chalk degree (%) = (Total chalky area of chalky rice)/ (Area of total rice)  $\times 100\%$ .

If the chalk degree is greater than 0.3(30%) then the sample of rice is affected rice and if the chalk degree is less than 0.3(30%) then the sample of rice is good.

#### 4. EXPERIMENT AND RESULTS

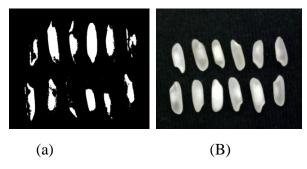


Fig. 4 Original image of rice grain and its segmented Chalk Region.

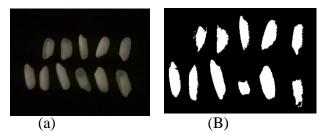


Fig. 5 Original image of rice grain and its Segmented Chalk Region.

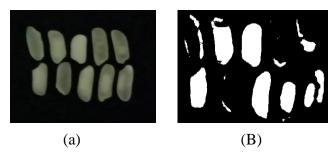


Fig. 6 Original image of rice grain and its segmented Chalk Region.

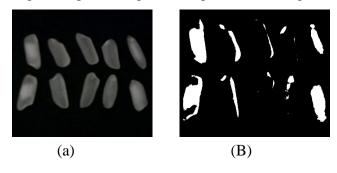


Fig. 7 Original image of rice grain and its Segmented Chalk Region.

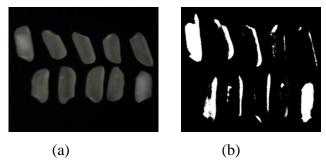


Fig.8 Original image of rice grain and its Segmented Chalk Region.

# TABLE. 1 DETECTION RESULTS OF CHALKY IN RICE GRAIN.

Sample	Rice Area	Chalky Area	Chalky Degree	Quality of rice						
Fig.4	457349	203649	44.53%	Bad						
Fig.5	208176	110468	53.06%	Bad						
Fig.6	232466	86733	37.31%	Bad						
Fig.7	608545	164430	27.02%	Good						
Fig.8	1038141	267282	25.75%	Good						

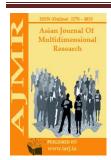
#### 3 CONCLUSION

The proposed methodology successfully detect the chalkiness (white) areain rice grain with 12 number of rice samples. In addition, the proposed methodology able to separate the chalky rice and good quality rice according to their chalk degree. This research may be extend with more number of rice grain in a single tray with better algorithm with different variety of rice.

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### PRISON SYSTEM IN INDIA: CONTEMPORARY TRENDS

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#### **ABSTRACT**

Crimes and criminals are the byproduct of any social system affecting social order. It is with this social order; the concept of crime is essentially concerned with. Roots of crimes lie deep in society of which the individual is an integral part. When a crime is committed, the guilty is subjected to punishment according to law of the land prevailing in that particular country or the state. However with the passage of time the crime, criminal and the prison system in India have changed overnight. The impact of human rights and extension of democracy are responsible for it. In the present research paper modest attempt has been made to highlight the Jail administration in India since ancient times and the recent trends in it have been highlighted. Simultaneously the changes in criminal jurisprudence have been pointed out with its constraints as well as remedial steps.

**KEYWORDS:** Penology, Criminology, Correctional Administration, Offenders, Confinement.

#### INTRODUCTION

Crimes and criminals are the byproduct of any social system affecting social order. It is with this social order, the concept of crime is essentially concerned with. Roots of crimes lie deep in society of which the individual is an integral part. When a crime is committed, the guilty is subjected to punishment according to law of the land prevailing in that particular country or the state.<sup>2</sup> The primitive societies of any civilization finds it hard to recognise any distinction between crime and torts, it includes every wrong be it civil, moral, social, ethical, all in one category of crime. The bond of family was far more stronger than that of a community as a whole and resource in such situation was much towards self-redress or private vengeance and legal remedy was considered merely an optional alternative.3 This distinction was later on resolved by English society after tenth century and thereafter, the two developed as a separate branch of law.4 The mode of punishment varies keeping in mind the offence committed. When a proper court adjudged guilty of committing a crime and accordingly sentenced to imprisonment, prison is usually acts as a place where he is to be kept so as to undergo sentence. Sentencing people to prison and managing their conduct on a day to day basis is by far the most difficult part of work for the Prison officials. The principles and purpose of prisons and their administration have evolved a lot from what it used to be there in ancient to the present days in America and in Europe but on the other hand they are more or less the same in India. Various aspect in the society got developed over these years<sup>5</sup>, but the conception and management of crime and criminals have remained the same; still it is in the hands of State in the name of people, who moulds and fashioned it to suit their convenience.

#### PURPOSE OF PRISON SYSTEM

The purposes of a country's prison system are, therefore, determined, apart from its financial capability, by social and moral consciousness of the community concerned. since long time until the close of the nineteenth century, criminals were looked with hatred, and social reaction to crime was entirely retributive and punitive. The purpose of prison system was then to reform the criminal, if at all, through the discipline of punishment. Now, with the passage of time as well as the progress of human civilisation, the humanitarian considerations became increasingly dominant in the matter of society's dealing with crime and criminals. And of now, these considerations have reached such a height that crime is considered a social disease and the criminal its victim. The punitive reaction is thus replaced by a new scientific, societal approach in which the criminal is treated rather than punished. A reflection of this new approach as stated by Justice V.R. Krishnaiyer is that the imprisonment and punishment do not present themselves as the proper methods of dealing with criminals. We have to treat them physically as sick people, which in every respect they are. It is no more reasonable to punish these individuals for behaviour over which they have no control than it is to punish an individual for breathing through his mouth because of enlarged adenoids. It is the hope of the more progressive elements in psychopathology and criminology that the guard and the jailer will be replaced by the nurse, and the judge by the psychiatrists, whose sole attempt will be to treat and cure the individual instead of merely to punish him. Then and only then can we hope to lessen, even if not to entirely abolish, crime, the most costly burden that society has today.<sup>9</sup>

#### DEVELOPMENT OF PRISON SYSTEM IN INDIA

The prison and police administration of a country is a function of several variables pertaining to religious, socio-economic conditions and practical considerations. <sup>10</sup> It is on this basis one can say

that the religious and socio-economic conditions vary from one country to another and have immense influence on the plans, programmes and policies of a country's prison and police administration. The civilisation of world through its inception recognised in its initial years itself that in order to live harmoniously they must form some common rules of conduct, covering their relationship with one an another and for the same a method of applying sanctions for those who offend against established set of rules will be punished accordingly. Throughout ages, laws and codes of conduct were formed and accordingly a system of enforcement was formed. As per the changes in the society, changes are made in those codes and laws along with the enforcement agencies. The development of prison and police system in India can be divided into mainly three periods, i.e., Hindu Period, Muslim Period and the British Period. These periods will help us to arrive at the conclusion as to how the prison system got evolved over a number of years.

#### **Position in Ancient Hindu Period**

In the early Hindu period, we do not find much regarding the police structure. Initially, dominance of religion and superstition on people was quite common and they believe that social relations were governed by some supernatural power.<sup>13</sup> The administration of justice was the concern of the common people in their various association such as; Kula, Sreni, Guilds, etc. 14 The state through king was not involved in the administration of justice. As the time progressed, with improved human reasoning King assumed greater responsibility for apprehending offenders. It was Dharamsutras that mentioned administration of justice as one of the function of the king. 15 Generally, king appoints suchaka, who detects commission of crimes in the region assigned to him by the king. 16 The detection and information of crime by any third party was also appreciated in a sense that such a party is entitled for reward/remuneration by king. King was the ultimate authority for giving any sentence for the kind of crime done by any person and for that he must follow *Brihadaranyakopanishad* i.e. Rule of Law. <sup>17</sup> Law i.e. *Dharma* was considered as king of kings and nothing is superior to the same, it was in this context, the role and position of institution in preserving peace and order was given special care and attention. There is reference of few police officials in Vedas and Upanishads. <sup>18</sup> Kautilya's *Arthshastra* reveals an elaborate system of surveillance, with effective mechanism to enforce fiscal regulations for the benefit of treasury and stem repression of crime. It was during Mauryan's, an effective and efficient police system was formed and maintained. 19 The existence of secret surveillance, as part of an efficient police administration has been there in the Hindu Political System. 20 Police in the ancient times also have moral responsibility towards the society. In the Medieval Period, police system in village if fails to recover stolen property, they were obliged to make good to the value of such property, provided it is within their permitted means.<sup>21</sup>

All the way during Hindu Period, we find that the ancient Smriti writers mentioned about the kind of Punishments for various crimes. Though, by and large, the treatment of criminals was humane in nature, but there was no developed science of penology. The revenge or retaliation seemed to be the causation of crimes.<sup>22</sup> the end sought to be served by punishment was the protection of society and securing of peaceful society although controlled to a large extend.<sup>23</sup> The essence of punishment was punitive or deterrent in nature, besides stressing upon treatment by way of their enlightenment through spiritual tenets which includes meditation and yoga.<sup>24</sup> Punishment through spiritual tenets during ancient Hindu criminal jurisprudence system did worked out to be quite productive in minimizing criminality.

Prison does not find any adequate treatment, as it is revealed from many Hindu literatures. Kautilya's Arthashastra<sup>25</sup> points out the fact that prisons be constructed in the capital having separate residential facility for both men and women.<sup>26</sup> ample arrangements were made for guarding them at the entrances. References of employment of prisoners can be drawn from ancient literature.<sup>27</sup> Instances can be traced where prisoners were to be released from jails as a gesture of goodwill on the conquest of fresh territory or on the coronation of a king or on the birth of a son to the king. There was also a system of releasing the prisoners from jails on account of their suffering from serious diseases or on payment of some fines. The persons jailed could be set free on their working everyday or once in five days or by undergoing corporal punishment or by paying the fine in cash. Emperor Ashoka issued an edict ordering three days respite to the prisoners who had been sentenced to death. 28 According to Manu, all jails should be near to a royal road where the offenders suffering from pain and in bad conditions would be seen by all so that it could have a deterrent effect on others and prevent them from committing crimes.<sup>29</sup> References are also available where the prisoners were required to do some labour. The persons, who due to poverty or other allied reasons could not pay fine, were made work without being paid for the same. This practise prevailed irrespective of the sex of criminal undergoing the sentence.<sup>30</sup> regarding the health of the prisoners; one does not find much of description in the ancient legal literature except that the prisoners were seen with long beards and darkened faces due to accumulation of dirt on their body.<sup>31</sup>

# **Position during Muslim Period**

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During Muslim period, Islamic law was followed by all *Moghul* emperors. The law was based on principles of *Ouran*. There is blend of sin, crime, religion, morality and social obligation, varying according to the relative importance of the subject matter, within the concept of duty under Muslim Law. Under the Muslim criminal law which was based on Islam<sup>32</sup>, one of the primary duty of emperor was to punish the criminals and maintain law and order. The administration of criminal justice was entrusted in the hands of Quazis, who as per the nature of crime allocate punishment. Instances from ancient history confirms that notion of quazis towards crime and punishment was not uniform or fixed, as a result administration of justice in some parts of was in the state of chaos.<sup>33</sup> The persons accused of the offence of treason, which comes under the offence against State were punished with death.<sup>34</sup> The chief methods of punishments recognised during this period for serious offences included internment, banishment and imprisonment. The offenders who were sentenced to imprisonment were confined in jails. It was during this period, for the first time in the entire history of Indian Prison system regular jails were maintained to confine the prisoners. Basically two types of jails were categorized under Moghul period.<sup>35</sup>

One of the most striking and significant feature of Muslim system of prisons was that the Muslim rulers used forts for housing and prisoners of high rank.<sup>36</sup> However, we find evidence that some of the forts were partly used for keeping the prisoners of ordinary status also. The Headquarters of Sarkar and Paraganas had prisons. These public jails were termed as Bandikhanas. There were separate prisons for keeping under trial prisoners having higher social status. These places were slightly better than those provided for criminals of ordinary class. As regards the prison administration, it is revealed that there were no definite rules regarding the duration of imprisonment required to be undergone by a sentenced criminal. The quantum of punishment seemed to have varied keeping in view the nature of offence. In case of government servants, it

seems that the time and condition of release of prisoner rested upon the sole discretion of the Emperor or the local authority of place where the prisoner was confined.<sup>37</sup>

Regarding the life of the prisoners, it may be stated that their condition in jail were not very good. The prisoners more particularly, those belonging to ordinary class did not enjoy much facility. The jailor, who used to be in charge of prison, was responsible for the security of prison inmates. Whenever the prisoners fell ill, medical aid was provided. It seems that in special cases, friends were allowed to visit the prisoners.<sup>38</sup> Inspection of jails was done as per the instructions issued by the Emperor, who himself used to pay visits to the prison-houses at the capital. The provincial jails were inspected by Governors and local authorities. It is also stated that conditions of accommodation, sanitation, health and diet of prisoners in jail were very good.<sup>39</sup>

In 19th century, in India, the prisons remained as places of torture and ill health. The jails were housed in strong buildings and the discipline was too severe to be borne by the inmates. <sup>40</sup> The daily subsistence allowance paid to the prisoners was often misused by the jailers, who made most out of prisoner's catering arrangements; it was during the year 1836 that the question of prison reforms was considered by Prison Reforms Committee after much of the jail population had been swept by cholera. The prisoners were kept without proper guidance. There was not even a separate ward for female prisoners, and so was the condition of prison hospitals as the two wards were merely separated by iron railings. <sup>41</sup> As far as police is concerned, the introduction of efficient administration had to wait until 1861, when police Act was enacted and the same is in function till now in India, though with some minute changes. Similarly other police Act came, be it related with the Railways, Villages, Port Police and were given statutory existence. <sup>42</sup> The functioning of police did remained questionable owing to the failure of delivering much to the expectation formed. Similarly, Police Amendment Act, 1895 was enacted to defects in the Act of 1861, which furthered the inconvenience prompting British officials to call for Indian Police Act, 1888 to pass.

As far as prison is concerned, it was in 1855, when a separate Inspector General of Prisons was appointed for the first time and in 1865, ten year later, a Civil Surgeon was appointed for each of Presidency Jails. The work of building central jails began in 1867; a fixed diet scales and remission of sentences were introduced.<sup>43</sup> In the year 1864, another Prison Inquiry Committee was appointed and in the year 1889, the prison reforms were recommended on the basis of another Committee of 1888. The important results of the applications of Committee's recommendation were that better control over direction of activities of prisoners and better arrangements for female prisoners, relief from disease like cholera and improvement of sanitary conditions of the prisons was seen; these are quite remarkable steps. Prisons Act of 1894 laid down the specific rules was to administer each aspect of prison faculty. The Act provided for discipline of prisoners, about their clothing and bedding, etc., about labour, employment, health and visitors.<sup>44</sup> the solitary confinement could not essentially be conferred on a prisoner unless he could communicate any time with prison officials and such prisoner was to be visited by a Medical Officer or his subordinate at least once in twenty four hours. The criminals condemned to death were to be kept in a separate cell and under constant guard by day and night under the charge of security man. The condition of subjection of a prisoner to irons was very strict. The Inspector General was made to lay down special rules with sanction of State government to confine a person to Irons with state of prison and character of the prisoner.<sup>45</sup>

The Prisons Act of 1894 specifically dealt with removal of prisoners from one place to another by authorities and treatment of lunatic prisoners. <sup>46</sup> A common problem faced by both prison and

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police was regarding administration functioning; the ambiguity formed due to multiple Acts<sup>47</sup> and careless attitude towards prison staff with the growing necessities of administration. In 1902, Curzon, the then viceroy of India, appointed Indian Police Commission on the recommendation of John Woodbrun, lieutenant governor of Bengal, who observed that in no branch of the administration in Bengal is improvement so imperatively required as in the police. There is no part of our system of government of which such universal and bitter complaint is made, and none in which, for the relief of the people and the reputation of Government, is reform in anything like the-same degree so utterly called for. The evil is essentially in the investigating staff. It is dishonest and tyrannical. It is essential for a real reform that a there should be a bold increase in the wages of a staff which wields so great a power, and in the more careful supervision of their work. This entails an expenditure which it was impossible to propose in the condition of Imperial and Provincial finances of recent years.<sup>48</sup>

The recommendations of Indian Police Commission, 1902-03 were appreciable, especially when the same along with the enthusiastic efforts for much needed improvements, recommended as to the method related with recruitment, syllabus for training, discipline, prevention and investigation of crime, emoluments and pensions, conditions of service, prosecution of case etc. In 1912, there was Royal Commission popularly known as Islington Commission on public services recommended few suggestions as to the recruitment procedure amongst the police officers. 49 However, the same i.e. Islington Commission got shelved thanks to the outburst of World War I. Equivalently for prisons, in 1919-20, a Jail Committee was appointed, which looked into various aspects of prison reforms. The result was the publication of the voluminous Indian Jails Committee Report of 1919-20. According to Dr. B.K. Bhattacharya, "is as great as that of the Gladstone Report in the history of English penal reforms". During the period 1907-27, steps were initiated to improve prison methods by establishment of Bosdtal institutions for youthful offenders.<sup>50</sup> in the year 1938, the Bombay government granted to the prisoners the facility of writing letters and have interviews from friends and relatives. In the same year, the government issued a Circular by which the prison medical officers invariably had to obtain a second opinion, when a prisoner was seriously ill.<sup>51</sup> in the year 1948; they were also allowed to have treatment from the physician or surgeons of their own choice. In 1948, the Government of Bombay stipulated that each prisoner should be paid for his labour inside the jail on the current market rate so that he may not feel that he is being underpaid for his food and clothing etc. Government could retain 4/5 of his earnings and the remaining one-fifth was to be remitted to the family of the prisoner.<sup>52</sup> in the same year, the government abolished the system of solitary confinement in general and the same could be inflicted in cases of violence inside the prisons and that too with the approval of highest prison authority. The prisoners were also allowed the facility of radios.<sup>53</sup>

In 1938, school masters were appointed in Belgaum and Ahmadabad Central Prisons.<sup>54</sup> In the year 1939, *teh* jails at Kattack in Orissa and Krishnagar in Bengal were electrified.<sup>55</sup> In the year 1914, Released Prisoner's Aid Society came into existence with main object of protecting the prisoners who had erred and reclaiming them to virtue.<sup>56</sup> The society worked for the rehabilitation of the prisoners after release.<sup>57</sup> In the year 1939, Women's Social Service Institution of Bengal began to impart instructions in suitable art and cottage industry to the female prisoners. It was a very innovative step.<sup>58</sup> With respect to police, the bringing of various princely state legislations as the establishment of police add on to create confusion. The Feudatory chiefs being responsible for policing in their region followed British system by an

large and in this process were in coordination with British administration through Residents and Political agents, responsible for supervising administration in the states. In this process, these feudal states were largely depended on the British for enforcements, much to the current position.

In 1949, Model Central Jail was established at Lucknow, in Uttar Pradesh, Later, such jails also came to be established in other states of the country. It was considered a pioneering step in the prison administration. In 1951, the Central Government appointed a United Nations expert and conduction a six month training course to selective jail officers and to suggest new ways for the scientific care and treatment of prisoners. The expert Report on prison administration recommended the setting up of a Central Bureau of Correctional Services at Delhi and revision of Jail Manual. In 1952, the All India Conference of Inspector General's of Prisons also recommended for setting up of a Committee to prepare broad outlines of a Model Jail Manual. Accordingly, the Central Government in 1957, appointed a committee to draft broad outlines of All India Jail Manual as well as to examine to Prison Act and other related laws and suggest ways and means to bring uniformity in all these aspects. As a result of the labour of this committee, the Government established a Central Bureau of Correctional Services in 1961. The Chief objective of this institution is to impart training and promote research studies in the area of prevention of crime and treatment of prisoners. 59 A correct appraisal of prison reforms under the British rule in India can be ascertained from the observation of Shri R.G. Salvi in his inaugural address as a Convenor of the All India Jail Manual Committee of 1957-59 when he said that without being cynical or critical he may mention here that it is his feeling that whatever prison reforms have been introduced in Indian Prisons they have only been piece meal. These reforms on the whole are nothing more than he granting a few amenities and facilities to prisoners. These prison reforms can thus be termed as reforming conditions of living in prisons, rather than reforms to help the rehabilitation of the prisoner in society.<sup>60</sup>

In practice, however, not much had been done by the alien governments on the reformative side of prison system during their stay for more than a century which ended with the transfer of power to Indian hands in 1947<sup>61</sup>, which again brings some sad story.

#### Position during Post Independence Era

After the advent of freedom, an entirely fresh phase of humanitarian prison and police administration has started in India. Ideas regarding punishment and functions of prisons got changed. Freedom brought both police and prison to function in totally changed environment. The idea of ensuring imperial rule holds nullity and comes the idea of efficiency and accountability. There is no master and the subjects prisoners and general public of free nation expects a humanly duty. A refreshed approach as to the awareness of the problem of crime and proper treatment of offenders has grown so much so that prison and police administration has off and on been subjected to severe criticism from the press, the Parliament and the judiciary. 62 Overcrowding in prisons, with prolonged detention of undertrial prisoners, unsatisfactory living conditions, lack of treatment programmes coupled with allegations of indifferent and inhuman approach of prison staff towards prisoners police towards accused or for that matter non-accused; has repeatedly attracted the attention of the critics over the years. 63 The changing circumstances on the socioeconomic scene of the country after independence had also inspired a few conscientious prison and police administrators of our country to undertake some innovative experiments through their own individual efforts. Since such efforts and innovations were only sporadic and short lived, their total impact on prison administration was not discernible up to any

appreciable extent.<sup>64</sup> As a matter of fact, no meaningful prison and police reforms can ever be made without the requisite political will. Mahatma Gandhi as an old and experienced prisoner says that he believe that Governments have to begin the reform. Humanitarians can but supplement government efforts. As it is, the humanitarian, if he attempted anything, will first have to undo the mischief done in prisons where the environment hardens the criminal tendency, and in the case of innocent prisoners they learn how to commit crimes without being detected. He hold that humanitarian effort cannot cope with the evil wrought in the jails.<sup>65</sup>

The Constitution of India, which provides for basic framework of government and its legal institutions, refers Police in Article 33<sup>66</sup> and mentions police and prison administration under State List leaving much of the scope for misuse besides inconsistency and confusion.<sup>67</sup> Much like government, police too is bound to uphold constitution of this land and more importantly the principles of Rule of Law and respect fundamental rights of citizens. Imposed with much restrictions, the limits of police is curtailed, whereas duties and responsibilities have increased many folds.<sup>68</sup> Further, it needs to be pointed out that prison and police rules, there relations do vary from one State to another, hence lacking in the much-needed coordination. However, it was realized soon after independence that the Jail Manuals of the States and of the Union, based on the antediluvian Prisons Act of 1894, could not cope with the new ideas and awareness of crime, criminals and their treatment that had been growing fast in the country.<sup>69</sup> It was felt very strongly that whatever had prison reforms been made by our alien rulers were only sporadic and neither organically conceived nor uniform and hence, some broad guidelines should be given from the Centre with a view to coordinating the prison reform programmes of the different State Governments.

The decade (1951-60), immediately after Independence and with the formation of Constitution of India, was a decade of enthusiasm for prison reforms. While local committees were being appointed by some State Governments i.e. Madras, Orissa, Uttar Pradesh and Maharashtra to suggest prison reforms, Government of India accordingly invites technical assistance in this field from the United Nations. 70 Dr. Walter C. Reckless, a leading American criminologist, visited India as an U.N. expert during the years, 1951-52 to suggest ways and means of prison reforms in the country. The year 1952 further witnessed a breakthrough in national coordination on correctional work as in that year the 8th Conference of the Inspectors General of Prisons was held after lapse of seventeen years. The Conference held at Bombay reiterated the need for revision of State Jail Manuals. The first open prisons were set up about this time in Uttar Pradesh and some other States and Prison Welfare Officers were appointed in a number of States in later years. A few new ideas of prison reforms were introduced in the country during this decade. The prisoners could now avail of furlough and parole. They were granted wages, albeit nominal, for the work done by them. The introduction of *Panchayat* system led to some improvement in the living conditions of prisoners. Jail Training Schools were set up in some States. Whipping was abolished in 1955 and the Probation of Offenders Act was enacted in 1958.<sup>71</sup>

The United Nations held its First Congress on the Prevention of Crime and Treatment of Offenders at Geneva in 1955. Indian Government approved the U.N. Standard Minimum Rules for the Treatment of Prisoners and urged the Member Nations to modify their national practices accordingly. This Committee of 1957-59 studied the problems of crime and delinquency from a very progressive angle and poignantly observed that the solutions to these problems do not lie only in prisons but in the larger socio-economic fields as well. Realizing the significance of Mahatma Gandhi's dictum that criminals should be treated as patients in hospitals and jails

should be hospitals admitting such patients for treatment and cure<sup>74</sup>, the Committee wanted prisons to be transformed into correctional institutions. Its view on the principal purpose of correctional administration is reflected in one of the assumptions it made while framing the Manual: "The primary objective of punishment is reclamation and rehabilitation of the offender and this objective will be faithfully implemented in correctional institutions.<sup>75</sup> In consonance with its radical approach to the problems of crime and delinquency and to the prime objective of correctional administration, the All India Jail Manual Committee furnished a detailed report containing necessary principles for modernization of prisons together with a Model Prison Manual in 1960 as a broad guideline for the States to revise their outdated Prison Manuals. Another major development in the Post-Independence prison administration was the establishment of the Central Bureau of Correctional Services in 1961, as a central technical advisory body with the broad objectives of evolving modem policies and programmes in social defence field, collection of factual data and statistics, exchange of information, professional training, empirical research studies and publications. 76 It was reconstituted in 1975 as the National Institute of Social Defence and its functions were enlarged to include preventive, correctional and rehabilitative aspects of social defence, viz., welfare of prisoners, prison reforms/administration, juvenile vagrancy, probation, beggary, social and moral hygiene, alcoholism, gambling, drug addiction, etc. The Institute continues to work under the Ministry of Social Welfare and has been playing "a useful role" in its enlarged field of social defence.<sup>77</sup>

#### CONTEMPORARY TRENDS IN PRISON SYSTEM

The valuable recommendations of the Committees appointed by these Governments were not implemented in an effective manner. Official apathy and bureaucratic bungling continued so much so that even after the end of another decade (1961-70) the general state of prison administration in the country was described by an official committee as "depressing". In 1972, the Government of India's Ministry of Home Affairs appointed a Working Group on Prisons. <sup>78</sup> a year later, the Group submitted its report in which it emphasized the need for a National Policy on Prison and Correctional Administration. Discarding the traditional prison-based policy, the report of the Group identified the main elements of the proposed National Policy, the more important of them being as follows: <sup>79</sup>

- (i) A suitable system should be established for coordination among the three organs of the criminal justice system, i.e., the police, the judiciary and the prison and correctional administration, for the effective prevention of crime and treatment of offenders.
- (ii) The supreme aim of punishment has now to be the protection of society through the rehabilitation of offender. The re-assimilation of the offender in society and the prevention of crime are now the principal goals for the criminal justice system. Accordingly, the aim of the prison administration will be the employment of all resources, human and material, to provide scientific treatment to every offender according to his peculiar needs and circumstances.
- (iii) The concepts of deprivation of liberty and segregation from society should be limited mostly to the habitual, the incorrigible and the dangerous criminals and the Government should make fullest possible use of various alternatives to imprisonment as a measure of sentencing policy. Non-institutional and semi-institutional forms of treatment should be resorted to as far as possible.

- (iv) There should be close coordination between the prison and the probation and other correctional services. It follows that the prison administration should be treated as an integral part of the social defence component of the national planning process.
- (v) Free legal aid should be provided to all indigent prisoners.
- (vi) Undertrial prisoners should be lodged in separate institutions as far as possible and facilities should be provided to them for work on a voluntary basis.
- (vii) The Union and State Governments should declare unequivocally that there will be no bar or restriction on the employment of ex-convicts of specified categories in the public services after a due scrutiny of the prison reports certifying to their abilities and qualities.
- (viii) The prison administration should systematically involve enlightened individual citizens, associations, societies and other community agencies in the treatment, aftercare and rehabilitation of offenders.

In order to usher the desired changes in the prison administration as a whole, the Group recommended that the highest priority should be given to the adoption of the National Policy on Prisons as suggested by them along with the inclusion of certain aspects of the prison administration in the Five Year Plan, the amendment of the Constitution to include the subject of prisons and allied institutions of the state list to the Concurrent List, the enactment of suitable legislation by the Centre as well as the States, and the revision of the State Prison Manuals.<sup>80</sup>

While the report of the Working Group was gathering dust, the Government of India requested the Seventh Finance Commission to go into the question of "upgrading the standards of jail administration on the basis of a comprehensive assessment of the requirements in this regard.<sup>81</sup> The Commission in its report of 1978 based on an analysis of the data collected from various sources at national and regional levels, admitted that jails had been neglected for too long and that there had been practically no improvement in their environments or in the methods of dealing with inmates. 82 Accordingly, the Commission recommended an allocation of Rs. 48.31 crores for the States which were found backward in these respects.<sup>83</sup> While the planning and monitoring of the schemes recommended by the Seventh Finance Commission were being assigned to the National Institute of Social Defence through the Ministry of Home Affairs, the Government of India appointed another Committee i.e. All India Committee on Jail Reforms in July 1980 for making a comprehensive review of prison administration in the country and suggesting suitable measures for its improvement. Headed by Justice Anand Narain Mulla, the Committee submitted its report in 1983. 84 The Committee had, therefore, formulated the draft of a National Policy on Prisons and recommended for its adoption by the Government of India in consultation with the State Governments and Union Territory Administrations. The goals and objectives of prisons in India, according to the proposed National Policy on Prisons, are to project society and to reform and reassimilate offenders in the social milieu giving them appropriate Correctional treatment. The modalities of achieving these goals and objectives have been clearly laid down in it. The Committee, however, feels that crime being a social problem cannot be tackled merely through legislation or pronouncement of laudable objectives. Unless a large section of the society believes in the reformative and rehabilitative approaches, observes the Committee, a progressive and modem system of prisons cannot become a reality.<sup>85</sup>

#### **CONCLUSION**

With the above discussion it is crystal clear that in India the prison system was in a most disorganised state. The prisoners virtually had not statutory rights which could be enforced against the authorities. In the late 1979, notorious criminal Charles Shobraj drew the attention of the highest court in the land to the appalling and gruesome condition prevailing in *Tihar Jail* in the national capital of India, therefore compelling three justices of the Supreme Court to visit that Institution that the iron curtain separating the citizen from some of their colleagues, was pierced revealing the ugly dehumanised institution, called jail. 86 This was just one of a litany of similar accounts, prevailing commonly they had even no right to demand better facilities. The prisons were mostly located in public places. Later, the Muslims emperors used forts for housing the prisoners. It was only during the British period that enactment of Prison Act of 1894 recognised many rights of prisoners. Even now, we are in the twenty first century, and even at that, it is not yet the basis of prison system in every country of the world. In India, although various concerns have been raised on having uniform effort in regards to prison system, yet no effort has been done so far. Evolution of prison did take place in this country but it did stopped after its initial movement; much was expected post independence but nothing extraordinary took place; we still have same Police and Prison Act, imposed by the erstwhile alien government. The struggle of Independence marked its impression much from the prisons, still it haven't received any serious look. Various reports are finding dust; conditions becoming more and more inhuman leading to a state of chaos and nothing more. Thus, we may sum up by saying that the prison system of India has not developed overnight. It is the result of a gradual evolution of historical process which resulted in the recognition of basic human rights of prisoners while undergoing sentences. The foregoing study clearly reveals that our policy makers do not lack theoretical awareness of the objectives and principles of modern prison administration. The things really lacking are; the political and administrative will and initiative to bring about the desired reforms in conformity with the acquired knowledge Little wonder that in most of the States and Union Territories, official efforts at prison reforms have so far been confined primarily to the appointment of commissions or committees without implementing their valuable recommendations.

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# GANDHI'S CONCEPT AND TECHNIQUES OF SATYAGRAHA AND ITS RELEVANCE IN MODERN TIMES

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#### **ABSTRACT**

Gandhiji played a vital role in the freedom movement of India on the principles of truth, nonviolence and passive resistance. To him Satyagraha is the weapon of the brave and the strong, not of the timid and the weak. Satyagraha an instrument of social control is eternally creative. Its creativity is inherent in its basis of ahimsa and moral persuasion. Every act of Satyagraha leads to a moral improvement of society as it leads to the transformation of relationships and elimination of injustice through Satyagraha amounts to a moral improvement all round. In this paper an attempt has been made to discuss" Gandhi's Concept and Techniques of Satyagraha and its Relevance in Modern Times." In this comprehensive encyclopedia the author has provideddetailed information on civil disobedience acts of conscience that defied the law to focus attention on an issue or cause. Gandhi, who in 1930 had promised a "fight to the finish" for Indian self-rule, wound up the massive Civil Disobedience Movement of 1930-31 after extracting only token concessions--disappointing even close collaborators like Jawaharlal Nehru. Its primary aim was self purification and it was a struggle between religion and irreligion and an expression of anguished love. Peaceful boycott, a form of Satyagraha, is not intended to cause injury to anyone, but to stage a protest in a highly forceful and non-violent manner against exploitation.

**KEYWORDS:** Elimination, Resistance, Non-Violence, Non-Violence, Unadulterated,

#### INTRODUCTION

Mohan Das Karam Chand Gandhi, popularly known as Mahatma Gandhi was a multi faceted personality. He really lived and died for his high ideals and dynamic spiritual strength. He was an important leader in the freedom struggle of India. His non violent ways and peaceful methods were the foundation for gaining independence from the British. The uniqueness of Gandhi's leadership laid in his successful application of the techniques of non-violent *Satyagraha* to the political and social matters. Through the *Satyagraha* movement, he rendered great service to the cause of racial equality in South Africa.

He did not relish the idea of retaliation of any kind with a wrong-doer, instead preached the gospel of non-violence. Complete non-violence is complete absence of ill-will against all that lives. Non-violence is in its active form, good-will towards all life. It is pure love. 1

Gandhi was quite convinced that the Indian nation as a whole had never been non-violent. He, however, believed in the innate goodness of human beings and reposed unadulterated confidence amongst his followers so far as the question of non-violence was concerned. With this belief, when he launched his movements which engulfed the whole nation, he stated at the end that he was led to believe that India would vindicate the principle of non-violence. Consequently, the stray cases of violence which erupted during his movements greatly injured his feelings.

Gandhiji played a vital role in the freedom movement of India on the principles of truth, non-violence and passive resistance. To him Satyagraha is the weapon of the brave and the strong, not of the timid and the weak. Satyagraha an instrument of social control is eternally creative. Its creativity is inherent in its basis of ahimsa and moral persuasion. Every act of Satyagraha leads to a moral improvement of society as it leads to the transformation of relationships and elimination of injustice through Satyagraha amounts to a moral improvement all round. In this paper an attempt has been made to discuss" Gandhi's Concept and Techniques of Satyagraha and its Relevance in Modern Times."

Gandhi witnessed racism, prejudice and injustice against Indians in South Africa which was a turning point in Gandhi's life and shaped his social activism and awakened him to social injustice. In 1906, the Transvall government enacted an Act compelling the Indian population of the Colony for registration. On 11 September at a mass protest meeting held in Johannesburg, Gandhiji adopted the technique of *Satyagraha* (devotion to the truth), or nonviolent protest, for the first time. He urged Indians to defy the new law and to suffer the punishments for doing so. The community adopted this plan of non-violent resistance, and during the ensuing seven-year struggle, suffered tortures at the hands of the government. The government successfully repressed the Indian protesters, but the public outcry over the harsh treatment of peaceful Indian protesters by the South African government compelled it to negotiate a compromise with Gandhi. Gandhi's ideas took shape, and the concept of *Satyagraha* matured during this struggle. He was firmly of the conviction that *Satyagraha* could rid society of all political, moral and economic evils. During the great national liberation struggle of India against British imperialism, Gandhi established the methodology of non-violence. To Gandhi, there must be no enemy- only an adversary or opponent who has not yet been convinced of the truth.

### CONCEPT OF SATYAGRAHA

The concept of Satyagraha and its practice in socio-political front constitute the essence of Gandhi's philosophy. Perhaps it is his unique contribution as it opens a new political culture of

social activism. Whatever degrades human relationship or anything that is evil, unjust or untrue in social life need to be opposed but the method of resistance should be non-violent with adherence to truth and justice. It is a technique of direct action against injustice without harming or ill-will towards anybody but with firm commitment to truth. Since truth in a sense connotes justice *Satyagraha* also means firm commitment to justice.

Satyagraha a law of universal application can be used by individuals as well as communities. It is not based on the force of arms, but on the force of truth and love. Therefore, Satyagraha presupposes self-discipline, self-control, and self-purification. After having exhausted all other possibilities of persuasion and conciliation as a last resort, Satyagraha is a very powerful nonviolent method of direct action.

Satyagraha as a weapon of social control is eternal and creative. Its creativity is inherent in its basis of *ahimsa* and moral persuasion. Its aim is destruction of evil, not the evildoer; sin, not the sinner. It is a practical philosophy and a weapon with a spiritual and ascetic temper. It can be utilized in any situation to reach one's goal through nonviolent means.

The Gandhian philosophy of *Satyagraha* is a natural outcome from the supreme concept of truth, the ultimate reality. *Satyagraha* means the exercise of the purest soul-force against all injustice, oppression and exploitation. Suffering and trust are attributes of soul-force. Satyagraha is an inherent birthright of a person. It is both a sacred right amd also a sacred duty. If the government does not represent the will of the people and if it begins to support dishonesty and terrorism then it should be disobeyed. But one who wants to vindicate his right should be prepared to bear all kinds of sufferings.

The term "Satyagraha "was coined by Gandhi in 1906 when he was struggling for the grant of due rights for emigrant Indians in South Africa who were victims of racial discrimination. He organized the Indians to start a non-violent agitation for the withdrawal of the discriminatory and humiliating registration ordinance against the Indians which was to be passed into an Act by the Transvaal government. His movement was called passive resistance as different from violent resistance or armed struggle. He named the movement as *Satyagraha* which means a relentless search for truth and adetermination to teach truth through nonviolent means. A Satyagrahi opposes injustice through love. It was conceived as a weapon of the strong and excluded the use of violence and hatred in any shape or form.

The philosophical spirit behind Satyagraha was not Gandhi's exclusive innovation as he was very much impressed by the life of Harischandra, Prahallad, Jesus Christ and Aristotle as they suffered a lot to uphold truth without slightest ill-will towards others. But the merit lies in explaining the concept with some originality and widely applying it in various spheres to establish justice in society. The uniqueness of Mahatma Gandhi lay in the fact that he used it as a technique for mass mobilization, for political movements against the injustice of a government.

Though initially he used the expression 'passive resistance' to designate his movement, subsequently he Gandhi distinguishes Satyagraha from passive resistance. While passive resistance does not carry love for the opponent, *Satyagraha* is based on love and it abandons any form of hatred. Passive resistance is frequently a precursor of armed resistance. Satyagraha precludes armed resistance. Any individual whether weak or strong can resort to *Satyagraha* when he feels injustice is being done to him. A *satyagrahi* never applies physical force against his opponent under any situation. Passive resistance is more pragmatic whereas *Satyagraha* is more idealistic in their prospects to oppose or resist injustice.

## TECHNIQUES OF SATYAGRAHA

Satyagraha, as atechnique of social action, is used to resolve conflicts without resorting to violent methods and to realize its objectives it uses divergent forms of action, allbased on non-violence. After Gandhi inaugurated his non-violent movement to topple the British colonial power, he employed a number of non-violent methods including non-cooperation with the British, non-violent boycotts of British products and mass civil disobedience, which are widely employed today in the fight for justice and equality. Such methods represent the positive side of the campaign causing no injury to the adversary.

There are different forms of Satyagraha. These forms may be employed in a Satyagraha campaign. These were most commonly employed during the freedom struggle in India under leadership of Gandhi. We shall evaluate them here.

## **Boycott**

During India's effective and arduous non-violent struggle for freedom Gandhi used the peaceful means of boycotting British products to save the home industry and to bring down the colonial edifice. Peaceful boycott, a form of Satyagraha, is not intended to cause injury to anyone, but to stage a protest in a highly forceful and non-violent manner against exploitation. We have to understand that Satyagrahis are not boycotting the opponents, but their action is directed against an unethical system.<sup>4</sup>

#### Hijrat

According to Gandhi if a person could not tolerate the injustice of the oppressor and also felt that he had no power to become a good *satyagrahi*, for him, the best method was *Hijrat or to leave one's ancestral place*. Gandhi felt that it was not a weakness but required great strength. It was the last step and only a few could think of taking such a positive and decisive step.

#### Strike

According to Gandhi, strike was another weapon for fighting against an oppressor. He pleaded that the workers should organize themselves in each industry to fight against the industrialists, who exploit them. He, however, cautioned that such organizations should only at aim getting their legitimate rights and genuine demands accepted and not hostility against the oppressor. He favoured the idea of strikes if these were based on non-violence. It could be an effective instrument if it did not aim at destruction and sabotage. The destruction or damaging of property was not only undesirable but could not be justified on any ground.

#### Non-cooperation

Non-cooperation was one of the forms of Satyagraha which required courage and self-sacrifice as well as moral strength. Its primary aim was self purification and it was a struggle between religion and irreligion and an expression of anguished love. It was very open and clear idea and a method of cultivating public opinion. For a successful non-cooperation the effective steps are boycott of the state controlled schools; of law courts by the lawyers and the litigants; and of foreign goods.

The Congress also maintained that there was no course left for the people of India but to approve of and adopt the policy of progressive, non-violent, non-cooperation inaugurated by Gandhi until the said wrong are righted and *Swarajya* is established.<sup>5</sup> The chief motive behind non-violent

non-cooperation is not hatred or exclusiveness, but a constructive urge in developing and crystallizing public opinion.

### **Advocacy of Non-violence (Ahimsa)**

Gandhi was the greatest exponent of the doctrine of *ahimsa* or non-violence in modern times, but he was not its original author. *Ahimsa* had been part of the Indian religious tradition for centuries. It was Gandhi's genius that transformed, what had been an individual ethic, into a tool of social and political action.

Gandhi often said that while nonviolence was superior to violence, violence, in turn, was superior to passivity in the face of injustice. A large number of people practiced it but a few resorted to violence also. There were scattered incidents of violence throughout the non-cooperation movement. But when it led to the death of 22 policemen at *ChauriChaura* in February 1922, Gandhi suspended the movement. He gave the following reasons:

The tragedy of *ChauriChaura* is really the index finger. It shows the way India may easily go, if drastic precautions be not taken. If we are not to evolve violence out of non-violence, it is quite clear that we must hastily retrace our steps and re-establish an atmosphere of peace, re-arrange our programme and not think of starting mass civil disobedience until we are sure of peace being retained in spite of mass Civil Disobedience being started and in spite of the Government provocation.<sup>6</sup>

Gandhi, who in 1930 had promised a "fight to the finish" for Indian self-rule, wound up the massive Civil Disobedience Movement of 1930-31 after extracting only token concessions-disappointing even close collaborators like Jawaharlal Nehru. Then, in May 1933, when Gandhi abruptly suspended a second Civil Disobedience Movement that he had begun the year before, his party comrades were furious. Nehru said that after so much sacrifice and brave endeavor, was our movement to tail off into something insignificant? I felt angry with him [Gandhi] at his religious and sentimental approach to a political question and his frequent references to God in connection with it. Gandhiji also hoped that by suspension of the movement, every Congressman or woman will not only feel disappointed but he or she will feel relieved of the burden of unreality and of national sin. But the fact that many were disappointed and were angry when they heard of the suspension of the movement, showed that they did not subscribe to Gandhi's ideas on non-violence.

#### Civil Disobedience

Another method of fighting against a powerful enemy, according to Gandhi, was that of civil disobedience. It is a method of convincing a powerful enemy of legitimate demands of the weak in the society was that of civil disobedience. A civil disobedience resister was bound to suffer and in that suffering was his dignity and honour. It also did not mean creation of lawlessness but meant law-abiding spirit combined with self restraint. It is a force that may be used by individuals as well as by communities. It may be used as well in political as in domestic affairs. Its universal applicability is a demonstration of its permanence and invincibility. It also did not mean creation of lawlessness but meant law-abiding spirit combined with self restraint. In the words of Gandhi: It has been conceived and is regarded as the weapon of the weak. Whilst it avoids violence, being not open to the weak, it does not exclude its use of it, in the opinion of the passive resister, the occasion demands it. 10

In all the civil-disobedience movements conducted by him or under his guidance, Gandhiji always took care that the issue of the movement should not be confused with something different. In South Africa he refused to make common cause with the European strikers whose strike was not non-violent. In fact, he suspended the *Satyagraha* strike of indentured Indians lest it be mistaken as being in alliance with that of the Europeans. In Champaran he took care not to give to the affair political and national colour.

Gandhi, who advocated civil disobedience and non-violence against colonial oppression and injustice, derived his inspiration from Count Leo Tolstoy's monumental work, *Essays* On*Civil Disobedience and Non-violence*. Tolstoy denounced the use of violence and upheld the importance of by adopting peaceful methods of social change.<sup>11</sup>

The terms civil disobedience imply civility in attitude and disobedience in practice. Gandhi said that disobedience "must be sincere, respectful and that it should have other attributes: it should be respected, restrained, never defiant, must be based upon some well-understood principle, must not be capricious and above all must have no ill-will or hatred behind it.<sup>12</sup>

In other words, civil disobedience represents the direct contravention of a set of specific laws and the resistance against such regulations for their just implementation may take the forms of nonpayment of revenues, boycotting various products or massive peaceful demonstration against the unjust laws of the state. Civil disobedience becomes the ultimate non-violent weapon of the society to review unjust laws, as unjust law is a contradiction in terms since the purpose of law is to create justice and order.

#### **Fasting**

One of the most effective weapons in the Satyagraha movement is fasting which was used by Gandhi on several occasions for just causes. Gandhi considered fasting as the last instrument in the weaponry of Satyagraha. Fasting, a voluntary act adopted by an individual dedicated to a cause, is meant to change the mind of the opponent without causing him any harm. Fasting in Satyagraha is a hunger strike undertaken in protest to persuade rather than coercion on the opponent. In the Gandhian scheme of things it is the ultimate and purest form of self-inflicted suffering. Without purity of mind, discipline and humility one should not undertake a fast. Fasting unto death is the self-imposed suffering to bring a moral change in the mindset of the wrongdoers.

Gandhi often undertook fasting, moved by love of his fellowmen to remedy social injustice caused by other fellowmen toward whom he harboured no ill-feelings, even bringing his life to the verge of death forcing in an extremely non-violent manner to reconsider the opponents' attitude toward a particular issue, be it political or social or religious in nature. Gandhi's selfless fasting was criticized as an action tantamount to suicide. He responded to the criticism stating that suicide by abstaining food and water was still better thanviolence. <sup>13</sup>

An objective evaluation of Satyagraha reveals its relative merits and some drawbacks. Satyagraha has some relative merits over that of violent resistance or of armed battle. In case of violent resistance the party having superior physical strength can have victory, but in case of non-violent resistance victory comes to the moral force. The satyagrahi through moral strength makes the opponent realize the injustice and bring a moral change in his attitude. Even the most helpless individual or marginalized group can apply Satyagraha to gain its right or dignity which is unthinkable in case of violent struggle.

Since by Satyagraha a conflict is sorted out though peaceful negotiation, it increases the moral awareness in society. But in violent resistance each side expresses hatred, jealousy or bitterness to the other that results in moral decrease. In armed struggle the only objective is victory, but in Satyagraha the objective is the establishment of justice. A Satyagraha can continue till goal is reached but in violent resistance even if injustice is being done to a party, it cannot raise its voice due to its weakness.

Gandhi believed that Satyagraha can also be an effective technique to face external aggression. Though there is not a single instance so far, where it is practically applied by a nation in the face of an external attack, still Gandhi was confident of its efficacy to meet any such exigency.

But Satyagraha is not that panacea to resolve all conflicts as Gandhi thought of. Its success largely depends upon a relatively liberal socio-political system with sympathetic adversaries and also circumstantial conditions. But in a regimented or dictatorial system its chance of success is not that easy. Even where it is successful, it cannot be claimed that the opponents have practically undergone a moral change or that justice has really been restored. In case of individual or group Satyagraha unless some leader of eminence and public image is involved it may not draw the attention of the opponent. Further some social problems are so deep rooted and complex that they cannot be uprooted by simple act of Satyagraha. Many Satyagrahas were organized with Gandhi's support against caste discrimination, untouchability and communalism. A man of his charisma and image could not solve this problem nor could bring change in the attitude of orthodox diehards. Similarly the idea of national Satyagraha in case of external aggression is not a practically feasible proposition. So the idea of national defense though Satyagraha is very remote. Even it becomes a possibility still it will not serve any purpose since use of sophisticated ammunition has made present day warfare a long distance war-fare.

In social organization Gandhi gives utmost priority to Satyagraha for establishing justice. Even the legal or constitutional process within a democratic polity turns insignificant in face of Satyagraha. In the Gandhian framework Satyagraha becomes the only means of social control. But the possibility of misuse of Satyagraha in a liberal democratic system cannot be overlooked. It might be applied against the government for political gain or any small cause when constitutional or legal procedure is there. Satyagraha may be one of the techniques along with other procedures to achieve the purported goal, but to think it to be the only means of self-control is an overestimation. The generalization that Satyagraha is the only means of social control is not founded on objective truth but an emotional belief.

Moreover, Gandhi has not discussed the issue how state can apply Satyagraha against erring citizens. In underdeveloped countries people do not have a high work culture and flouting of civic responsibility is a common phenomenon in social life. If an individual is involved in antisocial activities which are very common in our social life, there is no other way than the legal system to punish. Within Satyagraha there is no way how to address such social problems. Therefore Satyagraha may not be the most formidable means of social control.

Despite these limitations Gandhi's vision of Satyagraha is somewhat prophetic. As a novel technique it has opened many dimensions to find out non-violent and peaceful solutions to many human problems. For what cannot be solved non-violently cannot be solved in violent ways. Violence, human experience shows, does not solve problem but multiplies it. Satyagraha shows new hope for mankind in this unclear age of mass-destruction. The rationale behind Satyagraha is reasonableness and righteousness. Its very purpose is to elevate the quality of life in society.

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The Satyagrahas that Gandhi organized in South Africa and India were broad social movements involving thousands of people. But to expect all those people to possess these moral qualities for participation in Satvagraha seems impossible and impracticable. There is historical evidence that Gandhi called off Satyagraha movement when it deviated from the moral path even though it was in the peak. He incurred a lot of criticism for it but he never compromised with his ideals.

Mary Ellen Snodgrass(2015)<sup>14</sup>has opined that throughout the American history, people with strong beliefs that ran counter to society's rules and laws have used civil disobedience to advance their causes. From the Boston Tea Party in 1773, to the Pullman Strike in 1894, to the draft card burnings and sit-ins of more recent times, civil disobedience has been a powerful force for effecting change in the American society. In this comprehensive encyclopedia the author has provideddetailed information on civil disobedience acts of conscience that defied the law to focus attention on an issue or cause. It covers the causes and actions of activists across the political spectrum from colonial times to the present, and includes political, social economic, environmental, and a myriad of other issues. It is a rich source of material on critical issues and events that continue to influence our nation's laws and values. It explores the philosophies, themes, concepts, and practices of activist groups and individuals, as well as the legislation they influenced.

William E. Schenuerman (2018)<sup>15</sup> in his elegantly written book has systematically analysed the most important interpretations of civil disobedience. He argued that the concept of civil disobedience remains a pivotal tool for anyone hoping to bring about political and social changes.

James Copnall<sup>16</sup> observed that Sudanese protesters including students, workers and government employees, instead of taking to the streets or marching towards a ministry or the presidential palace to express their concerns against the President Omar al-Bashir and his government, as they have done in the past, did something much simpler by staying at home. This tactic of "civil disobedience" has been tried before in November when the protesters held a three day "stay-athome" strike. The protest was considered to be so successful that the "day ofdisobedience" is being repeated. The call for civil disobedience had been backed by the opposition parties, cultural organizations, youth groups including a major rebel movement, SPLM-North. However most of the protesters seem sceptical of these attempts to shape their efforts. These protests have clearly rattled the government. The civil disobedience campaign has invigorated activists and many who are opposed to the government. The great strength of a stay-at-home campaign is that people can register their dissent with comparatively little risk. The security forces crack down hard on any street protests, but it is more difficult to stop people from expressing their dissatisfaction by skipping work.

It is well known fact that based on the effectiveness of the history's largest civil disobedience movement in India, Gandhi's message of non-violent civil disobedience has spread to different corners of the world.

#### **END NOTES**

- 1. Young India, 9 March, 1922.
- 2. Young India, 5 January 1922.
- **3.** *Young India*; 16 July 1923.

- **4.** *Harijan*, February 18, 1933, p. 4.
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- **7.** Quoted in R.C. Majumdar and P.N. Chopra, *Main Currents of Indian History*, New Delhi: Sterling Publishers, 1994, p. 197.
- 8. Rajindra Prasad in M.K. Gandhi, Young India 1919-22, Madras, 1922, p. 998.
- **9.** Mahatma Gandhi; *Speeches and Writings*, Madras, 1929, p.192.
- 10. Rajindra Prasad in M.K.Gandhi, Young India 1919-22, Madras, 1922, pp. 222.
- **11.** Leo Tolstoy; Writings on Civil Disobedience and Non-Violence, New York: Signet Books, New American Library, 1968, p. 188.
- **12.** Young India, January 5, 1922, p. 5.
- **13.** *Harijan, 30* October 1940. p. 323.
- **14.** Mary Ellen Snodgrass; *Civil Disobedience: An Encyclopedic History of Dissidence in the United States*, Routledge, 2015.
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# A STUDY ON LAND HOLDINGS PATTERN IN INDIA

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#### **ABSTRACT**

In India, more than 70 percent of the rural population depends on land based activities for their live lihood. More equitable distribution of land would thus result in more employment and income for small farmers as well as contributing to the more efficient use of the available resources. Land reform is a popular slogan in the developing countries of the world. In India, Land reforms have been implemented with aim of, to eradicate the poverty, to increase the agriculture productivity, and reduce the inequality. Land reforms in India have given mixed results. Present study focuses on the land legislation systems in the colonial period, land reform legislation in independent India, and also on land holding pattern in India over the period.

**KEYWORDS:** Land, Inequality, Distribution, Reforms, Zamindari, Ryotwari and Mahalwari.

#### 1. INTRODUCTION

Human beings are dependent on land-related activities such as agriculture in which cultivation of food grains, horticulture, fishing, etc. is done. In the production process of the economy, 'Land' is one of the major factors among the four factors of production, which are land, labor, capital, and entrepreneurship. Here, it can be observed that the distribution of the land among people is not equal across the world. A small proportion of people are controlling a larger portion of land by making the rest of the people as slaves, bondage laborers, sharecroppers, and tenants. Inequalities in the distribution of land existed all over the world based on class except India. One may observe that distribution of land in the Indian context is the same as the rest of the world, but in India land has been distributed according to caste and not class, in which upper caste people have more land even though their proportion in population is less in the society. The caste groups who mostly live in the rural areas are dependent on agriculture-related activities and caste-based occupations for their livelihood since they have less proportion of land. At the time of independence in India, inequalities existed in land holdings, starvation, and uncertainty among the people. Large scale of alienation of land during the period between 1910 and 1940, resulting in large number of cultivators became tenants at will, share croppers, and landless laborers (Francis 1996).

# 1). Land Legislation Policies in India during the Colonial Period

British viceroys in India had implemented three types of the land revenue policies after occupation of the Indian Territory. Zamindari System (Permanent Settlement Act 1793), Ryotwari System, Mahalwari System.

# i). Zamindari System (Permanent Settlement act 1793).

Zamindari system was familiarized by Cornwallis in 1793 through the permanent settlement act. British rulers had given the rights to zamindars to accumulate the land revenue from the farmers. Zamindars held the land in perpetuity at the fixed rate of tax. It was familiarized in provinces of Bengal, Bihar, Orissa, and Varanasi. During the British India period, the role of the zamindars was as rent collectors and also assistance for British rulers in the matter of increasing the British's political dominance across the country. Zamindars appointed their assistants to collect tax revenues. Zamindars used to collect more tax revenue from the farmers more than the fixed tax set by the East India Company government. The total amount was divided into 11 parts. 1/11 of the share belonged to Zamindars and 10/11 of the share belonged to East India Company (Sarkar 1989, pp.24).

#### ii). Ryotwari system

Ryotwari System was introduced by Thomas Munro in 1820 when he was the governor of Madras.In this system, tax revenue was reduced from 1/2 to 1/3 and tax revenue was not based on the gross produce of the land, but based on the quality of the land. Munro surveyed all the village lands and classified them as different parts based on the quality of the land.Ryotwari system had prevailed in Madras, Bombay, and Coorgh provinces of British Indiaandparts of Assam.In Ryotwari System, the ownership rights were given to the peasants. However, the taxes were collected by the British Government directly from the peasants. The revenue rates of Ryotwari System were 50 percent where the lands were dry and 60 percent for irrigated land. Village charts with precise border lines, cataloguing of the top soil, and the names of the

occupants were sensibly collected and conserved, and the revenue was measured on each occupant (Panday 2008).

#### iii). Mahalwari system

The Mahalwari system was introduced in 1822 with the estate or "mahals" proprietary bodies where land belonged jointly to the village community technically called the body of cosharers. Their head was called the Lambardar, who used to sign an agreement with the government to pay the revenue on behalf of the villagers. It was introduced in Central Province, Agra, Punjab, Gangetic valley, North-West Frontier, etc. in British India. In this system, the land had been divided into Mahals. Each Mahal comprised of one or more villages. Ownership rights were assigned to the peasants, and the village committees were entrusted with the responsibility for the collection of taxes (Sarwar 2012). During the colonial period among the three land systems, ryotwari system was better than reaming lands system, because farmers paid their taxes directly to the government (ibid.).

# 2). Land Reform Policies in India after Independence

In 1948, Indian National Congress appointed a committee with J.C. Kumarappa as the chairman to solve problems and to make an in-depth study on Indian agriculture. Following the 1948 Kumarappa recommendations, the Indian government initiated land reforms in different stages across the country.1) Abolition of zamindars; 2) ceiling on the land holdings; 3) distribution of the holdings to landless poor; 4) Tenancy reforms; and 5) consolidation of holdings. The main objectives of the land reforms were to reduce the disparities in the land holdings by distribution of the surplus land to the land- less poor, to improve the production of food grains and productivity, to legitimize the tenancy and register the tenancy in the panchayats, to reduce the poverty and increase the social development by reducing social inequality, to increase the participation of the people in the economic improvement of the country and also to improve the condition of the people, and to protect the tribal land by not allowing outsiders

#### i). Abolition of intermediaries

During the British rule existed intermediaries system between peasant and state, to collect the land rent and share in the crop. These intermediaries had different names in different places across the country like Zamindars, Jagirdars, Inamdars, jotedars, and Talukdars. These intermediaries had dominated rural agriculture sector and also used to exploit the peasants by the time of Indian independence. In this regard Indian government decided that, removal of intermediaries between state and peasants. All the state governments in India had passed bill for the elimination of intermediary tenures in the 1950s, even though the features and results of such legislation differed from state to state. Some of the state governments such as West Bengal and Jammu and Kashmir governments made legislation simultaneously on eradication of intermediaries and ceilings on land holdings. Some state governments in the country permitted the intermediaries to preserve the land for their personal cultivation.

### ii). Tenancy reforms

At the time of independence, tenants existed predominantly on the cultivation of land. Tenants at that time were facing lack of protection since there existed oral tenancy where the landlord used to dominate on the tenant. Tenants used to work on the rented land and also landlord's lands. In the first five year plan (1951-56) had contained firstly authoritative focus on national tenancy reform policy, in the Plan safeguard suggested for the tenants, tenancy should be for periods of 5 to 10 years and that rent should not exceed the level of 1/4 to 1/5 of the gross produce (Appu,

1975). In order to protect the tenants, during the 1960s and 1970s most of the states in the country put an end to the tenancy, and some states gave protection to the tenants by the legislation. Some of the states gave proprietary rights of tenants on rented land. As a result, the landlords dispossessed the tenants from the land without any indication, and most of the tenants became agricultural laborers. The State of West Bengal recognized share-croppers as tenants only with effect from 1979 (Chatterjee and Rudra 1989). Till September 2006, 125.85 lakh tenants were conferred the ownership rights at all India level through the tenancy reforms over an area of 167.16 lakh acres. In combined Andhra Pradesh, 1.07 lakh tenants were conferred the ownership rights with an area of 5.95 lakh acres (Ministry of Rural Development, Govt. India 2006-07 annual report).

# iii). Ceilings on land holdings

The period 1951-71 marked the second phase of land reforms in India. After the abolition of intermediaries in the first phase, reforms were mainly concentrated on the imposition of ceiling on the land holdings across India. In 1955, planning commission appointed a panel to assess the improvement of the implementation of land policy in India. The panel suggested putting a limit on the family land holdings, where maximum land holding should not exceed three times of economic holding. Payment of reward to families from which land had to be taken should be total to 25 percent of market value (Das 2000). After receiving the recommendations, all states in the country enacted ceilings on land holdings, and various states enacted different ceiling limits on landholdings. For example, Orissa (8 ha to 32 ha), Andhra Pradesh (2.5 ha to 30 ha). When Indira Gandhi was the Prime Minister, she reduced the ceiling limits on land holdings and distributed surplus gained from the ceiling limit to the rural landless poor, Scheduled Castes, Scheduled Tribes, and most other backward castes. Even through imposed ceiling limit on land holdings, most of the landlords escaped from the impositions and transferred their lands to their relatives and servants. Some of the states that failed to impose the ceiling limit due to the village officials and Mandal revenue officers favored to the landlords. (Deshpande2007). From the table 1.1below,implementation of land ceiling can be observed, Since beginning of land ceiling till September 2006, the overall amount of land stating surplus in the entire country is 68, 72,824 acres, out of which about 60, 27, 180 acres were taken possession of and 48, 99, 893 acres were distributed to 54, 01, 232 beneficiaries. Out of total beneficiaries, scheduled caste beneficiaries were 21, 02,729 and out of total distributed land, 18, 29,876 acres were distributed to SCs. Scheduled Tribe beneficiaries were 8, 57,027 and distribution of area to the STs were 7, 72, 906 acres. Other beneficiaries were 24, 37,727 and distribution of area to them were 22, 89, 844 acres.

TABLE 1.1 IMPLEMENTATION OF LAND CEILING ACT ALL OVER INDIA TILL SEPTEMBER 2006.

Area	Area	Area	Total no.	Scheduled caste		Scheduled tribe		Other	
declared	taken	distributed	of	beneficiaries		beneficiaries		beneficiaries	
surplus	possessio	to	beneficiari						
	n	individual	es	N0.	Area	No	Area	No	Area
		beneficiari			in		in		in
		es			acres		acres		acres
68,72,82	60,27,18	48,99,893	54,01,232	21,02,72	18,29,87	8,57,02	7,72,90	24,37,72	22,89,84
4	0			9	6	7	6	7	4

Source: Ministry of Rural Development, Govt. India 2006-07 annual report.

#### iv). Consolidation of Holdings

In India, most of the farm holdings were very small and most of the farmers had small plots of land in various places. Then it led to wastage of time for farmers to go to different parts of land, causing to boundary disputes, hindering the use of the modern machines like tractors in the fields. To make the agriculture more productive and reduce the problems Indian government initiated the consolidation of holdings, it means to bring jointly all plots of land of the farmer into one compact, which are spread all over the village. In the programme all land in the village is firstly combined into one compact block and it is divided into smaller portions and assigned to every individual farmer. But it was not successed in implementation as expected in the policy except in the two states such as Punjab and Haryana. Indian farmers have an orthodox mindset, where they are not ready to leave what their ancestries have given them. Village revenue officers were not skilled or trained in the technical process. Since inception till September 2006, an area of 1739.01 lakh acres was consolidated all over the country. The State-wise position of consolidation of land was highest in Uttara Pradesh with 587 lakh acres followed by Maharashtra with 527 lakh acres. In combined Andhra Pradesh, a total of8.18 lakh acres land was consolidated (Ministry of Rural Development, Govt. India 2006-07 annual report).

#### v).Bhoodan and Graham Movement

Bhoodan (land gift) movement began by Vinobha Bhave, he started this movement in 1951 from Pochampally village of Telangana area by getting 100 acres of land, on the way to ask the landlords to hand over their land to him for equal distribution of land to landless poor. He entreated all the landlords of the villages to give him 50 million hectares of land to distribute all over India. With this request, he journeyed all over country approximately 82,000 km., Out of a total area of 21.59 lakh acres of Bhoodan land donated, 16.57 lakh acres were distributed (Ministry of Rural Development, Govt. India 2006-07 annual report). In combined Andhra Pradesh out of total 2.52 lakh acres of Bhoodan land donated, 1.10 lakh acres were distributed, with a balance of 1.42 lakh acres for distribution. A total of 42,199 beneficiaries acquired land on account of the Bhoodan movement. Out of the total, 12,832 were members of Scheduled Tribes, and 4,538 were Backward Caste people and Others (Govt. AP Land Committee Report, 2006).

# vi). Land Rights to Women

Across the country, women comprise approximately 40 percent of total agrarian labor force. Moreover, 75 % of all female and 85 % of the rural female labor force in the country are relied on agriculture. Additionally, countryside households are progressively becoming de-facto female-headed households, because of widowhood, abandonment, or out migration of head of family. The 11<sup>th</sup> Five Year Plan acknowledges that agrarian output is progressively getting relied on the capability of women to task excellently as farmers and powerfully recommends for guaranteeing energetic (rights being rights not just in law but also in practice) and self-governing (rights being rights that women enjoy in their own capability and of those enjoyed by men) land rights for women (national land reform policy 2013).

# 3). Land Holding Pattern In India.

All the states in the country implemented the land reforms to reduce the inequalities in the land holdings. According to agriculture census (2010-11), land holdings are classified into5

categories, in which Marginal landholdings (Below 0.5 ha. – 1.0 ha), Small (1.0 – 2.0 ha.), Semi-Medium (2.0 – 4.0 ha), Medium (4.0 - 10 ha), Large (above 10 ha). From the table 1.2 below, it can be observed that percentage distribution of the households and land owned by them, by category-wise in all over India. It can be noticed that landless households had been fluctuating from 1971-72 to 2013. Highest percent of the distribution of households were located in the marginal category of ownership holdings. Percentage distribution of households and percent of the area owned in the marginal ownership holdings had been increasing, in which 1971-72, 52.98 percent marginal households controlled the 9.76 percent of total area, in 2013, 29.75 percent of the total area was being controlled by the 75.41 percent marginal land-owned households. During1971-72, 68.5 percent marginal and small land-owned households controlled only 24.5 percent of total area, in 2013, 85.4 percent of land-owned households controlled 53.3 percent of total area. Percentage of semi medium, medium and large landholding households' had been decreasing over the years.

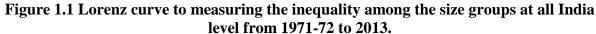
TABLE 1.2 PERCENTAGE OF LAND OWNED HOUSEHOLDS AND AREA OWNED BY THE SIZE GROUPS AT ALL INDIA LEVEL.

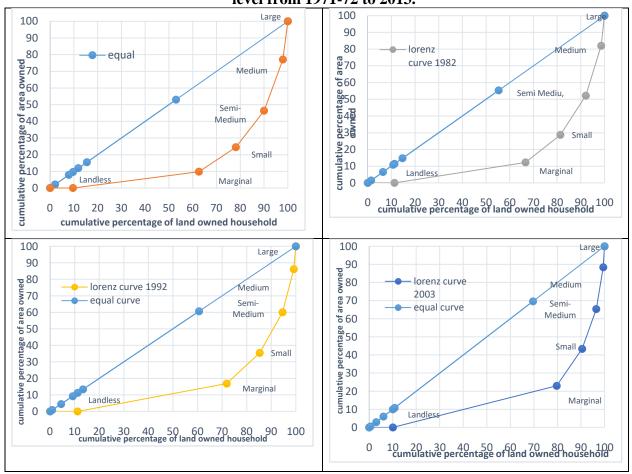
	1971-72	2	1982		1992		2003		2013	
Size wise	%.lan	%	%.lan	%	%.lan	%	%.lan	%	%.lan	%
	d	area	d	area	d	area	d	area	d	area
	owne	owne	owne	owne	owne	owne	owne	owne	owne	owne
	d	d	d	d	d	d	d	d	d	d
	hoh.		hoh		Hoh.		hoh		hoh	
Landless	9.6	0.0	11.3	0.0	11.3	0.0	10.0	0.0	7.4	0.0
Marginal	53.0	9.8	55.3	12.2	60.6	16.9	69.6	23.0	75.4	29.8
Small	15.5	14.7	14.7	16.5	13.4	18.6	10.8	20.4	10.0	23.5
Semi -	11.9	21.9	10.8	23.4	9.3	24.6	6.0	22.0	5.0	22.1
medium										
Medium	7.9	30.7	6.5	29.9	4.5	26.1	3.0	23.1	1.9	18.8
Large	2.1	22.9	1.4	18.0	0.9	13.8	0.5	11.6	0.2	5.8
total	100	100	100	100.0	100	100	100	100	100	100
Ave.size.h	1.53		1.28		1.01		0.73		0.59	
ol										
Gini	0.68		0.67		0.66		0.65		0.59	
coefficient										

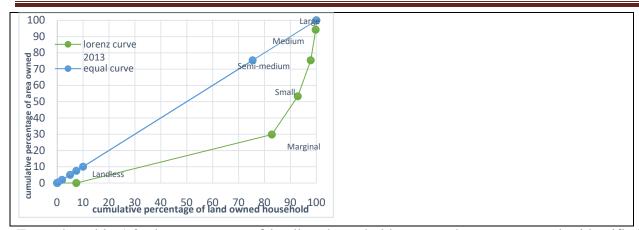
Source: 59<sup>th</sup> and 70th NSSO livestock and household survey Data.

The existence of the higher percentage of marginal and small land-owned households means that, it is being represented that, there is predominately presence of scheduled caste, scheduled tribes and OBC land-owning households across the country. But area distributed to the small land holding households has been increasing over the years. Furthermore, in 1971-72, 2.12 percent large landholding households controlled the 22.91 percent of the total area, in 2013, 0.24 percent of large land-owned households controlled 5.81 percent of total area. But over the years, the percentage of semi medium, medium, and large land-holding households and the average size of holdings had been decreasing. Increase in the population led to more fragmentation of land in small pieces, and the landlords migrated to urban places by selling their land in pieces. Another important thing is that breaking of the joint family system and formation of nuclear family system also led to the increase of marginal and small land holding households.

We have used the Gini coefficient and Lorenz curves to measure the inequality among the size groups. In India, inequalities in distribution of land among size group of the households still exists. It is being shown by the Lorenz curve, which is far away from the equality curve over the period. Through the Gini coefficient values, it can be observed how much inequality existed among the size groups. Gini coefficient value in the 1971-72 was 0.68, in 2013 it was 0.59. It is being indicated that, even though the implementation of land reforms as flagship program of central and state governments across the country through the distribution of land, land ceiling, these land reforms could not affect more to reduce the inequality existed among the size groups across the country.







From the table 1.3, the percentage of landless households across the country can be identified from various land and livestock holding surveys of NSS from 1971-72 to 2013. At the all India level, it was seen that the percentage of landless households increased from 1971-72 to 1992 and thereafter percentage of landless households decreased to 10 percent in 1992 and 7.41 percent in 2013.

TABLE 1.3 PERCENTAGES OF LANDLESS HOUSEHOLDS IN THE MAJOR STATES OF INDIA.

State	Percentage of landless households						
	1971-72	1982	1992	2003	2013		
Andhra Pradesh	7.0	11.9	11.9	14.3	15.93		
Telangana	-	-	-	-	6.19		
Assam	25.0	7.5	13.4	8.1	7.42		
Bihar	4.3	4.1	8.6	7.6	5.33		
Jharkhand	-	-	-	-	1.35		
Gujrat	13.4	16.8	16.3	13.6	12.50		
Haryana	11.9	6.1	3.7	9.2	1.05		
Himachal Pradesh	4.4	7.7	10.4	15.0	14.23		
Jammu & Kashmir	1.0	6.8	2.8	3.3	3.06		
Karnataka	12.5	13.7	10.0	15.0	14.23		
Kerala	15.7	12.8	8.4	4.8	9.35		
Madhya Pradesh	9.6	14.4	15.2	12.1	5.56		
Chhattisgarh	_	_	_	_	8.23		
Maharashtra	10.4	21.2	19.6	17.7	12.84		
Odisha	10.6	7.7	13.8	9.6	5.39		
Punjab	7.1	6.4	5.9	4.6	6.84		
Rajasthan	2.9	8.1	6.4	5.7	3.89		
Tamil Nadu	17.0	19.1	17.9	16.6	8.84		
Uttar Pradesh	4.6	4.9	4.9	3.8	3.32		
West Bengal	9.8	16.2	11.0	6.2	6.55		
NE states	-	-	-	-	6.07		
Group of UTs	-	-	-	-	30.18		
All India	9.6	11.3	11.3	10.0	7.41		

Source: 70th NSSO livestock's and household survey Data.

One of the important things observed from the above table is that at the second phase of land reform implemented in the country in the year of 1970-71, from 1971-72 to 1992, the percentage of landless households increased. But after 1992, all major states observed a decreasing percentage of landless households except Andhra Pradesh, Punjab, Kerala, and Himachal Pradesh, where the percentage of landless households increased.

# 4). Distribution of Land Holding Households among the Social Groups

The table 1.4 below depicts percentage of land-owned households and area owned by the social groups across the country, during the two periods of NSSO rounds 2003 and 2013. during 2003, 19.8 percent Scheduled Caste households owned 8.8 percent, 8.5 percent Scheduled Tribe land owned 10.6 percent, 39.7 percent of Other Backward Classes households owned 43.1 percent, and 32.1 percent Others households owned 37.1 percent of the total area. One important thing that can be observed except Scheduled Castes, percent of the area owned by the remaining social groups is more than the percent of landholding households. SCs historically were deprived of having sufficient land for their livelihood.

TABLE 1.4 THE PERCENTAGE DISTRIBUTION OF OWNERSHIP HOLDINGS AND AREA AMONG THE DIFFERENT SOCIAL GROUPS AT ALL INDIA LEVEL.

	NSSC	NSSO 59 ROUND 2003				NSSO 70 <sup>ST</sup> ROUND 2013				
Indicators	SC	ST	OBC	Others	All	SC	ST	OBC	Others	All
Percentage of Land owned. households	19.8	8.5	39.7	32.1	100	20.06	11.89	44.82	23.23	100
Percentage area owned	8.8	10.6	43.1	37.1	100	9.23	13.06	45.68	32.03	100
Average area (ha) owned per household	0.249	0.708	0.611	0.658		0.272	0.650	0.603	0.816	
Gini coefficient	0.11					0.15				

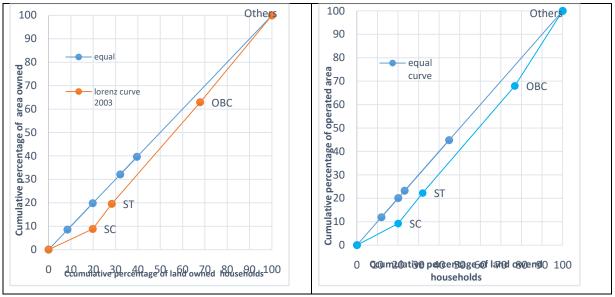
Source: 59<sup>th</sup> and 70th NSSO livestock and household survey Data.

Average area owned per household was highest for the Others with 0.658 hectors, and average area owned per household was lowest for the Scheduled Caste with 0.249 hectors, followed by the other backward classes and scheduled tribes. The average size of holdings for STs and Others at all India level decreased in 2013 compared to 2003 NSSO round. Except for scheduled castes, the remaining socialgroups' average size of holdings is more than the national average size of holdings. And also it was seen in 2013 NSSO round and percentage of area, and landholding households increased for all social groups except Others, but percent of area increase was less among the SCs compared to STs and OBCs.

From figure 1.2, it can be seen that Lorenz curve is far away from the equal curve of distribution among the social groups. Gini coefficient values had been increasing from 2003 to 2013, which was 0.11 to 0.15. But it was quite contrast to the result of table.1, where inequalities had been decreasing among the size groups. Here in case of the social groups it increased. Redistribution

of land to scheduled caste households took place after the independence but they are not economic holdings. Hence they remained merely as agriculture laborer than cultivators.

Figure.1.2 Lorenz curve to measure the inequality among the social groups at all India level from 2003 to 2013.



#### **CONCLUSION:**

Inequality still exists in the distribution of land among the class groups and social groups, even though implementation of land reforms across the country. At all India level over the period land have been transforming from the medium and large landholdings to marginal ,small and semi-medium landholdings because of the breaking of the joint family system and increase of the employment opportunities in the urban places. Socialgroup-wise distribution of land at all India level reveals that, except SCs percent of area owned is more than the percent of landholding households among the remaining communities like STs, OBCs, and Others,. But across the country within the caste groups, percent of landless households are more among the SCs. At all India level land owned households and area owned by the SCs, STs and OBCs have been increasing compared to Other castes form 2003 to 2013.

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# Asian Journal of Multidimensional Research (AJMR)

(Double Blind Refereed & Reviewed International Journal)





# PROVIDING OF SAFETY OF VITAL ACTIVITY OF THE POPULATION IN THE REPUBLIC OF KARAKALPAKSTAN

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#### **ABSTRACT**

The solution of social and economic problems of individual regions, in particular the Republic of Karakalpakstan, which is under the influence of an international environmental crisis related to the drying up of the Aral Sea, remains quite urgent. The measures taken by the government and international donors do not always give the expected results because of insufficient consideration of the real needs and needs of the local population, based on the climatic, economic, social and environmental conditions of the region. To determine the main factors affecting the safety of the vital activity of the population in the region of ecological disaster, the Institute of Social Research under the Cabinet of Ministers of the Republic of Uzbekistan, with the author's active participation, carried out a sociological survey of households in eight districts of the Republic of Karakalpakstan.

**KEYWORDS:** Solution, Economic, Population, Employment, Ecological Situation.

#### **INTRODUCTION:**

The survey was conducted in 116 mahallas (self-governing bodies of citizens) and in 1,600 households. In each district, targeted focus groups representing local authorities and civil society were held. Based on the results of the survey, potential risks and threats to the livelihood of the population in the field of economic, food, demographic, social, environmental and financial security were identified. Despite the measures taken, the economic potential of the Republic of Karakalpakstanstan grows from other regions of the country (according to the data of 2017, the autonomous republic occupies the last 14th place in terms of commodity turnover (per capita)), in manufacturing of agricultural products and consumer goods - 13th place, gross regional product (GRP) -11 place, in the sphere of services - 10th place. In terms of real incomes, the Republic of Karakalpakstan (RK) lags 1.4 times its national average. According to the results of the survey, 40.0% of the incomes of the rural population come from personal part-time farms. Small business and private entrepreneurship lags behind in their development (12th among 14 regions of the country). The main constraints to the development of entrepreneurship in rural areas of the region are: the transport remoteness of populated areas and low population density, limited land and water resources, unpreparedness for doing business (only 25.9% of respondents prefer to do business). The level of development of industrial infrastructure, in particular roads, is more than 0.4 times behind the average for the country, which is partly due to the large area (80% of the territory is occupied by desert barkhans). The provision of food security of the population has its own specific features, taking into account the environmental situation on the ground, the poor quality of land and water, transport access and the capacity of the food market. According to balance calculations, the level of provision at the expense of own production is: for bakery products -33.2%, meat products -75,0%, milk products -81,0%, fruits -65,0%. The main part of the import of food products is sugar, vegetable oil, flour and confectionery. The study revealed the irrationality of nutrition of the population, primarily due to the limited consumption of proteins and vitamins. The deterioration of demographic security is due to a number of factors. In the rural areas surveyed, there is a tendency for a decrease in the birth rate and death rate increase. Despite a certain decrease in the outflow of population, this indicator is the highest among other regions of the country. According to the scale of external labor migration, the RK occupies leading positions. According to the survey, on average, 19.8% of households of family members is abroad (mainly in Russia and in Kazakhstan). Potential risk is the slowly developing processes of urbanization (for the urban population in 2017were 49.0% against 51.0% in the country). The region is dominated by rural settlements with a population of up to 1,000 people. Their share is 73.8% against 47.8% in the country. Features of the population settlement system in the surveyed areas are an important reference point in determining the strategy of actions for targeted social protection and placement of service facilities. The level of social security of the population of the region is determined on the basis of an assessment of households' satisfaction with access and the quality of social services provided to them. According to the survey results, among the social risks of high tension (49.8%), employment occupies the first place in the rating (see Table 1). The main reasons for this risk are the lack of permanent jobs (76.2%) and low wages (21.5%).

# TABLE 1 RATINGS OF DISSATISFACTION OF THE POPULATION OF THE REPUBLIC OF KARAKALPAKSTAN ON THE DEVELOPMENT OF THE SOCIAL SPHERE (RESULTS OF SURVEYS, 2017) \*

Rating	Indicators	The main reasons for dissatisfaction		
(dissatisfaction level)		and their share		
I (49, 8%)	Employment	Absence of permanent jobs (76.2%);		
		low pay (21.5%)		
II (46, 9%)	Ecological situation	Soil salinity (70.6%); air pollution		
		(12.7%); water pollution (9.5%)		
III (43, 2%)	The state of transport	The need to repair local highways		
	infrastructure	(79.4%); absence of route directions		
		(16.2%)		
IV (41, 3%)	Provision with medicines	Remoteness of pharmacies (57.5%);		
		Expensive medicine (37.6%)		
V (40, 3%)	Provision of children's	Absence of the DDU (53.3%); separation		
	preschool institutions	from places of residence (16.5%)		
VI (33, 9%)	Provision of drinking	Low water quality (42.6%); instability of		
	water	collateral (30.4%), large distance to the		
		water source (21.4%)		

<sup>\*)</sup> Source: prepared on the basis of results of household surveys

Subsequent places in the ranking were taken by the state of ecology and transport infrastructure, provision with medicines, preschool institutions and high-quality drinking water.

The quality and volume of banking, credit and budgetary institutions take an important place in providing comprehensive social and economic development of the Republic of Kazakhstan. Dissatisfaction of the population with services of banking and financial organizations, according to the survey, amounted to 14.8%. The main reasons: high interest rates of loans (27.3%), bureaucratic barriers (14.9%), lack of terminals (26.4%). The demand for leasing services and insurance services remains unsatisfied.

The budget of the Republic of Karakalpakstan is subsidized. Among the 14 districts, only the Kungrad and Muinak rayon budgets have no subventions. Along with increasing the economic potential for ensuring financial security and increasing the revenue base of local budgets, a consistent decentralization of intergovernmental fiscal relations is necessary.

The study focused on the environmental factor for sustainable development of the region. According to the results of the survey, the main causes of environmental pollution are salt-dust storms from the dried-up day of the Aral Sea, solid waste, pesticides and emissions from large industrial enterprises. In turn, these processes lead to soil salinization and loss of crops, as well as deterioration of drinking water quality. The formation of household waste also poses a threat to the livelihoods of the population. According to the estimates of the local population, in the last two years (2016 and 2017), the ecological situation in the surveyed areas of the Republic of Kazakhstan "improved" -10.6%, "remained unchanged" - 69.9 %, "Worsened" - 29.9%, which requires taking additional measures to ensure environmental safety of citizens.

Based on the identified needs and requirements of the population, a system of measures to ensure the safety of its vital activity is proposed.

In the field of economic security:

- improvement of the structure of the economy of the republic due to outstripping development of industry and services;
- -extension of preferences and preferences for the region with the aim of creating favorable conditions for attracting domestic and foreign investors, creating an international trust fund with the participation of international organizations in order to support the local population and entrepreneurs;
- -increase of entrepreneurial activity through a system of continuous training, mobilization of natural and economic potential, expansion of processing of local raw materials, development of livestock complexes on an innovative basis;
- consistent decentralization of the system of management and financing of the material and technical base of local authorities, increasing the revenue base and the role of local budgets in ensuring integrated development and addressing the immediate needs of the population.

In the field of food security, it is recommended that:

- -provision of sustainable development of agriculture through radical structural changes (reduction of cotton crops and expansion of food production), adapted to environmental conditions and land and water resources of the territories;
- wide introduction of new innovative technologies in water use and land quality improvement;
- the creation of a scientific and experimental basis for the specialization of agriculture.

In the field of demographic security, take the following:

- development of a long-term population resettlement scheme that takes into account the trends of development of desertification processes, climate and environmental change, the socioeconomic development strategy of the region;
- -development of urbanization processes and creation of new promising small towns, ensuring sustainable development of rural areas;
- -increase the quality of life of the population through the organization of a permanent system of continuing education and the provision of quality medical services.

In the field of ensuring social security of the population, it is necessary to provide:

- development of optimal schemes for the development and placement of social infrastructure facilities (preschool institutions, general education schools, health facilities and other services), taking into account the system of population resettlement and local conditions, approval of the regional norms and rules for their construction;
- Expansion of housing construction in urban and rural areas for standard projects that meet the natural, climatic and environmental conditions and demand of the population;
- cardinal improvement of provision of drinking water to the population through mobilization of all sources of water, their purification on the basis of the latest technologies;
- Targeted regulation of migration flows, expansion of non-standard forms of employment (homework, personal part-time farms, family business, etc.).

In the field of environmental safety, it is advisable:

- regular monitoring and informing the population as drinking water and soil, the state of the air basin;
- Construction of minus

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# Asian Journal of Multidimensional Research (AJMR)

(Double Blind Refereed & Reviewed International Journal)

**UGC APPROVED JOURNAL** 



# EFFECT OF FUNCTIONAL STRENGTH TRAINING WITH AND WITHOUT VINYASA FLOW YOGA ON MEN SOCCER PLAYERS

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### **ABSTRACT**

Nowadays, yoga is getting more attention than before, and it has become the backbone of professional athletes and sports teams. It is gaining more popularity in sports research like weight or resistance with yoga, and it is a novel approach in the field of sports research. Also, the researchers are discovering the countless ways that yoga can be used to improve athletic performance. This research aims to find out the effect of functional strength training with and without vinyasa flow yoga on selected physical and physiological variables on men soccer players. To accomplish the purpose of the current study forty-five youth soccer players, age ranged from 20 to 25 years old randomly select from colleges under University of Madras, Chennai. The duration of the study period was twelve weeks, and they were randomly divided and employed in three equal groups, consist of 15 members each. Group-I had given functional strength training, Group-II had given functional strength training with vinyasa flow yoga, and Group-III was control which hasn't receive any unique pieces of exercise apart from the regular activities. The functional strength training and functional strength training with vinyasa flow yoga have selected as independent variables. Cardiovascular Endurance and Resting Pulse Rate have chosen as dependent variables. And all dependent variables were measured by standardized test tools as Cooper 12 Minutes Run/Walk test and Dr. Trust (USA) Professional Series Finger Tip Pulse Ox meter and Respiratory Rate monitor. Analysis of Covariance (ANCOVA) was applied to find out the significant mean differences. In all the cases, the 0.05 level of significance fixed to test the hypothesis. The results of the study have shown that the

experimental groups had finished a significant difference in all the selected variables such as Cardiovascular Endurance and Resting Pulse Rate as compared with the control group. Hence, it was concluded that Experimental group-II had more significant improvement in Cardiovascular Endurance and Resting Pulse Rate on the soccer players when compared to Experimental group-I and Control group.

**KEYWORDS:** Functional Training, Vinyasa Flow Yoga, Cardiovascular Endurance, Resting Pulse Rate

### 1. INTRODUCTION

Nowadays, yoga is getting more attention than before, and it has become the backbone of professional athletes and sports teams. It is gaining more popularity in sports research like weight or resistance with yoga, and it is a novel approach in the field of sports research. Also, the researchers are discovering the countless ways that yoga can be used to improve athletic performance. As yoga's acceptance has increased among sports teams, athletes and fitness professionals, we can see many contemporary exercise programmes has risen associated with yoga. And all these training programmes adapting the Yogasana movements into it Soccer players can be profited from yoga to help enhance flexibility, mobility, strength, and muscular endurance.

# 1.1 Functional Strength Training

The American Council on Exercise (**ACE**) defines functional strength training as "performing work against resistance in such a manner that the improvements in strength directly enhance the performance of movements so that an individual's activities of daily living are easier to perform." Functional fitness exercises train your muscles to act unitedly and fix them for everyday chores by simulating everyday actions you might do at the house, at work or in sports. While utilizing multiple tissues in the upper and lower body at the same time, functional fitness exercises also reinforce core stability.

### 1.2 Vinyasa flow Yoga

Vinyasa also termed flow because of the harmonious way that the poses run together, is one of the most famous contemporary styles of yoga. It's a general arrangement that consolidates many different kinds of yoga, including Ashtanga and power yoga. In vinyasa yoga, each movement is harmonized to a breath. The breath is given supremacy, performing as an anchor as you move from one pose to the next. A cat-cow stretch is an instance of a simple vinyasa. The spine is bowed on an inhale and rounded on an exhale.

#### 2. DEFINITION OF THE TERMS

#### 2.1 Cardiovascular endurance

It is the performance prerequisite to do motor actions under given conditions in minimum of time. It is the capacity to support the large muscle action over an elongated time and the ability of the cardiovascular system to produce oxygen for energy. If an individual enhances the function of the muscles to extract oxygen from the bloodstream to provide energy, he can improve his cardiovascular endurance.

# 2.2 Resting Pulse Rate

Pulse rate is the total of heart-beats per minute. The normal level of the resting pulse rate of a healthy individual will be between 60 to 80 beats per minute. The resting pulse rate is taken when the individual is at calm and rest.

#### 3. METHODOLOGY

# 3.1 Subjects

For the achievement of the resolution of the current study, the investigator selected a total number of thirty (N=45) soccer players had been chosen randomly from colleges under University of Madras, Chennai. The participants' age ranged from 20 to 25 years. The subjects were voluntarily participated to conduct the study. They were simplified into three groups. Each group consists of 15participants, which were assumed to be apt for the study.

**Table I: Training Groups** 

Group	Name
Group I - Experimental	Functional Strength Training (FST)
Group II - Experimental	Functional Strength Training with Vinyasa Flow Yoga (FVY)
Group III - Control	Controlled (No Training)(CG)

#### 3.2 Selection of Variables and Tests

Functional strength training and Functional strength training with vinyasa flow yoga profoundly influenced by physical and physiological aspects. It had found from the literature that these variables might have a significant effect on functional strength training and vinyasa flow yoga. Hence, the investigator seriously got interested to know whether there was any significant enhancement or not in the following variables:

**Table II: Variables** 

Type	Variables
	Functional Strength Training
Independent	Vinyasa Flow Yoga
Donandant	Cardiovascular Endurance
Dependent	Resting Pulse Rate

**Table III: Selection of Tests** 

Variables	Test	Measurement		
Cardiovascular Endurance	Cooper 12 Minutes Run/Walk test	Meters		
Resting Pulse Rate	Digital Pulse Rate Monitor	Pulse/Minute		

### 3.3 Experimental design

The experimental treatment allocated functional strength training and functional strength training with vinyasa flow yoga to the experimental groups. The pre-test and post-test random group design used in the present study. The selected subjects randomly assigned to the experimental and control group of 15 each. Group-I had Given an hour of functional strength training, Group-II had given functional strength training with vinyasa flow yoga and Group-III was control which had not received any unique pieces of exercise apart from the regular activities. The groups tested on selected criterion variables such as cardiovascular endurance and resting pulse rate before and after the training programme.

### 3.4 Treatment and Training Program

Throughout the training period, the experimental groups underwent functional strength training and functional strength training with vinyasa flow yoga for five days per week for twelve weeks. The workout lasted to 60 minutes/session including dynamic warming up, soccer-specific training and warming down periods. Participants completed five training sessions per week over a 12-week period (60 sessions). Control group were instructed not to participate in any strenuous physical exercise and specialized training throughout the training programme.

#### 3.5 Statistical Procedure

The pre-test and post-test random group design used in the present study. The data collected from groups before and after completion of the training period on selected criterion variables. The selected variables were statistically examined for significant differences if any, by applying the analysis of covariance (ANCOVA). To find the significance 0.05 level of significance fixed.

#### 4. RESULTS

The subjects were tested on selected criterion variables such as cardiovascular endurance and resting pulse rate at before and immediately after the training period. The analysis of covariance on cardiovascular endurance and resting pulse rate of functional strength training and functional strength training with vinyasa flow yoga groups and control group are analyzed and presented in given below tables respectively.

TABLE-IV COMPUTATION OF ANALYSIS OF COVARIANCE ON CARDIOVASCULAR ENDURANCE (SCORES IN METERS)

Test	FS	FV	90	rce of vari	Sum of square	Df	Mean square	"F"
Pre	2201.8	2179.8	2198.0	В	4133.2	2	2066.6	0.65
116	2201.0	2179.0	2196.0	W	132643.7	42	3158.1	0.03
Post	2323.4	2325.7	2159.7	В	271848.7	2	135924.3	31.39*
Tost	2323.4	2323.1	2137.1	W	181813.6	42	4328.8	31.37
Adjusted	2318.1	2334.1	2156.7	В	287288.5	2	143644.2	45.51*
Aujusteu	2310.1	2334.1	2130.7	W	129389.1	41	3155.8	75.51

<sup>\*</sup> Significant 0.05 level of confidence

(The table values required for significance at 0.05 level with df 2 and 42, 2 and 41 were 3.21 and 3.22 respectively).

Table-IV showed that the pre-test means values of cardiovascular endurance for experimental groups and control group were 2201.8, 2179.8 and 2198.0 respectively. The obtained 'F' ratio value of 0.65 for pre-test scores of experimental groups and control group on cardiovascular endurance was less than the required table value of 3.21 for significance with df 2 and 42 at 0.05 level of significance. The pre-test means proved that there was no significant difference between the experimental and control groups.

The post-test means values for cardiovascular endurance for experimental groups and control group were 2323.4, 2325.7 and 2159.7 respectively. The obtained 'F' ratio value of 31.39 for post-test scores of experimental groups and control group was higher than the required table value of 3.21 for significance with df 2 and 42 at 0.05 level significance. This evidenced that there was a significant difference between the groups.

The adjusted post-test means values of cardiovascular endurance for experimental groups and control group were 2318.1, 2334.1 and 2156.7 respectively. The obtained 'F' ratio value of 45.51 for adjusted post-test scores of experimental groups and control group was more significant than the required table value of 3.22 for significance with df 2 and 41 at 0.05 level of significance. This proved that there was a significant difference among the means due to the experimental training on cardiovascular endurance.

The results of this analysis have shown that there was a significant difference between experimental groups and control group on cardiovascular endurance.

The mean values of experimental groups and control group on cardiovascular endurance were graphically represented in Figure-I.

FIGURE – I BAR DIAGRAM ON ORDERED MEANS OF CARDIOVASCULAR ENDURANCE (Scores in Meters)

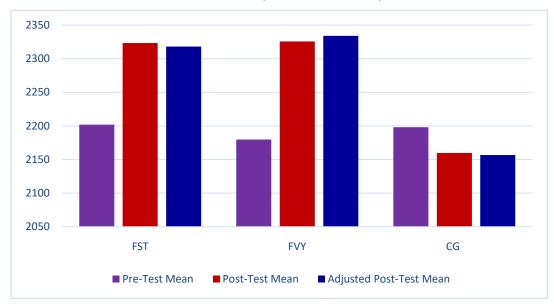


TABLE-V
COMPUTATION OF ANALYSIS OF COVARIANCE ON RESTING PULSE RATE
(Scores in Numbers, Pulse/Minute)

Test	FST	FVY	50	Source of varian	Sum of square	Df	Mean square	"F"	
Pre	70.96	71.43	71.21	В	1.628	2	0.814	0.67	
116	70.70	71.43	/1.21	/1.21	W	50.88	42	1.211	0.07
Post	69.80	69.13	71.00	В	26.84	2	13.42	7.81*	
TUST	09.80	09.13	71.00	W	72.13	42	1.717	7.01	
A dimeted	70.02	69.01	70.00	В	32.19	2	16.09	25.85 <sup>*</sup>	
Adjusted	70.02	68.91	70.99	W	25.52	41	0.622	23.83	

<sup>\*</sup> Significant 0.05 level of confidence

(The table values required for significance at 0.05 level with df 2 and 42, 2 and 41 were 3.21 and 3.22 respectively).

Table-V showed that the pre-test means values of resting pulse rate for experimental groups and control group were 70.96, 71.43 and 71.21 respectively. The obtained 'F' ratio value of 0.67 for pre-test scores of experimental groups and control group on resting pulse rate was less than the required table value of 3.21 for significance with df 2 and 42 at 0.05 level of significance. The pre-test means proved that there was no significant difference between the experimental and control groups.

The post-test means values for resting pulse rate for experimental groups and control group were 69.80, 69.13 and 71.00 respectively. The obtained 'F' ratio value of 7.81 for post-test scores of experimental groups and control group was higher than the required table value of 3.21 for significance with df 2 and 42 at 0.05 level significance. This evidenced that there was a significant difference between the groups.

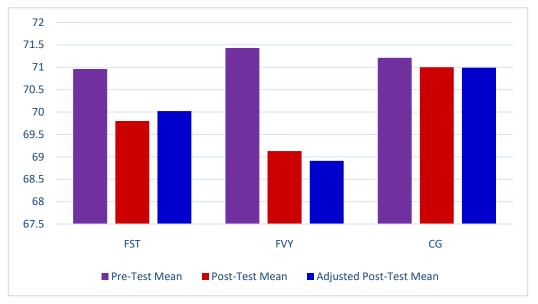
The adjusted post-test means values of resting pulse rate for experimental groups and control group were 70.02, 68.91 and 70.99 respectively. The obtained 'F' ratio value of 25.85 for adjusted post-test scores of experimental groups and control group was more significant than the required table value of 3.22 for significance with df 2 and 41 at 0.05 level of significance. This proved that there was a significant difference among the means due to the experimental training on resting pulse rate.

The results of this analysis have shown that there was a significant difference between experimental groups and control group on resting pulse rate.

The mean values of experimental groups and control group on resting pulse rate were graphically represented in Figure-II.

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FIGURE – II BAR DIAGRAM ON ORDERED MEANS OF RESTING PULSE RATE (Scores in Numbers, Pulse/Minute)



#### 5.CONCLUSIONS

The results of the current study indicated that twelve weeks functional strength training and functional strength training with vinyasa flow yoga led to significant improvements in cardiovascular endurance and resting pulse rate among men soccer players. Furthermore, functional strength training with vinyasa flow yoga evidenced more effective in enhancing cardiovascular endurance and lowering in resting pulse rate, and the training method appears to endorse fitness. Based on the results of the study the investigator recommends that similar research can be conducted for a different sport, age, and gender. It also suggests that the same research can be performed with other physical and physiological components also.

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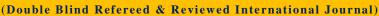
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**UGC APPROVED JOURNAL** 



# SATISFACTION LEVEL OF BUSINESSMEN WITH FRANCHISEE ARRANGEMENT IN JAMMU REGION

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### **ABSTRACT**

Franchisee business is quite new in Jammu region with most of the big brands entering market of Jammu and Kashmir for the first time having mixed responses. As Jammu region is slowly becoming more cosmopolitan, consumers are welcoming these brands in retail, food etc. sectors which earlier were not available and they had to go to nearest cities like Ludhiana, Chandigarh and Delhi to get these products and services. As the franchisees are flourishing, it becomes imperative to study whether the owners of these franchisees are satisfied with this arrangement or not. Because their satisfaction would ensure their continuity with brands and hence serving customers. This study focuses on this question only and a survey of 25 franchisee owners of Jammu, Katra and Udhampur was done to know their satisfaction level. Tools used were descriptive and co-relation. Findings revealed significant level of satisfaction and hence continuity of franchisee arrangement.

**KEYWORDS:** Franchisee, Franchisor, Personal Growth

#### INTRODUCTION

Experts claim that franchising is the quickest growing marketing format in the world. The international franchising association (IFA) predicts that figure growth in franchising is probably going to come back from developing markets like Republic of India, China, Russia and Asian country. This trend is anticipated to accompany the fast shifts towards market driven economic reforms.

India's economic reforms in 1991, has caused extensive changes in its economy, the foreign direct investment (FDI) has enlarged sharply boosting business opportunities and resulting in exciting entrepreneurial endeavor. Franchising is within the midlist of a market revolution in Bharat and also the prospects of the expansion in franchising area unit boosted by associate provide of energetic, native entrepreneurs creating Bharat as a exciting market place. People in India are becoming more and more brand conscious. They are ready to pay more for good ambience and good quality. Associating with brands has also become a status symbol. So people are more interested in having food at KFC and Mc Donald's as compared to local dhabas and restaurants, they want to shop at exclusive stores of Nike, Adidas and Skechers as compared to local shops or other multi stores. They want to wear expensive branded watches to show their status. So all these companies are working on a franchisee model to operate in different corners of the country.

It is through a well managed chain of franchising operative across the country that these companies flourish. They provide supplier superintendence, training, content and brand to the franchisees for a set fee and royalty. Franchising in India continues to be in its initial stage. Solely 10% of the business in India are franchised as compared to 70% within the US. Education sector that accounts for the utmost portion of the full franchised business in India is simply thirty eighth franchised as a sector as an entire. Different sectors like retail, food, tending etc..go on similar lines.

In rising markets like India , the trend of business enlargement through franchising is gaining quality and it's currently become crucial to spot varied economic aspects of this business model. A flourishing franchisee business depends on the understanding between franchisor & franchisee. Franchising in Jammu & Kashmir is quite a latest trend and has come with mall culture and franchisees of KFC, Mc Donald's , Sagar Ratna, PizzaHut, Dominnos , Grill in, Nike , Adidas, branded watches, shoes, etc. have opened up in areas like Jammu, Katra, Udhampur and even on highways .

### Question: What are the factors that decide satisfaction level of a franchisee?

Answer: This is an important question of study from the franchisor viewpoint. This report has tried to answer this question by analysis from major franchising sectors like tutorial, retail, food and other services that constitutes eighty percent of the franchising business in Republic of India. A franchisor should be observant whereas choosing associate acceptable partner for his business. On the opposite hand a franchisee too has apprehensions and expectations; they require gain, cooperation, higher communication and understanding from the franchisor. A franchisee is the agreement or license between two legally free lance (independent) parties which gives.

- A person or group of people (franchisee) the right to market a product or serve using the trademark (swop mark) or trade name of another business (franchisor).
- The franchisee the obligation to provide right field.

- The franchisor the obligation to provide rightfulness and support to franchisees.
- The franchisee the right to market a product or service using the operating methods of the franchisor.

# **TYPES OF FRANCHISES:**

- o Business format franchises.
- Product distribution franchises.

**Business format franchises,** on the other hand, not only use a franchisor's product, service and trademark, but also the complete method to conduct the business itself, such as the marketing plan and operations manuals. Business format franchises are the most common type of franchise. (Longenecker, 2003)

**Product distribution franchises** simply sell the franchisor's products and are supplier-dealer relationships. In product distribution franchising, the franchisor licenses its trademark and logo to the franchisee but typically does not provide them with an entire system for running their business. The industries where you most often find this type of franchising are soft drink distributors, automobile dealers and gas stations. Although product distribution franchising representing the largest percentage of total retail sales, most franchises available today are business format opportunities. (Longenecker, 2003)

USA today reported that 10 most popular franchising opportunities are in these industries:

- Fast food
- Retail
- Service
- Automotive
- Restaurants
- Maintenance
- Building and construction
- Retail food
- Business services
- Lodging

# Types of franchise arrangements

Because so many franchisor, industries and range of investments are possible, there are different types of franchisee arrangements available to a business owner?

Two types of franchising arrangement:

O Multi – unit franchise

O Single – unit (direct – unit) franchise

a. Area development?

**b.** Masters franchise (sub-franchising)?

A multiple – unit franchisee is an agreement where the franchisor grants a franchisee the rights to open and operate more than one unit.

A single-units (direct-units) franchisee is an agreement where the franchisor grants a franchisee the rights to open and operate ONE franchise unit. This is the simplest and most common type of

franchise. It is possible, however, for a franchisee to purchase additional single – unit franchises once the original franchise unit begins to prosper. This is then considered a multiple, single – unit relationship.

### FRANCHISEES IN JAMMU REGION

Franchisees operating in Jammu region are KFC, Mc Donald's, Sagar Ratna, PizzaHut, Dominos, Grill in, Nike, Adidas, Woodland, Numero Uno, Fun Bytes, Nescafe, Café Coffee Day, Barista, Octave, Voyalla, Pantaloons, Skechers, Bata, Liberty etc.

### SOME OF THE FRANCHISEE'S STUDIED ARE....

**FUNBYTES** 

**Launch: 2015** 

Owner: ROHIT CHANDER
Number of staff members: 4

**Location: UDHAMPUR** 

**Working hours:** 11:00 AM – 11:00 PM

PAGE 3

Launch: 2018

Owner: RUBBY

**Number of staff members:** 3

**Location**: UDHAMPUR

**Working hours:** 9:00 AM – 8:30 PM

**DUKE** 

**Launch: 2018** 

Owner: ANIL ARRORA

Number of staff members: 3

**Location**: UDHAMPUR

**Working hours:** 10:00 AM – 9:00 PM

**GRILL IN** 

**Launch: 2015** 

**Owner:** SUBASH

**Number of staff members:** 7

**Location: UDHAMPUR** 

Working hours: 11:00 AM - 11:00 PM

NUMERO UNO Launch: 2015

ISSN: 2278-4853 Vol 7, Issue 8, August 2018 Impact Factor: SJIF 2017 = 5.443

**Owner: VARUN** 

**Number of staff members:** 3

**Location:** UDHAMPUR

**Working hours:** 10:00 AM – 9:00 PM

CHICKBLAST Launch: 2016

**Owner: NISCHAY MAHAJAN** 

**Number of staff members: 5** 

**Location:** UDHAMPUR

**Working hours:** 11:00 AM – 10:00 PM

# REVIEW OF THE LITERATURE

(Longenecker, Moore & petty 2003: 145–146). Franchising is defined as a marketing system revolving around a two-party legal agreement whereby the franchisee is granted the privilege to sell a product or service and conduct business as an individual owner, but is required to operate according to the methods and terms of the franchisor. (Stebbins in grove, fisk & john 2003: 108), points out that the relationships that exists between two parties is critical to the continued success of the franchisee system has been done in J&k, India on this research can be regarded as exploratory, which can be considered as reasonable when there is little scientific knowledge about a phenomenon, yet there is reason to believe there are elements worth discovering. A relationship is defined as "a mutually-orientated interaction between two reciprocally committed parties" or, in a services context, it implies that a mutual way of thinking exists between the customer and the supplier (or the service provider) (zolkiewski 2004: 25). Relationships can be placed along a continuum, from spurious relationships at the one end to true relationships at the other end (liljander & roos 2002: 594).(Justis, olsen & chan 1993: 121). Franchisee relationships are made more complex by the franchisor's having to build relationships with franchisees and customers. Storbacka, strandvik and grönroos (1994) define customer satisfaction as the cognitive and affective evaluation of the customer, based on the personal experiences of the customer across a number of different service episodes in the context of a relationship (1994: 25). (Colgate & stewart 1998: 455) A relationship exists when two preconditions are met. Firstly, both parties must believe that a relationship exists and secondly, the contact between them is more than just 'occasional'.(Longenecker et al. 2003: 145-146) in the franchise situation, there are two groups or parties between whom a relationship exists, namely the franchisor and the ranchisee.(Liljander & roos 2002: 594). Relationships can be placed along a continuum, from spurious relationships at the one end to true relationships at the other end. True relationships will continue into the future, with both parties deriving benefits from being in the relationship. Franchise operating systems are the most important type of contractually linked vertical marketing systems. One of the key issues in franchising is designing contractual mechanisms (or standards) to control franchisee opportunism (chiou & droge, 2015). Jyh-shen chiou 16 September 2013 franchise systems aim to capitalize on both economies of scale and the benefits derived from localized operations. Although franchisees can be considered small businesses with some independence and local knowledge, compliance with system standardization may be critical to achieving scale benefits. Dockery and Steiner (1990) found that two factors affected the development of LMX relationships during the first time the pair interacted in their official positions: liking by the leader, and perceived ability of the subordinate by the leader. LMX relationships are related to several important outcomes as described by Bauer and Green (1996) including: subordinate turnover, subordinate satisfaction and promotions, ratings of subordinate performance, and subordinate extra-role performance. Once a relationship has been established, energy must be exerted to maintain that relationship, particularly on the part of the subordinate (Lee & Jablin, 1995; Waldron, 1991

#### RESEARCH METHODOLOGY

#### **OBJECTIVE OF THE STUDY:**

The main objectives of the study was to find out the overall satisfaction of a franchiser with franchisee model as a business activity, therefore the objectives of the study is to find answers for the following questions:

- 1. To find the extent of financial satisfaction of businessman with his franchisee set up.
- 2. To find the extent to which the franchisee set up adds to the businessman's social status.
- 3. To find the extent to which the franchisee set up adds to the businessman's social status.

#### HYPOTHESIS OF THE STUDY

With regards to the objectives the followings, hypotheses were formulated:

- 1. Businessman is able to achieve financial satisfaction due to franchisee set up.
- 2. Businessman is able to achieve social status due to franchisee set up.
- 3. Businessman 'is able to achieve personal growth due to franchisee set up.

# DATA COLLECTION TECHNIQUE

This research is based on data collection through primary sources and secondary sources.

- ➤ **Primary source:** viz a questionnaire. The questionnaire is a study of the satisfaction of franchiser with the franchisee model using primary data collection.
- **Secondary sources:** This secondary information on the span and statement of questions has been sourced mainly from the internet.

**Questionnaire:** Questionnaire was designed after analyzing the literature and then a contact with the respondents was made and to do a pilot study of 17 questionnaires. This ultimately led to the corrections to remove ambiguities and finalization of the questionnaire.

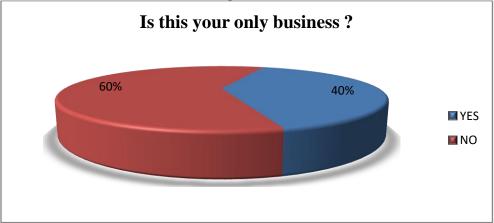
**Sample size:** The sample size is confined to 25 respondents. This was done keeping in mind the time constraint and the fact that this number would be enough to serve the information needs required to show the importance of business plan for small scale business units.

**Target population:** The population considered for the purpose of the survey was the franchisee owners residing in Jammu & Kashmir, mainly in the cities of Jammu, Katra and Udhampur.

**Type of research:** The study has been done using an exploratory research process and a structured questionnaire was developed for this purpose.

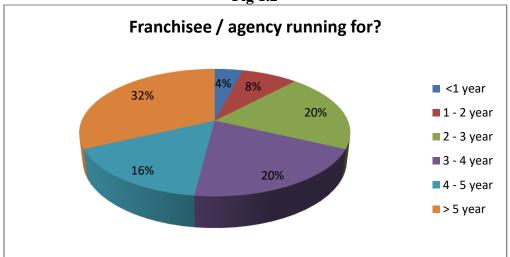
#### ANALYSIS OF THE DATA





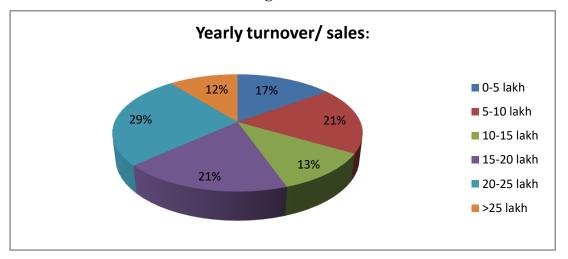
**FINDINGS:** A huge 40% of the respondents were running their business only as a franchisee and remaining 60% of the respondents have their business as non franchisee as well.

Fig 1.2



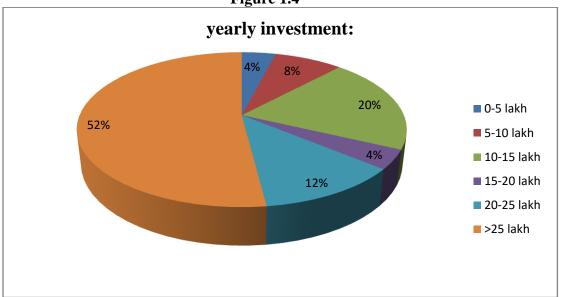
**FINDINGS**: Out of 25 respondents, 4% are running their franchisee / agency for less than 1 year while 8% for 1-2 year , 20% for 2-3 year, 20% for 3-4 year, 16% for 4-5 year and 32% are running for greater than 5 year.

Fig 1.3



**FINDINGS**: Out of 25 respondent, 17% invest 0-5 lakh, 21% have sales 5-10 lakh, 13% have sales 10-15 lakh, 21% have sales 15-20 lakh, 29% have sales 20-25 lakh and 12% have sales more than 25 lakh.

Figure 1.4



**FINDINGS**: Out of 25 respondents, 4% invest 0-5 lakh, 8% invest 5-10 lakh, 20% invest 10-15 lakh, 4% invest 15-20 lakh, 12% invest 20-25 lakh and 52% invest >25 lakh.

#### ACHIEVEMENT OF OBJECTIVES

1. To find the extent of financial satisfaction of businessman with his franchisee set up.

**Table 1.1+Descriptive Statistics** 

	Mean	Std. Deviation	N
financial satisfaction	3.8400	.62450	25
franchisee support	3.6400	.75719	25
Training	3.6800	.62716	25
assist financially in providing adv	3.2400	.87939	25

Table 1.2 Correlations <sup>a</sup>

	-	financial satisfaction	franchisee support	training	assist financially in providing adv
financial satisfaction	Pearson Correlation	1	.490*	455*	.149
	Sig. (2-tailed)		.013	.022	.478
franchisee support	Pearson Correlation	.490*	1	428*	.073
	Sig. (2-tailed)	.013		.033	.730
Traning	Pearson Correlation	455 <sup>*</sup>	428*	1	233
	Sig. (2-tailed)	.022	.033		.263
assist financially	in Pearson Correlation	.149	.073	233	1
providing adv	Sig. (2-tailed)	.478	.730	.263	

<sup>\*.</sup> Correlation is significant at the 0.05 level (2-tailed).

#### Achievement of the objective:

It was observed that if the franchisor is providing financial assistance and support to the franchisee, their financial satisfaction increases but training provided by franchisers had not much impact on financial satisfaction of the franchisee which is due to the fact that franchisees find it very interfering and cannot relate directly to the financial value of trainings.

### Hence achieving the objectives and hypothesis also

# 2. To find the extent to which the franchisee set up adds to the businessman's social status.

**Table 2.1Descriptive Statistics** 

	Mean	Std. Deviation	N
social status	3.5600	.58310	25
updating products to market	3.7600	.52281	25

a. Listwise N=25

Table 2.2 Correlations<sup>a</sup>

	-	social status	updating products to market
social status	Pearson Correlation	1	.049
	Sig. (2-tailed)		.815
updating products to market	Pearson Correlation	.049	1
	Sig. (2-tailed)	.815	

a. Listwise N=25

# Achievement of the objective:

It was found out that if a franchisee continuously updated products according to market their social status was enhanced although the two variables had a very weak correlation.

# Hence achieving the objectives and hypothesis also

3. To find the extent to which the franchisee set up help the businessman in his personal growth.

**Table 3.1 -Descriptive Statistics** 

	Mean	Std. Deviation	N
personal growth	3.8800	.43970	25
quality of life	3.4800	.58595	25
advertisement support	3.9200	.70238	25
brand pull	3.7200	.54160	25

**Table 3.2- Correlations**<sup>a</sup>

		personal growth	quality of life	advertisement support	brand pull
personal growth	Pearson Correlation	1	.395	167	.203
	Sig. (2-tailed)		.051	.424	.331
quality of life	Pearson Correlation	.395	1	105	.047
	Sig. (2-tailed)	.051		.616	.822
advertisement support	Pearson Correlation	167	105	1	.267
	Sig. (2-tailed)	.424	.616		.197
brand pull	Pearson Correlation	.203	.047	.267	1

personal advertisement growth quality of life support brand pull personal growth Pearson 1 .395 .203 -.167 Correlation Sig. (2-tailed) .051 .424 .331 quality of life Pearson 1 .395 -.105 .047 Correlation Sig. (2-tailed) .051 .616 .822 advertisement Pearson -.167 -.105 1 .267 Correlation support Sig. (2-tailed) 424 .616 .197 brand pull Pearson .203 .047 .267 Correlation Sig. (2-tailed) .331 197 .822

Table 3.2- Correlations<sup>a</sup>

a. Listwise N=25

# Achievement of the objective:

The variable personal growth is positively correlated with quality of life and brand pull, although the correlation is weak which signifies that because of enhancement of quality of life of the franchisee owners by attending meetings nationally, their personal growth happens. Also because they are associated with a brand so they are able to pull the customers because of brand equity and hence their personal growth is happening. It was also observed that advertisement support by franchisor is not leading to the personal growth of franchisee as they are negatively correlated, which may be due to the fact that advertising by franchisor is helping him more than the local franchisee.

## Hence achieving the objectives and hypothesis also

### **FINDINGS**

- A huge 40% of the respondents were running their business only as a franchisee and remaining 60% of the respondents have their business as non franchisee as well
- Out of 25 respondents, 4% are running their franchisee / agency for less than 1 year while 8% for 1-2 year , 20% for 2-3 year, 20% for 3-4 year, 16% for 4-5 year and 32% are running for greater than 5 year
- Out of 25 respondent, 17% invest 0-5 lakh, 21% have sales 5-10 lakh, 13% have sales 10-15 lakh, 21% have sales 15-20 lakh, 29% have sales 20-25 lakh and 12% have sales more than 25 lakh
- Out of 25 respondents, 4% invest 0-5 lakh, 8% invest 5-10 lakh, 20% invest 10-15 lakh, 4% invest 15-20 lakh, 12% invest 20-25 lakh and 52% invest >25 lakh.
- It was observed that if the franchisor is providing financial assistance and support to the franchisee, their financial satisfaction increases but training provided by franchisers had not much impact on financial satisfaction of the franchisee which is due to the fact that

tranings.

franchisees find it very interfering and can not relate directly to the financial value of

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- It was found out that if a franchisee continuously updated products according to market their social status was enhanced although the two variables had a very weak correlation
- The variable personal growth is positively correlated with quality of life and brand pull, although the correlation is weak which signifies that because of enhancement of quality of life of the franchisee owners by attending meetings nationally, their personal growth happens. Also because they are associated with a brand so they are able to pull the customers because of brand equity and hence their personal growth is happening. It was also observed that advertisement support by franchisor is not leading to the personal growth of franchisee as they are negatively correlated, which may be due to the fact that advertising by franchisor is helping him more than the local franchisee.

#### POLICY CONSIDERATIONS

Implementing the following recommendations derived from the analysis may assist in additional increasing the amount of satisfaction with franchise agreements and create the franchise business in African nation additional market-oriented in general:

- > The franchisor ought to develop processes to unendingly guarantee franchisees half of the amount of training programs to guarantee continued improvement.
- > The franchisor ought to develop internal coaching programs that support best business practices amongst franchisees such as record keeping and reporting
- > The franchisor needs to reconfirm the benefits of selective distribution in training programmes to franchisees. The franchisor also needs to maintain its level of involvement with the selection and establishment of distribution points.
- > The franchisor must confirm the advantages of selective distribution in coaching programmes to franchisees. The franchisor additionally wants to take care of its level of involvement with the choice and institution of distribution points.

#### LIMITATIONS OF THE STUDY

There are various limitation in the study, after keeping all aspects in mind to make the project reliable and authentic. The main limitation are as follows:

- This survey involves few agencies/franchises so result of survey can change after a large survey.
- Most of the franchises did not want to share information regarding their franchisee.
- The chance of biased responses cannot be eliminated though all necessary steps were taken to avoid them.
- The study was conducted in limited areas of jammu, katra and udhampur.
- The questionnaire was filed by respondents, at times non seriously and shortage of time could not allow me to conduct it as an interview.

#### **CONCLUSION**

The main aim of this paper was to illustrate the amount of franchisees' satisfaction with franchise agreements. So as for franchisors wishing to increase the levels of satisfaction with the franchise arrangement, it's necessary to confirm franchisees' desires with regard to the social status, services, distribution, personnel (personal growth), financial assistance in advertisements, financial support, financial satisfaction and processes as planned or provided by the franchisor. Within the lightweight of the results of this analysis, it is obvious that the franchisees of the chosen franchisor in the franchise business displayed a high level of satisfaction with the franchise arrangement.

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# Asian Journal of Multidimensional Research (AJMR)

(Double Blind Refereed & Reviewed International Journal)

**UGC APPROVED JOURNAL** 



## MIND MANAGEMENT IN BHAGWADGITA

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### **ABSTRACT**

In this modern era everyone is doing fight for pulling down others and achieving wealth only for themselves. In this, they feel that they are getting satisfaction instead of they are more unsatisfied. For this unrest they blame and abuse others and even sometime abuse themselves in the form of self-hatred and guilt. Mind management is the deliberate and conscious direction of thoughts in the knowledge that each individual thought has an effect and creates the reality in which we live. We should look at thoughts as being things that possess energy. Positive energy is better for us than negative energy. Mind management allows us to harness our minds to develop our full potential and achieve our goals. We can choose our thoughts and control our mind. We have the natural ability to cancel any thought that does not support us. We can also install selfempowering thoughts at anytime by choosing to focus on them. Bhagwadgita teach us to control our mind. Bhagwadgita says that our mind is our best friend or enemy also. When we manage our thought our mind automatically manages and achieve success in every field of life. What we think about ourselves becomes the truth for us. Every thought we think is creating our future. Each one of us creates our experiences by our thought and our feeling. The thoughts we think and the words we speak creates our experiences. We create the situation, and then give our power away by blaming the other person for our frustration. No person, no place and nothing has any power over us, for "we" are the only thinkers in our mind. When we create peace and harmony and balance in our minds, we will find it in our lives.

**KEYWORDS:** *Mind Management, Deliberate, Empowering,* 

# INTRODUCTION

Our society has started to forget what real human values are, what is natural for people and how we should act as a society. Daily problems, big and smalls torture our minds. We are searching to resolve them here and there. But actually if we look inward, we see that we are the source of all our problems. In the present environment, we engage in activities for external purposes and thus we forget about our inner values. One reason for this ignorance is a lack of transcendental knowledge of the soul. Who m I. Bhagwadgita says that

# Na jayate mriyate va kadachit nayam bhutva bhavita va na bhuya

# Ajo nitya shasvato ayam purano na hanyate hanyamane sharire (Gita 2/20)

The soul is neither born, nor does it ever die; nor having once existed, does it ever cease to be. The soul is without birth, eternal, immortal, and ageless. It is not destroyed when the body is destroyed

Arjuna got mentally depressed when he saw his relatives with whom he has to fight. The Bhagavad Gîta is preached in the battle field Kurukshetra by Lord Krishna to Arjuna as counseling to do his duty. It has got all the management tactics to achieve the mental equilibrium.

### Chanchalum hi muna krishna pramathi balvat dradum

# Taya aham nigrahm manye vayo iva suduskaram (Gita 6/34)

Mind is very restless, forceful and strong, O Krishna, it is more difficult to control the mind than to control the wind - Arjuna to Sri Krishna.

Management has become a part and parcel in everyday life, be it at home, office, factory, Government, or in any other organization where a group of human beings assemble for a common purpose, management principles come into play through their various facets like management of time, resources, personnel, materials, machinery, finance, planning, priorities, policies and practice.

Management is a systematic way of doing all activities in any field of human effort. It is about keeping oneself engaged in interactive relationship with other human beings in the course of performing one's duty. Its task is to make people capable of joint performance, to make their weaknesses irrelevant.

It strikes harmony in working -equilibrium in thoughts and actions, goals and achievements, plans and performance, products and markets. It resolves situations of scarcities be they in the physical, technical or human fields through maximum utilization with the minimum available processes to achieve the goal

The lack of management will cause disorder, confusion, wastage, delay, destruction and even depression. Managing men, money and material in the best possible way according to circumstances and environment is the most important and essential factor for a successful management. Managing men is supposed have the best tactics. Man is the first syllable in management which speaks volumes on the role and significance of man in a scheme of management practices. From the pre-historic days of aborigines to the present day of robots and computers the ideas of managing available resources have been in existence in some form or

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other. When the world has become a big global village now, management practices have become more complex and what was once considered a golden rule is now thought to be an anachronism.

#### WHAT IS MIND

"He who knows the receptacle (Ayatana) verily becomes the receptacle of his people. Mind is verily the receptacle (of all our knowledge)." (Chhandogya Upanishad, V-i-5)

That which separates us from God is mind. The wall that stands between we and God is mind. Pull the wall down through devotion and we will come face to face with God. .

The part or faculty of a person by which one feels, perceives, thinks, remembers, desires, and imagines.

The mind, being very subtle, is in close apposition or contact with other minds, though the human skull intervenes between them. As mind evolves, we come into conscious relation with the mental currents, with the minds of others- near and distant, living and dead. The individual mind of A, although separated from the mind-substance used by other individuals, B, C, D, E, X, Y, etc., by a thin wall of very finest kind of matter, is really in touch with the other apparently separated minds and with the universal mind of which it forms a part.

If A is a friend of B, A's mind is connected with B's mind. The minds of friends, relatives, brothers of A are attached to A's mind. Several minds are similarly linked to B's mind also. The minds of those who are attached to A's mind are, therefore, connected, in turn, with the minds of those who are hanging on B's mind. In this manner, one mind is in touch with all minds in the whole world. This is the Vibhu theory of mind of Raja Yoga.

#### TYPES OF MIND

The mind could be divided into three systems: the conscious mind, the subconscious mind, and the unconscious mind.

The consciousness mind is we awareness at the present moment. We are aware of something on the outside as well as some specific mental functions happening on the inside. For example, we are aware of our environment, our breathing, or the chair that we are sitting on.

The subconscious mind or the preconscious mind consists of accessible information. We can become aware of this information once our direct our attention to it. Think of this as memory recall. We walk down the street to our house without consciously needing to be alert to our surroundings. It is possible that some of what might be perceived to be unconscious becomes subconscious, and then conscious (e.g. a long-forgotten childhood memory suddenly emerges after decades). We can assume that some unconscious memories need a strong, specific trigger to bring them to consciousness; whereas, a subconscious memory can be brought to consciousness more easily.

The unconscious mind, consisting of the primitive, instinctual wishes as well as the information that we cannot access. Although our behaviors might indicate the unconscious forces that drive them, we don't have easy access to the information stored in the unconscious mind. During our childhood, we acquired countless memories and experiences that formed who we are today. However, we cannot recall most of those memories. They are unconscious forces (beliefs, patterns, subjective maps of reality) that drive our behaviors.

#### The Mental Body

Just as the physical body is composed of solid, liquid and gaseous matter, so also the mind is made up of subtle matter of various grades of density with different rates of vibration. A Raja Yogi penetrates through different layers of mind by intense Sadhana.

The mental body varies much in different people. It is composed of coarse or finer matter, according to the needs of the more or less unfolded consciousness connected with it. In the educated, is active and well-defined; in the undeveloped, it is cloudy and ill-defined.

#### Krodhat bhavti sammoha sammohat smritivibrama

# Smritihbransad buddhi nasa buddinasat pranashati (Gita 2/63)

From anger arises delusion; from delusion, confusion of memory; from confusion of memory, reason: and from loss of one goes complete reason to Thus Bhagwad Gita teach us the law of balance, can applied on a mental and emotional level, to the emotion of anger e.g. Too many angry thoughts of revenge and animosity (hatred) inside our emerge consciousness a) either externally as toxic, violent behavior, which will attract toxic, violent responses from

**b**) if these thoughts are kept bottled inside, they will eventually, after a period of time, emerge as some disease or the other in the physical body. This is because our consciousness then tries to find a way to get rid of the mental impurity, which enters our physical body and restores balance to the mental and physical system, which has been upset due to the creation of the toxic thoughts, in the first place. "Collection of bad memories only leads to anger, jealousy, and hatred toward others. Finally it also spoils your happiness"

There are several zones or slices in the mental body just as there are various compartments in the brain for particular types of thought. During intense anger, the whole mind is suffused with the black hue of malice and ill-will, which expresses itself in coils of thunderous blackness, from which fiery arrows of anger dart forth, seeking to injure the one for which the anger is felt.

#### **Mental Aura**

others.

# Yayya swapnam bhayam shokam vishadum madam ava cha Na vimuchete durmedha dhrati sa parth tamsi (Gita 18/35)

And that determination which cannot go beyond dreaming, fearfulness, lamentation, moroseness, and illusion such unintelligent determination is in the mode of darkness.

Mind has got aura (mental aura or psychic aura). Aura is Tejas, brilliance or halo that emanates from the mind. The aura of those who have developed their minds is extremely effulgent. It can travel long distances and affect in a beneficial manner a large number of persons who come under its influence. The spiritual aura is more powerful than either Pranic aura.

#### **Negative Thoughts, the Primary Cause of Disease**

Bandhuatmaatmanatasyayen atmaeav atmna jite Anatmnastushatrutrave vartetatmev shatruvat.(6/6) Gita According to Yogananda (2006),Rama (2004), Aurobindo (1998), Sanyal (1999), Prem (1982), Mitchell (2000),Ranganathananda (2001) for him who has conquered the mind, the mind is the best of friends; but for one who has failed to do so; his very mind will be the greatest enemy.

The primary cause of diseases which afflict the body is bad thoughts. Whatever you hold in your mind will be produced in the physical body. Any ill-feeling or bitterness towards another person will at once affect the body and produce some kind of disease in the body. Intense passion, hatred, longstanding bitter jealousy, corroding anxiety, fits of hot temper actually destroy the cells of the body and induce disease of the heart, liver, kidneys, spleen and stomach. Violent fits of hot temper do serious damage to the brain cells, throw poisonous chemical products into the blood, produce general shock and depression and suppress the secretion of gastric juice, bile and other digestive juices in the alimentary canal, drain away your energy, vitality, induce premature old age and shorten life.

Masand, Dr.Prem (2010) there is too much negative thoughts which cause disease, when these thoughts persist long time cause following disease.

CANCER-longstanding Resentment, deep hurt, Lack of love.

CONSTIPATION-Holding on tightly, Possessive.

COUGH-Irritation, Condemning.

LIVER-Anger, Regret.

THYROID-humiliation.

STIFF NECK-Tense, Resistant, Intolerant.

STOMACH-Upset, Complains, Worries.

When the mind is agitated, then this body also is agitated. Wherever the body goes, the mind follows. When both the body and mind are agitated, the Prana flows in a wrong direction. Instead of pervading the whole body steadily and equally, it will vibrate at an unequal rate (unrhythmically). Then the food is not digested properly. Diseases originate. If the primary cause is removed, then all diseases will disappear.

The pains that afflict the physical body are called secondary diseases, whilst the Vasanas that affect the mind are termed mental or primary diseases. If bad thoughts are destroyed, all bodily diseases will vanish. Purity of mind means healthy body. Therefore, be careful in your thinking, in the selection of your thoughts. Always entertain noble, sublime, loving and kind thoughts. You will have harmony, health and beauty

**Sharma, Pt.Sriram** (1995)"Imbalance of emotion disturb physical and mental level of human being. That's the reason behind illness, we are what we think. Positive thoughts bring peace and happiness into our lives or health, whilst negative thoughts harm us and create disharmony and discord in our immediate environment.

# Udharedatmanannatmanamvasadyet Atmaevhayatmanobadhuratmaivripuratman. (6/5) Gita

According to Yogananda (2006), Rama (2004), Aurobindo (1998), Sanyal(1999), Prem (1982), Mitchell (2000), Ranganathananda (2001) a man must elevate himself by his own mind, not

degrade himself. The mind is the friend of the conditioned soul, and his enemy as well According to Prabhupada (2009), the mind has to be trained in such a way that it can deliver the conditioned soul from the darkness of the material world and bring him into the light of Krishna consciousness.

#### **Influence of Strong Mind over Weak Minds**

A strong mind has influence over weak minds. A hypnotist with a strong mind hypnotises a whole bunch or circle of boys of weak minds.

There are those among us who are much more sensitively organised than others. As an organism, their bodies are more finely and more sensitively constructed. These, generally speaking, are people who are always more or less affected by the mentalities of others with whom they come in contact, in whose company they are.

He who has purified his mind becomes a centre of force. All the lesser, impure, weak minds are unconsciously drawn towards the purified, greater mind, because they derive peace, power and strength from the greater, purified mind.

Mark the influence of a highly developed mind over a less developed mind. It is impossible to describe what it is like to be in the presence of a Master or developed adept. To sit in his presence, though he hardly speaks a word, is to feel a thrilling sensation so much as to feel new inspirations touching one mentally. It will be an extraordinary experience.

If we want to drink water at a tap, we will have to bend our body. Even so, a lower mind will have to bend (to be humble) before a developed mind if it longs to imbibe its virtues. The thought itself must be calm and unruffled. Then only we can draw inspirations. In such conditions only benign influences can be thrown down into the lower mind from the higher. In such calm, mental states, we can hold communion with God. Planning, angry and depressed moods-all disturb the mind and act as stumbling blocks to God-realization

#### MIND IS EVER CHANGING

Mind is nothing but a collection of Samskaras. It is nothing but a bundle of habits. It is nothing but a collection of desires arising from contact with different objects. It is also a collection of feelings aroused by worldly botherations. It is a collection of ideas gathered from different objects. Now, these desires, ideas and feelings constantly change. Some of the old desires and feelings are constantly departing from their storehouse, the mind, and new ones are replacing them.

This constant change does not in any way interfere with the harmony of mental operations. Only some of the old desires, ideas and feelings depart. Those that remain work in healthy cooperation and concord with the new arrivals. The new arrivals are strongly magnetized by the old ones. They both work in harmony and this harmony sustains the identity of the mental existence.

# Yato yato nischarti mun chanchalam aishthirum

#### Tat tat niyamaye atatt atmani av vasham nayet)-(Gita 6/26)

From whatever and wherever the mind wanders due to its flickering and unsteady nature, one must certainly withdraw it and bring it back under the control of the self. Mind is not only made daily, but always made. Every minute, it changes its colors and shape like a chameleon. It is very

Chanchala (wavering) and Asthira (unsteady Mind is constantly changing. We are gaining new experiences daily.

# Sarv dwaresu dehe ashmin prakasha upjayate

# Gyanam yada tada vidat vivradhum satvam itiut (Gita 14/11)

When through the perceptual senses of the body illuminating knowledge manifests; know that certainly the mode of goodness predominates.

According to the state of his knowledge, man's conscience is built up and changes from time to time with the correction of his views, in the light of further knowledge gained subsequently. Conscience is one's own convictions arrived at either instinctively or by reasoning. The conscience of a child or a savage is entirely different from the conscience of a fully grown civilized man and, even amongst civilized men, knowledge varies so much that their consciences direct different lines of conduct. The conscience of a Sattvic man considerably differs from that of a Rajasic man. The conscience of a Sattvic man is very, very clean and pure.

#### **CONCLUSION**

Bhagwadgita teach us to control our mind. Bhagwadgita says that our mind is our best friend or enemy also. When we manage our thought mind automatically manages and achieves success in every field of life. We are each individually responsible for both the good and bad in our life. Let us not blame other people for our individual life situations. Let us take responsibility for our own individual progress, deeds, thoughts and actions. Many times in life we can be confronted with stressful situations that compel us to think negative thoughts, sometimes even obsessively and compulsively! Also some people are negative thinking by nature. Both are harmful situations that we need to overcome. What then is the solution to overcoming negative thinking and moving towards a positive affirmative frame of mind. The solution is replacing a negative thought with a positive thought, as soon as a negative thought comes into our mind. Do this consciously over a period of time. Thoughts can be cut, stopped or replaced by counter thoughts."It is well known that fire when lit first warms the place where it is ignited and thereafter the same spot starts to burn under the heat and intensity of that fire. Likewise acid, when placed in an ordinary vessel first destroys the vessel in which it is placed. Similarly when we harbor negative thoughts, feelings of jealousy, feelings of ill will towards another, we first harm ourselves. Till such time that these negative thoughts persist and fester in our mind we continue to be harmed, when feelings of ill will towards another surface in our mind -we should consciously replace the feelings of ill will with feelings of love and affection; replace feelings of selfish gain with universal gain.

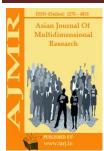
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**UGC APPROVED JOURNAL** 



# EVALUATING COPING MECHANISM OF SLUM DWELLERS IN MIDNAPORE MUNICIPAL AREA, WEST BENGAL

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#### **ABSTRACT**

The pace of urbanization and its associated outcomes, in general reflect the state of development of a place. But in reality it mismatches with comprehensive improvement of all sphere of urban life. Many pockets of urban area still represent under standard living that bear the different identity of those urban areas mainly present in developing counties in Asia and Africa. Primarily the diversified opportunities attract a mass amount of people to move into urban areas without having the skill to be involved with right profession. So, the huge populations are unable to get job as per the demand of job market. As a result, a significant percentage of urban populations might select the areas within urban environment where cost of living is comparatively low and try to adjust them with an intention to improve the conditions in near future. Although, unemployment, unhygienic living environment, uncertain job market, low income, stressful life and so on are very common with their day to day life. In spite of that continuously they are trying to change (for betterment of life) the present situate taking various strategies to cope with. It is taking place with consciousness or others. Mainly slum dwellers are the group of people, experiencing this situation. This study is an initiative to measure the degree of coping strategy and its relation with standard of living of the inhabitants over different slums in Midnapore

Municipal Area, West Bengal using simple composite index. In order to do the same, all slum neighborhoods have been identified through in-depth field survey with the help of earlier collected slum related information from respective department of municipality of Midnapore town. Relevant questionnaires used to collect the related information from households considering appropriate sampling techniques.

**KEYWORDS:** Coping Mechanism, Slum, Stressful Life, Degree of Coping, Standard Of Living, Composite Index

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#### **INTRODUCTION:**

In twentieth century, urbanization is a major wave which has been the key in changing the social construction. It is an unprecedented, unpleasant in developing country than the developed country due to burgeoning of population growth in urban area. Consequently, population growth can't pace with structural development of urbanization as a result informal settlements and slums continue increase especially developing nation contain 90% than world 10% (UN Habitat, 2008)<sup>34</sup>. Therefore, slum dwellers are mostly perpetuated by such phenomena poverty, malnutrition, chronic diseases in developing country, for reducing this MDG set target in 2015 (United Nations<sup>35</sup>, 2011; Parikh et al., <sup>24</sup> 2015; Stoler et al., <sup>31</sup> 2015).

It is estimated that in India slum population constitutes 5.4 % to total population but in respect to urban population, about 17.4% are slum population. India is projected up to 2050 to add 404 million urban dwellers (Slum in India, Statistical compendium, GOI, 2015) 20 and then the structural gap can't contain huge amount of population which deteriorates the slum condition (United nation, 2011) 35. In West Bengal, total slum population is about 64.19 lakh (as of 2011) in compared to 41.16 lakh slum population in 2001 i.e. slum population increased 23.03 lakh within 10 years (about 6% per annum to the total urban population) & slum population of West Bengal about 1% to the total slum population of India (Census of Indi, 2011)<sup>5</sup>. Most of the slum dwellers affected by urban poverty e.g. in the year of 2011-12, 14.66% urban population of West Bengal is living below poverty line (According to Tendulkar method, Planning Commission, 2013)<sup>37</sup>. Slum is a major problematic concern due to overcrowding and congestion, poor sanitation, lack of civic amenities and deviant behaviour, poor housing, choked drains, lack of garbage disposal facilities, poor personal hygiene, and hygienic conditions, lack of well being etc (Patel et al.,<sup>25</sup> 2014; Gulyani et al.,<sup>12</sup> 2014; Ahmad et al.,<sup>2</sup> 2013). Consequently, slum dwellers have willingly or unwillingly been in front of stresses e.g. job stress (insure job, unemployment etc) (Janina C. Latack et al., 1986)<sup>17</sup> food stress (skipping meal, dietary change, limited mill etc) (Gupta et, al., <sup>13</sup> 2015; James O. Owino et al., <sup>23</sup> 2013), environmental stress (sanitation, natural hazard etc) (Abu Salia.R., et, al., 2015; John Sim et al.,30 1969) etc which creates mental and physical health crisis (Shalley E. Taylor et al. .2007)<sup>32</sup>. Specially, women and children are most vulnerable by this slum condition (Sharma, S., & Gupta, A<sup>29</sup>,2017; Basu, K., & Basu, S.<sup>5</sup> 2000).

Thus, sometimes slum dwellers try to solve or cope with the existing problems or adopt some strategies that are effective or harmful. In this context Lazarus and Folkmen, <sup>41</sup> 1984, stated 'coping is the process of attempting to manage the demands created by stressful events that are appraisal as taxing or exceeding person's resource'. It is situational adjustment policy among distress dwellers who try to removing threats and seeks to want emotional comfort by the

capacity building process (Dewe, 1987; Osipow and Spokane, 22 1984; Pearlin et al., 27 1981). Pearlin and Schooler, <sup>26</sup> (1978) remarks that coping is a social experience of people, those try to avoid normative problems. Traditionally, coping is a cognitive and behavioural strategy used to minimise the stress condition and also try to demise internal-external conflict, demand and struggle to removing psychic distresses. (Coyne et al., 71981; Kirmeyer and Diamond, 15 1985; Aldwin & Revenson, 1987). These are the strategies of slum people for the physical and psychic comfort that's called Coping Mechanism. Contrary to Abu Salia, R. et, al, (2015)<sup>1</sup> articulated that coping is a supplementary approach to managing human capital (health, knowledge, skill), financial capital (income, credit) and social capital (network, institution) but in slum area, there have a little control over such capitals. It is also called as 'survival or existence skills', which have two continuum-one side represents community self-help initiatives, social support, intention of economic development etc, and another side may be i.e. migration, begging, thief, child labour, violence, prostitution, even selling organs etc. They also adopt different type of plans i.e. socio-cultural control (e.g. early marriage), economic dieting (loan taken), political coping (political participation) etc.

A bulk of population coming per year in Midnapore town as in provision of different facilities but new urban area has not been expanding as per over burden population. As a result slum population is increasing day by day and without improving their living condition. Our study attempts to find out different coping strategies and degree of coping among slum people in crisis in Midnapore Municipal Area, West Bengal.

TAB	TABLE-1: % GROWTH OF URBAN POPULATION ON DIFFERENT CENSUS								
	YEARS IN THE DISTRICT OF PASCHIM MEDINIPUR								
Year	Total	Index	No. of	No. of	No. of	Urban	Rural	% of urban	
	Population	with	Males	Females	female	Population	Population	population	
	(Number)	1901			per 100	(Number)	(Number)	to total	
		as base			males			population	
1901	2789114	100	1390233	1398881	101	89876	2699238	3.22	
1911	2821201	101	1410714	1410487	100	101855	2719346	3.61	
1921	2666660	96	1339652	1327008	99	96869	2569791	3.63	
1931	2799093	100	1417025	1382068	98	138584	2660509	4.95	
1941	3190647	114	1631673	1558974	96	188047	3002600	5.89	
1951	3359022	120	1718459	1640563	95	252880	3106142	7.53	
1961	4341855	156	2224073	2117782	95	334286	4007569	7.70	
1971	5509247	198	2831863	2677384	95	420156	5089091	7.63	
1981	6742796	242	3455375	3287421	95	572757	6170039	8.49	
1991	4486279	100	2301869	2184410	95	567567	3918712	12.65	
2001	5193411	116	2648048	2545363	96	617760	4575651	11.90	
2011	5913457	132	3007885	2905572	97	722686	5190771	12.22	

Source: Bureau of Applied Economics and Statistics, Department of Programme Implementation, Government of West Bengal, 2014

# Background: Changing trend of urbanization in undivided Medinipur District

West Bengal regarded as one of the most urbanized states in India with 28 % (as of 2001) of the population lives in the urban areas and it has shown a growth to the extent of 20.2 % during the last decade (as of 2011). As per latest census (2011), about 32 % people are living in the urban area. Since independence, the state of West Bengal had witnessed a steady rate of urbanization. The following Fig-1 reveals that since independence, the percentage of urban population in West Bengal has always been higher than the national average. West Bengal

TABLE-2: % SHARE OF URBAN POPULATION TO DISTRICT URBAN POPULATION,						
1991 & 2011						
Area	Population	Density of	%	Share of	Share of	Difference
(Sq.	(Number) in	Populatio	Population	District's	District's	
Km.)	2011	n ( per Sq.	to district	Urban	Urban	
2001		Km.)	Population	Populatio	Populatio	
			in 2011	n in 2011	n in 1991	
3037.64	1136548	374	19.22			
17.04	61712	3622	1.04	10.92%	9.53%	1.39%
2441.5	1435321	588	24.27			0.00%
14.78	169264	11452	2.86	29.96%	28.30%	1.66%
2913.17	2293909	787	38.79			0.00%
90.65	207604	2290	3.51	36.75%	40.12%	-3.37%
953.09	1047679	1099	17.72			0.00%
16.58	23629	1425	0.4	4.18%	3.77%	0.41%
11.65	16384	1406	0.28	2.90%	2.78%	0.12%
10.36	19611	1893	0.33	3.47%	3.38%	0.09%
10.36	12118	1170	0.21	2.15%	2.28%	-0.13%
10.36	54591	5269	0.92	9.66%	9.83%	-0.17%
9368	564913	631	100	100%	100%	
	Area (Sq. Km.) 2001  3037.64  17.04  2441.5  14.78  2913.17  90.65  953.09  16.58  11.65  10.36  10.36  9368	Area (Sq. Km.) 2011  3037.64 1136548  17.04 61712 2441.5 1435321  14.78 169264  2913.17 2293909  90.65 207604  953.09 1047679  16.58 23629  11.65 16384 10.36 19611  10.36 12118 10.36 54591 9368 564913	Area (Sq. (Number) in Km.) 2011 Density of Population n (per Sq. Km.)  3037.64 1136548 374  17.04 61712 3622 2441.5 1435321 588  14.78 169264 11452  2913.17 2293909 787  90.65 207604 2290  953.09 1047679 1099  16.58 23629 1425  11.65 16384 1406 10.36 19611 1893  10.36 12118 1170 10.36 54591 5269 9368 564913 631	Area (Sq. (Number) in Km.)         Population (Number) in (Population n (Population n (Population in 2011)         Population to district Population in 2011           3037.64         1136548         374         19.22           17.04         61712         3622         1.04           2441.5         1435321         588         24.27           14.78         169264         11452         2.86           2913.17         2293909         787         38.79           90.65         207604         2290         3.51           953.09         1047679         1099         17.72           16.58         23629         1425         0.4           11.65         16384         1406         0.28           10.36         19611         1893         0.33           10.36         12118         1170         0.21           10.36         54591         5269         0.92           9368         564913         631         100	Area (Sq. (Number) in (Sq. 2011)         Population (Number) in (per Sq. Km.)         Density of Population n (per Sq. Km.)         % Population to district Population in 2011         Share of District's Urban to district Population in 2011           3037.64         1136548         374         19.22           17.04         61712         3622         1.04         10.92%           2441.5         1435321         588         24.27         29.96%           14.78         169264         11452         2.86         29.96%           2913.17         2293909         787         38.79         36.75%           953.09         1047679         1099         17.72         16.58         23629         1425         0.4         4.18%           11.65         16384         1406         0.28         2.90%           10.36         19611         1893         0.33         3.47%           10.36         54591         5269         0.92         9.66%           9368         564913         631         100         100%	Area (Sq. (Number) in (Number) in (Population (Rm.))   2011   (Population (Number))   (Population (N

Source: Bureau of Applied Economics and Statistics, Department of Programme Implementation, Government of West Bengal, 2014

Now ranks fourth amongst the Indian states in terms of the absolute size of urban population though the average density of the urban population in West Bengal, 6798 per sq. km, is highest in the country.

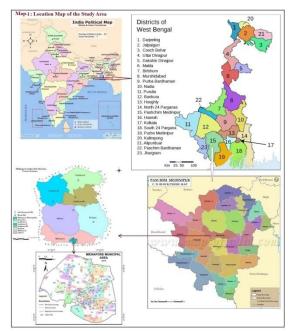
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Table-1 shows the increasing trend of urban population over different census of undivided

Medinipur District. The last column indicates % of urban population to total population in different census year. Paschim Medinipur district has eight more urban areas but Midnapore town is the second ranking urban area which holds around 30% of urban population to total district urban population (Table-2). Even we observed that permanent dwellers of Jhargram and Chandrakona town have shifted their residence from their own town to Midnapore town.

# Study area at a glance -Midnapore Municipal Area:

Midnapore town is the second distinguished urban area in Paschim Medinipur district and district headquarter since its formation as an urban centre in West Bengal. All administrative, commercial, education and health centers are located in this



urban area. People from different parts somehow are supposed to come at this urban area to meet their variety of needs. A significant numbers of teachers are living over the mostly peripheral wards. Interestingly once they did their Post Graduate degree from Vidyasagar University but initially they came from other part of the same district or other districts. Due to different facilities, this urban area has been selected for permanent living unit. On the contrary, urban slums also developed significantly.

#### **OBJECTIVES:**

- To measure the degree of coping strategy of the slum dwellers.
- To assess the strategies that adopted by the slum dwellers to cope with poor conditions.

#### **DATA AND METHODS:**

About 20 slums were randomly selected across the municipality. From each selected slum, 10 households were again randomly taken as samples. Purposive sampling adapted to some degree to know the opinion of those households together who took part in group discussion personally. Structured questionnaire included household information as well as their opinion on cope strategies which have been adopted for leading life in challenging environmental set up in urban area.

TABLE-3: DATA AND METHODS OF THE STUDY						
Key question	Data	Data Collection	Data Analysis			
1. Standard of	andard of Account of assets per household		Through			
living		survey through	SPSS-			
2. Degree of	Improved current economic	structured	software and			
coping strategy	condition, Reduced expenditure on	Questionnaire &	Composite			
	food items, purchasing pattern,	Focus group	Index.			
	housing and dwellings units etc.	discussion				

Collected data are coded and arranged in SPSS software. This coded data are analysed using simple composite index and cross tabulation to get the value of Degree of coping strategy and standard of living (Table-4).

TABL	TABLE-4: DEGREE OF COPING STRATEGY BY SIMPLE COMPOSITE INDEX									
	(MEASURING TECHNIQUES AS A SAMPLE)									
Improve	Reduce	Reduced	Reduced	Loan	Marria	Taken	Prefere	Healt	Total	Degree
d current	d	expendit	expendit	taken	ge of	Famil	nce of	h	respons	of
economi	expend	ure on	ure on	and	childre	У	Childre	Insura	e	coping
c	iture	purchasi	housing	Mortga	n at	Planni	n	nce		strateg
conditio	on	ng	and	ged or	early	ng	Educati	status		у
n	food	pattern	dwelling	sold	age		on			
				househ						
				old						
				assets						
1	1	1	1	1	1	1	1	1	9	Activ
0	1	1	1	1	1	1	1	1	8	e
0	0	1	1	1	1	1	1	1	7	
0	0	0	1	1	1	1	1	1	6	Mode
0	0	0	0	1	1	1	1	1	5	rate
0	0	0	0	0	1	1	1	1	4	
0	0	0	0	0	0	1	1	1	3	Weak
0	0	0	0	0	0	0	1	1	2	
0	0	0	0	0	0	0	0	1	1	
0	0	0	0	0	0	0	0	0	0	Not
										copin
										g
Yes=1		No=0	1			•			•	

#### **RESULT & DISCUSSION:**

#### 1. Coping Strategies of the Households:

In general every poor household taken some strategies for their living and struggling against their poor condition and always made an effort to improve their family background. But it is not always being effective. Over the study area, it is found that only 98% households have adopted coping strategies out of which about 20.5% HHs adopted weak

TABLE-5: HHS BY DEGREE			
	% of		
Not Coping	2.0		
Weak Coping	20.5		
Moderate Coping	65.5		
Active Coping	12.0		
Source: Analysis of Authors			

coping strategies, 65.5% HHs adopted moderate coping strategies and 12% households adopted active coping strategies, but remaining 2% have not yet been taken any strategies to fight against with their poor conditions. Most of the cases household consciously or unconsciously follow four coping strategy for adjustment of their different situation such as "Instrumental strategies, or direct actions, are directed towards managing the threat or stressor itself; Intra-psychic strategies are aimed primarily at regulating or minimizing the accompanying emotional distress; Inhibition of action is an initiatives or the ability to resist taking action when such action would increase the likelihood of harm, danger, or conflict with moral restraints, and Information seeking

involves the instrumental activity of gaining a basis for action and also is a form of support mobilization that can relieve emotional distress" ( **Lazarus & Launier**, 1978)<sup>18</sup>. In the following, an account of strategies is discussed what different households have been taking to cope with the varied situation.

#### 1.1 Loan taken and Mortgaged or sold of household assets:

The negative strategy taken by households for reducing their daily life stresses (Coyne et al., <sup>6</sup> 1981, Folkman & Lazarus<sup>11</sup>, 1980) like loan taken with high rate of interest, selling

TABLE-6: AMOUNT OF LOAN TAKEN (RS.)				
Loan (Rs.)	% of households			
<10,000	11.0			
10,000-20,000	8.5			
>20,000	6.0			
Total 25.50				
Source: Field Survey				

TABLE-7: MORTGAGED / SOLD					
HOUSEHOLD ASSETS					
Mortgaged/ Sold	% of households				
household assets					
Not yet	94.0				
Yes	6.0				
Source: Field Survey					

Household asset like to furniture, jewellery, land, animals, farm produce, clothes etc. But inversely it effects on households. With the purpose of household sustenance expenditure or for small business households are taken loans from formal or informal institutions. In the study area, currently 25.5% households have taken loan in which less than Rs. 10,000/- amount loan taken by 11% HHs, Rs.10000-20000/- amount loan taken by 8.5% and more than Rs. 20000/- amount loan taken by only 6.0% household (Table-6). Regarding the place of source of loan, about 47.06% HHs got the loan from co-operative bank, 15.70% HHs from corporate bank and moneylender and remaining 21.55% HHs from others bank or informal sectors.

In case of Mortgaged & Sold household assets, there are only 6% HHs agree with that (Table-7). Most of heads of households said that during crucial period such as illness, daughter marriage etc. they were bound to mortgage or sell household assets (like land, animals, farm produce, clothes etc.) to cope with the situation (source: focus group discussion).

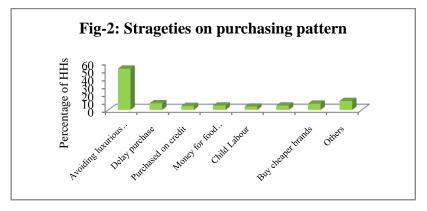
#### 1.2. Recuperating current economic condition and alternative works:

Income coping strategy mainly comes from different supplementary occupation (**Raqib Abu-Salia¹**, **2015**) which helps to cope with harsh situation in job stresses (**Janina C. Latack et al., 1986**)<sup>17</sup>. Across the slums, it is found that around 22.97% HHs took an initiative to overcome the crisis by means of developed & improvement of small business, on

TABLE-8: STEPS TAKEN TO IMPROVE FURTHER CURRENT ECONOMIC CONDITION				
Steps taken	% of Households			
Developed & improvement of small business	22.97			
Increased income through alternative job	56.76			
Increased working time	12.16			
Others	8.11			
Source: Field Survey				

the other hand increase income with alternative job were the option to 56.76% HHs and increased working time was considered by 12.16% HHs shown in table-8. Besides, 45.71% head of household now engaged with alternative job, 31.43% found supplementary work, 16.19%

HHs seeking more wage employment and 6.67% engaged with others work for the intention of changing their economic conditions and cope with their income inability.



# 1.3 Reducing expenditure on food items and purchasing pattern:

**James O. Owino et., al.** (2013)<sup>23</sup> conducted study in Kenya, shows that food insecurity among poor people does force them to take different coping strategy like- skip meal (**Corbett**, 1988)<sup>6</sup>, eat less preferred food, limited variety of food, eat unwanted food and insufficient of food for whole day and night. So far the concern of reducing expenditure on food item, only 17.5% households reduced their expenditure on their food items in which 10% households diminished their overall food consumption and 7.5% household consumed

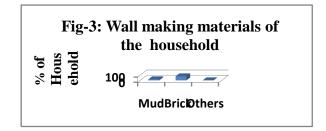
fewer meal per day (Table-9). But in case of purchasing pattern, 82.5% household reduced expenditure on their purchasing pattern in which avoiding luxurious items almost 52.32%, buying of household commodities being affected by nearly 8.44% HHs and bought cheaper brands about 8% HHs (Fig-2). Also 5.06% households purchased household good on credit, spending money mostly for food items and merely (5.49% HHs) taking free medicine check up and medicine and around 11.38% households taken others strategies for purchasing

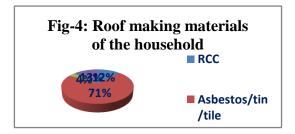
TABLE-9: STEPS TAKEN TO REDUCE EXPENDITURE ON FOOD ITEMS			
Steps taken	% of		
	households		
Not yet	82.5		
Eat fewer meal per day	7.5		
Reduces overall food consumption	10		
Source: Field Survey			

pattern. This problem maximally has been especially among women because reproductive age is mainly depending on food intake (**Kabeer**, 1990)<sup>14</sup>.

#### 1.4 Diminishing expenditure on housing & dwelling purpose:

Shelter / accommodation is a basic need of human beings. Expenditure on housing and dwelling are essential for





every family but varies household to household depending. Housing and dwelling expenditure includes maintenance and repair, alterations and improvements, council tax, domestic and service charge for rent etc.

Among the selected slums, out of 200 households, 20% having kuchha house, 58.5% semi-

pucca and only 21.5% houses are pucca. Wall and floor of living units constructed by brick and concrete nearly 77% and 58.5% HHs respectively, while mud used for making the same of 20.5% and 28% HHs to total surveyed HHs (Fig-3). It is found that roof was made by asbestos or tin or tile of 71% HHs, about 13% HHs used thatched and 12.5% HHs with RCC and only 3.5% HHs by tarpaulin for making roof (Fig-4) (**Dutta & Rath, 2017**)<sup>9</sup>. For the

TABLE-10: STEPS TAKEN TO REDUCE EXPENDITURE ON HOUSING &					
DWELLING					
Steps taken	% of households				
Self-help housing with	21.50				
low cost materials					
Rented low cost housing	4.50				
Others	3.0				
Source: Analysis of Authors					

overall maintenance, our analysis shows that about 28.5% household reduced their housing maintenance and dwelling related expenditure in which 21.50% HHs dwelling of self-help housing with low cost materials, 4.5% HHs living at rented low cost house and remaining 3% adopted other strategies (Table-10).

#### 1.5 Marriage of children at early age:

Food insecurity, low income can increase the early child marriage (**Palak Gupta. et. al.,** <sup>13</sup> **2015** and **James O. Owino et. al.,** <sup>23</sup> **2013**). There are only 11% household's parents (Table-11) think

that early children marriage may reduce their economic burden and bring down rearing cost also, on the other hand, they could be free from family burden through give up their family responsibility to their son as well as taking some dowry which is an additional income. Sometimes, early children marriage creates family unrest and/or health hazards for the

TABLE-11: EARLY CHILDREN MARRIAGE REDUCES ECONOMIC BURDEN				
% of Household				
No	89			
Yes 11				
Source: Field Survey				

women and/or children under age. Though Government has taken initiative to stop early marriages, nevertheless it is the common practice in poor neighborhoods like slum areas.

## **1.6** Use of Social support(s):

Social support is a group coping strategy which removes social solitary (Janina C. Latack et al., 17 1986; Mitchell et al., 19 1983) due to cognitive and behavioural support. During troublesome period of the households, 63.39% and 31.70% HHs asked help from their relatives or friends and neighbours respectively in terms of economic or social assistance (Table-12). Most of the households were taken financial help from their relatives (63% HHs), during

TABLE-12: TAKEN SOCIAL AND ECONOMIC SUPPORT DURING TROUBLESOME PERIOD			
Taken Social support	% of Household		
Asked relatives/friends for	63.39		
help			
Asked neighbours for help	31.70		
Others 4.91			
Source: Field Survey			

health problems and they have taken support mostly from their neighbour's (47%) and at the time of any social problems they get assistance from their neighbour's (49.5%) shown in table-13.

But some portions of household have taken financial, health and social assistance from money lender and others also (Table-13). Coping resources (capacity) are helpful to construct interpersonal relationship by two resources

i.e. social resources (family, friends, fellow workers, neighbours, and voluntary association) and psychological resources (self esteem, self denigration, self actualization etc) which can remove socio-economic tension (Carmi Schooler, 2014)<sup>28</sup>.

TABLE-13: DIFFERENT SOURCES					
OF ASSISTANCE TAKEN BY SLUM					
	DWELLER	RS			
Sources	Financial	For social			
	needs (%)	problems (%)			
Relatives	63.0	23.0			
Friends	2.5	19.0			
Neighbours	27.0	49.5			
Others	7.5	8.5			
Source: Analysis of Authors					

### 1.7 Family Planning:

Family coping is a comprehensive strategy which includes different adaptive processes i.e. problem solving, information seeking, helplessness, escape, self-comforting, support seeking, delegation, social isolation, accommodation, negotiation, submission and opposition explained by **skinner et.al.**, <sup>10</sup> (2016). Family planning is another type of coping strategies by which family

can reduce their expenditure and proper care to be given to the rest of children. In the slums of Midnapore town, only 38% couples have adopted birth control strategies using contraception device and birth spacing between two successive children is understood by a few couples (only 5%) in surveyed household (Table-14). The study also reveals that due to lack of education and awareness, most of household's couple

TABLE-14: FAMILY PLANNING				
TAKEN				
Family	% of	Total		
planning	Household	Total		
Birth control	38%	43%		
Birth spacing 5%				
Source: Analysis of Authors				

don't have an idea or perception to control births, consequently family size increasing may have an inverse impact on coping strategies as well as family economy.

#### 1.8 Preference of Children Education:

Children are the future for society. If parents offer a proper education for their next generation, children could be stronger in respect to earning members and societal development. An educated

man can reduced all stresses by taking proper and rational decision than the non-educated man. Also education in the family can change family culture as well as social status thereby future trends of the family will be healthy which can stabilise social unrest and develop socio-economic prosperity. So, place and

TABLE-15: PREFERENCE OF INSTITUTE					
FOR CHILDREN'S EDUCATION					
Types of institutes	% of households	Total			
Private institutes	2	75.5%			
Govt. institutes	73.5				
Source: Field Survey	/				

intention of parents about children education is the important factor in the society. In the study area about 73.5% parents are in the favour children higher education and prefer government institutions due to poor economic condition and 2% households wish to make children study finish from private institutions as their expectation that children may get govt. job or more wages employment (Table-15). It is remarkable that 4.22% households stopped their children study

from school and send them as wage labour i.e. as child labour and it is also increasing day by day to meet the household's sustenance. It is a negative coping strategy of the family further which can affects their children future.

#### 1.9 Health Insurance:

In the modern age, health related issues in urban area are a matter of concern. It is very common that urban slum in India comprises unhygienic environmental condition which is more susceptible to different types of diseases especially communicable diseases. Moreover, slum

areas in urban environment mostly face chronic health issues due to unfavorable, congested living environment, poor drain and road system and so on. For those areas, health campaign, free health check up and mandatory health insurance with minimum costs are essential. Otherwise a certain amount is spent for treatment that has a negative

TABLE-16: HEALTH INSURANCE OF THE HOUSEHOLDS				
Health Insurance	% of			
No	67			
Yes	33			
Source: Field Survey				

impact on their day to day life. Only 33% HHs come under the health insurance (Table-16). There is no such private health insurance schemes adopted for the chronic health problems.

# **CONCLUSION & POLICY IMPLICATION:**

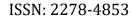
In general, the case study brings to understanding the socio-economic state along with the crisis what slum dwellers are going through in their day to day life as an underprivileged section in an unhealthful and unsanitary urban environment. In developing countries, a significant number of urban populations are sharing slums like living areas that is the matter of concern to urban authority. Most of the households in slum areas are having low average income, different socioeconomic stresses, unemployment, underemployment, poor health facility and so on. In this view, enhancement of skill or capacity of an individual in terms of getting better job or improving the living status could be an appropriate tool in keeping away from the trap of vicious cycle of poverty as well as stresses in their daily life. Although many families have been trying to improve their present status of living adopting the several strategies, some of them are mentioned in the present study which is more or less similar in case of others slum area of Indian urban areas in general. Government has taken different initiatives for socio-economic development of slums of India, nonetheless, quantity of slums increasing and deteriorating environmental condition as a whole. Special attention should be given for those households are week in taking alternative or positive initiative to cope with the crisis. For them, special programs or drives are required to be taken. Moreover, with the government actions, an individual efforts and consciousness also could play a vital role to cope with different stresses deliberately. On the basis of descriptive results, 98% of the households in the slums of Midnapore town adopted strategies in coping with major problem in their daily life in which only 12% households adopted active, 20.5% households adopted weak and 65.5% households adopted moderate coping strategies, still 2% of the household have not yet been adopted any strategies, rather sometimes they taken negative coping strategies. Introducing social welfare schemes, changing the negative attitude of the poor dwellers, socio-economic diets, general public awareness and increasing accurate knowledge about poor communities may be effective measures by all government and non-governments to handle the situation. It is also needed for further research how individual effort and consciousness about coping strategies can be increased? Because poor condition is not an inheritance, it is human induced due to apathy about their status, can be improved by their own efforts.

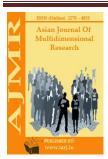
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# Asian Journal of Multidimensional Research (AJMR)

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**UGC APPROVED JOURNAL** 



# TEACHING APTITUDE OF PROSPECTIVE TEACHERS PURSUING B.ED. COURSE THROUGH DISTANCE MODE

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#### **ABSTRACT**

The performance of a teacher is dependent to a great extent on his aptitudes and beliefs. The aptitude of teacher influences the performance as well as behaviour of the student. Teaching aptitude is one important criterion for success in the teaching profession as a teacher. In order to respond to the new and increasing pressure of 21st century digital society, there is a need of a competent and committed skilled teacher who can truly materialize the dream of the Kothari Commission Report(1964-66) that the destiny of India is being shaped in her classrooms. Therefore, it is essential to accept teacher-trainees having high level of teaching aptitude and so to train them according to the signs of time. Keeping this in mind, the importance of teaching aptitude as an important criterion, the present study was undertaken by the investigator with the objectives to study the Teaching Aptitude of Prospective Teachers Pursuing B.Ed. course from the Distance Mode based on the basis of gender, marital status, degree and relationship among teaching aptitude and teaching effectiveness. Data was collected from 50 prospective teachertrainees of from Magadh University in regular as well as distance mode through the administration of a standardized tool called as Teaching Aptitude Test Battery (TATB). Mean, median, t-test and chi square were executed to analyze the data. The study revealed that there is no significant difference between the mean scores of prospective-teachers of distance mode in their teaching aptitude on the basis of gender, marital status and degree they posses. The study also revealed that there is no significant relationship among the same variables in their teaching aptitude as well as teaching effectiveness.

KEYWORDS: Criterion, Skilled Teacher, Materialize, Prospective Teachers, Aptitude, Pursue.

#### I. INTRODUCTION

Aptitude refers to "quality of being fit for a purpose or position" (Douglas, 2007). Teaching Aptitude is the quality of being fit for teaching profession. Therefore. Teaching Aptitude is considered as the determinant factor of effective teaching. If the teachers are empowered with necessary skills and competencies, they can inculcate the skill in other persons and mainly in pupils (Dutt & Rao, 2001).

They can tailor their teaching strategies to student responses and encourage them to analyse, interpret, and predict information. Instead of spending time memorizing material, filling in the blanks on work sheets, and repeating large numbers of similar problems, students need to learn to solve novel problems, integrate information, and create knowledge for them.

They are strongly committed to the importance of content delivery and tend to be task-oriented. They understand the demands of teaching the content, the characteristics of their students, and the importance of decision making in keeping students on task. Researchers suggest that teacher's knowledge of subject matter; student's learning and teaching methods are important elements of effective teaching, which are closely related to Teaching Aptitude.

The dynamic and complex nature of teaching requirements seek that the teachers should prepared to be self monitoring individuals. They need to be capable of self analysis and making systematic observations for patterns and trends in teaching-learning behaviour. Effective teachers can inquire into student's experiences and build an understanding of learners' capacity to analyse what occurs in classrooms and in the lives of their students. The teacher can change the orientation from a view of teaching as 'static', to teaching as 'dynamic' and ever-changing. Then the teacher becomes a reflective teacher.

Reflective teachers can learn all through inner journey of self for teaching from both theory and practical. They can surpass on their undertakings and reflect on the teaching. Such teaching requires that they could be sensitive to the diversity of student's needs. Reflective teacher often ask basic questions about the appropriateness and success of their teaching.

In any educational system, teachers are the source of existence, energy and enrichment. All policies gave due importance to pre-service education, that they are the tomorrow's stake holders. A better understanding of the determinants of effective teaching should enable education professionals, curriculum developers, and policy makers to adapt suitable changes in the field of pre-service teacher education and they can think of the measures that can be taken for improving the quality of pre-service training. Through teacher education all the essential qualities and goodness is being inherit in our prospective teachers. They get polished after hard work which directly affects their academic achievement that helps them in their future.

#### II. SIGNIFICANCE OF THE STUDY

Quest for quality or effectiveness has been the characteristic of the entire history of human civilization. It is the driving force behind all human endeavors. Teacher quality, which is very much associated with Teaching Aptitude, is considered as the main spring for all educational innovations. Several studies had provided substantial evidence favouring teaching aptitude, for quality education. Complexity and multi dimensional nature of teaching aptitude warrants a comprehensive study of the factors related with it.

How student teachers with Teaching Aptitude in self can be identified? How Teaching Aptitude can be reliably measured? In the case of teachers, teacher educators and teacher trainees, how can we infer their level of teaching aptitude from related factors? What are such factors? Can we predict Teaching aptitude from achievement in Teacher education? These are some of the questions which need to be answered.

Teacher Education refers to the policies and procedures designed to equip prospective teachers with the knowledge, attitude, behaviour and skills they require to perform their task effectively in the classroom, school and wider community. To achieve this one must go through a proper learning process. If it is provided only then a prospective teacher can do his/her best in academic achievement. B.Ed. course is offered in both distance and regular mode. Teachers are always considered as the backbone of a school; the more they are skilled the more students will achieve knowledge and chance to develop. So the study is being conducted to find the level of teaching aptitude and of prospective teachers pursuing B.Ed. from the distance mode.

#### III. STATEMENT OF THE PROBLEM

Teaching Aptitude of Prospective Teachers Pursuing B.Ed. Course through Distance Mode

#### IV. OPERATIONAL DEFINITIONS

**Teaching:** the occupation, profession, or work of a teacher.

**Aptitude:** a natural ability to do something

Prospective Teachers: expected or expecting to be the specified thing in the future

**Pursuing:** to continue doing an activity or trying. To Learn more.

**B.Ed.:** a graduate professional degree which prepares students for work as a teacher in schools

**Course:** a set of classes or a plan of study on a particular subject, usually leading to an exam or qualification of classes or a plan of study on a particular subject, usually leading to an exam or qualification.

**Distance Mode:** a way of learning remotely without being in regular face-to-face contact with a teacher in the classroom

#### **OBJECTIVES OF THE STUDY**

- **1.** To find whether there is a significant difference between the mean scores of Prospective-teachers of distance mode in their teaching aptitude on the basis of gender.
- 2. To find whether there is a their teaching aptitude on the basis of their marital status.
- **3.** To find whether there is a significant difference between the mean scores of Prospective-teachers of distance mode in their teaching aptitude on the basis of their degree.
- **4.** To find whether there is a significant relationship between the mean scores of the prospective teachers of the distance mode in their teaching aptitude and teaching effectiveness.

#### v. TOOL USED

Teaching Aptitude Test Battery (TATB) by R.P.Singh and S.N.Sharma (1998)

#### vi. METHOD USED

The investigators adapted survey method for the present study.

#### vii. POPULATION OF THE STUDY

Magadh University distance mode B.Ed. prospective teachers.

#### viii. SAMPLE

The researcher gathered data from 50 prospective teachers.

#### ix. STATISTICAL TECHNIQUES USED

- 1. Mean
- 2. Standard Deviation
- 3. Critical ratio test ('t' test)
- 4. Chi square

#### x. DELIMITATIONS OF THE STUDY

- 1. The study is os of teaching aptitude and academic achievement of prospective teachers pursuing B. Ed.
- 2. The study is from prospective teachers at Magadha University.
- 3. Sample is 50 each from each mode.

#### xi. NULL HYPOTHESES

- 1. There is no significant difference between the mean scores of Prospective-teachers of distance mode in their teaching aptitude on the basis of gender.
- 2. There is no significant difference between the mean scores of Prospective-teachers of distance mode in their teaching aptitude on the basis of their marital status.
- 3. There is no significant difference between the mean scores of Prospective-teachers Of distance mode in their teaching aptitude on the basis of their degree.
- 4. There is no significant relationship between the mean scores of the prospective teachers of the distance mode in their teaching aptitude and teaching effectiveness.

#### **NULL HYPOTHESIS – 1**

There is no significant difference between the mean scores of Prospective-teachers of distance mode in their teaching aptitude on the basis of gender.

TABLE - 1

Gender	N	Mean	SD	t-value	Remarks
Male	20	36.21	5.58	1.85	NS
Female	30	39.13	4.97	1.00	

(At 5% level of significance, the table value of 't' is 1.96)

It is inferred from the **table 1** that the t-value is 1.85 which is less than the table value of 1.96 at 5 % level of significance. Hence, the null hypothesis is accepted. It means there is no significant difference between the mean score of perspective teachers in their teaching aptitude on the basis of their gender.

#### **NULL HYPOTHESIS – 2**

There is no significant difference between the mean scores of Prospective-teachers of distance mode in their teaching aptitude on the basis of marital status.

TABLE - 2

Marital status	N	Mean	SD	t-value	Remarks
Married	22	38.00	5.60	0.02	NS
Unmarried	28	37.96	5.29	0.02	

(At 5% level of significance, the table value of 't' is 1.96)

It is inferred from the **table 2** that the t-value is 0.02 which is less than the table value 1.96 at 5% level of significance. Hence, the null hypothesis is accepted. It means there is no significant difference between the mean score of Prospective-teachers of distance mode in their teaching aptitude on the basis of their marital status.

#### **NULL HYPOTHESIS – 3**

There is no significant s difference between the mean scores of Prospective-teachers of distance mode in their teaching aptitude on the basis of their degree.

TABLE - 3

Degree wise	N	Mean	SD	t-value	Remarks
Graduate	19	37.63	5.85	0.22	NS
Postgraduate	29	38.20	5.11	0.22	110

(At 5% level of significance, the table value of 't' is 1.96)

It is inferred from the **table 3** that the t-value is 0.22 which is less than the table value 1.96 at 5% level of significance. Hence, the null hypothesis is accepted. It means there is no significant difference between the mean score of Prospective-teachers of distance modein their teaching aptitude on the basis of their degree.

#### **NULL HYPOTHESIS – 4**

There is no significant relationship between the mean scores of the prospective teachers of the distance mode in their teaching aptitude and teaching effectiveness.

TABLE - 4

No. of Pros. Teachers	Teaching Aptitude		Teaching Effectiveness			r	Remarks
	Σχ	$\Sigma x^2$	Σy	$\Sigma y^2$	Σχ		
50	1788	68060	1823	70589	67954	0.034	NS

It is inferred from table 4 that there is no significant relationship between the prospective teachers of distant mode in their teaching aptitude and teaching effectiveness. Hence, the null hypothesis is accepted. It means, there is no significant relationship between the mean scores of the prospective teachers of distance mode in their teaching aptitude and teaching effectiveness.

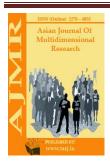
#### xii. CONCLUSION

It is quite clear from the above table that there is no significant different between the mean scores of the prospective teachers of the distance mode in their teaching aptitude on the basis of gender, marital status, degree and no significant relationship prospective teachers of distance mode in their teaching aptitude and teaching effectiveness

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# CURRENT SCENARIO OF BOLLYWOOD FILMS AND ITS IMPACT ON THE SOCIETY AND CULTURE

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#### **ABSTRACT**

The primary objective of underlying research is to study and analyse the effect that modern Indian cinema (Hindi cinema) plays on shaping the society and culture. The background for this study includes previous research published across the internet and various university publications, along with certain books covering the subject. The aim of this study is to recognize where films (Hindi cinema) are influencing the society, how social influence enters the film, and what causes filmmakers to deliver the bad cinema, what motivates them to create good cinema, and how our film industry can function for the good of the society. The research methodology followed is qualitative phenomenology, data from primary as well as secondary sources has been collected. Survey questionnaire has been employed for impact analysis on behaviour and culture. The survey has been conducted with a sample size of 1500 subjects among general public of Rohilkh and Region. The result drawn from the findings suggest drastic impact of films on society and culture, the influential impact in shaping society is both negative and positive. Conclusively, the research has established or highlighted the current role of cinema, and the probable path that if followed could help achieve the societal and cultural goals of Indian society.

**KEYWORDS:** Phenomenology, Conclusively, Enormous, Dowry, Female, Feticide Widow Re-Marriage, Partition,

#### 1. INTRODUCTION

Cinema is the entertainment medium of mass communication and mass education which has enormous scope of reaching the heaps with great impact. The role of Indian cinema towards bringing awareness and educating the mass in a country like India where a large proprotion of the population lives in rural areas becomes important. The Indian Parallel Cinema has beautifully transformed and re-invented itself from socially relevant topics of child marriage, dowry, female feticide, widow re-marriage, partition, class and caste based storyline to a simple love story. Here, we have numerous examples of cinema shaping the society in two broad directions, the good, and the bad. Cinema has a constant impact on the society, and as societal growth and development, along with the culture, is in a consistent influential state, it becomes entirely necessary to study the effects that films impose. The study entitled "Current Scenario of Bollywood Films and Its Impact on Society and Culture," proposes to identify the current trends in film production and the impact that films have on the individual components of society, which shapes the culture for future generations to follow.

#### 2. LITERATURE REVIEW

Initially, there was no class differentiation such as Art Film or Commercial Film because a film was solely judged on its content whether it is good or not. It was in the late 70s when the people who have a good understanding of cinema and excelled in their field as writers, actors, directors or producers sensed the emptiness that was creeping in the content of the films slowly decided the need for an institution which would educate filmmakers about the art of filmmaking and try to maintain a certain standard. The conception and establishment of FTII (Film and Television institute of India) Pune was a result of this need and effort. This institute trained people in film making, writing scripts, cinematography and many other aspects related to cinema. As a result, we could see films that brought a new genre to existence known as parallel cinema or Art films. Being different in treatment from the commercial cinema, these films worked as agent of change in the mind-set of people. These were the films like Arth and Gaman that showcased the real problems in the life of common people. This genre not only picked up the real life problems of common man but also portrayed the psychological battle people go through. These films were entertained by a large section of the society as these were the films with social relevance.

A film which has a social relevance and if the audience or even a small group of people can connect to it, then that affects his/her life in a big way, although that in today's scenario might not be a commercially viable or a hit, where it has become increasingly difficult to find a decent plot in the whole duration of the film, but it has served its purpose in a way. Finding such a film; again has become painstakingly difficult. Today a majority of filmmakers are looking for a formula that will guarantee a film to be a success, such a formula fortunately does not exist which results in another bizarre scenario, which is making a film on almost the same plot and execution of another film, which in recent past have worked with the audience.

A filmmaker should focus on making more meaningful and socially relevant films, s/he should be able to rise above the usual route which follows a certain formula which has worked in the past or a film which is totally dependent upon the presence of a star. It has come to this because cinema has been reduced to a mere medium of entertainment, and the word 'entertainment' is anyways a highly misused word. The other thing, it is now believed to be an investment to make money with a relatively small capital.

In the article "Cinema impact on society" by Zia (2008), it has been emphasizes that cinema is the exaggerated form of mass entertainment. The seriousness of the matter can be understood by the incident of the money investments made by the elements of the underworld which rocked the Hindi film industry in the 2000s. It was the first incident that came into light, but most probably not the first incident that occurred in the industry. It was the period where the medium responsible for educating people fell victim to the very evil it preaches against because of the commercialization that happened to it. People stopped believing in it as a medium of art, but as a business investment which might guarantee many folds return. This ideology corrupted cinema in its true form and as a result the content took a dive and films suffered.

One of cinema's major objective and responsibility is to educate people and make them more aware but now it does no such thing, now it dumbs people down, not all of them but an adequate percentage which has a much wider release and reach than the slightly more socially aware or intelligent films (*Parekh:2001*). It is considered un-harmful to society and people which does has long term effects as a lot of people underestimate the power of cinema and the effects it has. A very large population has adopted or come to terms with the way things are which has reduced cinema to be a mere means of entertainment as it has become more escapist than ever. Even the film journalists now consider on the amount of *masala* they have and how to use it before writing on cinema. They don't talk about how and when the nature of cinema changed, which once had a responsibility towards the society has now become a mere vehicle for mindless entertainment.

People are now re-grasping the power of cinema and debating about how the content in the last few years has gone bad to worse and we are in need of good writers and good stories. Raising the standard bar of cinema will ultimately benefit us. The biggest problem in the way is that a number of producers want to capture the market and milk as much money out of it is possible, they are not focusing on the content of the script but the amount of money it has the potential to bring in (*Parekh*:2001).

Jyotika Virdi (2003) talks about how India produces more films than any other country and these works are consumed by non-Western cultures in Africa, Eastern Europe, the Middle East, and by Indian communities across the world in her *The Cinematic Imagination: Indian Popular Films as Social History*. The text also focuses on how such a dominant medium configures the "nation" in post-Independence Hindi cinema.

The bane of our cinema is the lack of research, which leads to false portrayal of places and people, it is understood that cinema is fiction but it is also expected that it will have some relevance to the reality. That is unfortunately not the case, for example the portrayal of village that we see nowadays in most films does not even touch the reality of it. It has been limited to a certain scenarios and situations which have been very generic. It doesn't talk about the real issues that are in place and does nothing in rectifying it by the power of the medium, but it has been limited to scantily clad women being exploited by a high caste man stereotype which has been portrayed on the big screen from a very long period to be bothered to think upon. The situation has changed for everyone, people are battling a whole new problem but nobody is bothered to portray that in all honesty. The solution is to go to the root of the story with proper research and instead of preaching generic solutions to everything, cinema should aspire to develop a thinking society.

It is not the job of filmmakers or cinema itself to take the audience to a place which is not their own and escape from the reality, which is something the Hindi filmmakers have been accused of every now and then. Even the Govt. of India has recognised the decline in the standard of the content of the story and has implemented bodies like NFDC and such to encourage small budget films which are rich in content by producing it.

It is not very difficult to make a good film; given one has done the proper research and has been honest towards the story s/he's trying to tell, the difficult part is to executing the film in an honest way without worrying about the CBFC as it has very rigid standards and it doesn't budge a lot. If a scene in the film is crucial is taking the story further but that scene doesn't pass through the filter of the board, one will have a very tough time getting it through and if it still happens by some miracle then certification also subtracts the audience group of the already niche film. CBFC is more than a watchdog and it should be strict and rigid at times, even though if it means asking the producer or the director to remove scenes but it should also analyse a film completely before asking to make the changes, it should see that the fabric of the film is not taking a beating because of removal of a certain sequence. It has to be more flexible when one is judging the work of others.

Rajwant S. Chilana (2009) discussed about how Indian cinema is liked not only in India but it is being seen and adored by other counties in the world and with this kind of international attention, faculties, students, scholars have developed a keen interest in the study and research on different aspects of cinema. He also points out that there has not been any bibliographical source with international coverage on Indian cinema so many patrons have suggested in producing a guide to help their research. So his studies reveal a research guide which will help the research programs in South Asian studies, which will also serve as an exhaustive and most up-to-date bibliographical reference on Indian cinema.

Wimal Dissanayake and Anthony R. Guneratne (2003) discussed about the context of Indian film studies, the classic realist text has been given a particular inflection, where it has been aligned with the development of a culture of modernity with certain political ramifications. These comprise the understanding that realist cinema addresses, indeed seeks to constitute a modern spectator invested in the cognitive practice of individualized perception central to the development of a civil society of freely associating individuals.

Kumar (2011) also spoke of cinema as equally complex as its 'impact' today, with television, video, cable and satellite TV vying with each other to careen films on the small screen. It's a huge field, and to analyze its "impact" of its own. And he gave an example of a 'Horror films' for instance, and spoke about the impact of frightening viewers, and slapstick comedies of entertaining and relaxing them. Kung-fu and Karate films might offer a "cathartic" experience, leading to a purgation of the emotions of pity and fear.

In a guidebook to popular Hindi cinema by *Tejaswini Ganti* (2004), she enlightened about the cultural, social and political significance of Hindi cinema, outlining the history and structure of the Bombay film industry, and the development of popular Hindi filmmaking since the 1930s. Since the conception of cinema in India, it has not been given the free hand to deal or portray a lot content which are deemed sensitive, one of them is politics, as it is alleged that the film "Aandhi" was inspired by Indira Gandhi and due to the pressure of the Government, the filmmaker had to make a few changes to the film. Same incident occurred with one of the most famous film of the country 'Sholay', it is alleged that the ending of the film was tampered with

on the direction of the CBFC. The CBFC should not press creative inputs into the filmmaking process; it tampers with the vision of the filmmaker and compromises with the soul of the film on some level. It is very important that we understand the power of cinema, we should understand the impact it has on our society as it shapes our society in subtle ways at times and very visibly at times. We, as a society should become more aware and become participant rather than just being audience as it is us it is affecting. We should try to appreciate and encourage more meaningful cinema and abandon the culture of keeping one's brain at home before going for a film. We should try to expose ourselves with cinema that makes us think and which will help us and the society in the long run because as much as cinema has a responsibility towards us, we also have the same responsibility towards cinema.

#### 3. CURRENT SCENARIO OF BOLLYWOOD CINEMA IN INDIA

Present day Bollywood cinema is marked with light entertainment movies, serious drama on social issues and patriotic fervour. Unlike 60s, there are no serious tragedies and no preaching on values and ethics. Though movies like 'Aligarh' touches very distinct theme on homosexuality, 'City lights' portraits poverty and helplessness of a simple couple who moved from a small town in Rajasthan to the glamorous city of lights Mumbai, and movie like 'Jodha Akbar' represents the royal and historical drama, we have light comic movies like 'GolMaal' and its sequels, 'Welcome' and 'Hera Pheri'. While 'Jindagi Na Milegi Dobara' introduces us to unburden ourselves from the stressful attitude, 'Happy New Year' conveys a serious message through foolish comedy acts. 'Dilwale' is a mock drama of crime and suspense, love and romance.

It was from the 1990s itself that more emphasis was being given to the commercial and entertainment value of a film and less to its moral and ethical message. In this background the decade of 2000's began with the contemporary versions of old classics such as lagan (2001) and Devdas (2002), both of which went on to become huge hits. The film lagan was also India's official entry to the 2002 Oscars. The beginning of the 21st century also brought with itself the first cycle of biopic in the Indian film culture which was mostly based on a revival of the historical genre. A biographical film or biopic is a film that dramatizes the life of an actual person or people. Until the early 2000s, there were very few biopics in mainstream Hindi cinema except probably the 1982 Indo-British co-production about the father of the nation Mahatma Gandhi, titled Gandhi (1982). Even in the 21st century, the trend was continued and these type of films were mostly about national leaders including Ashoka (2001), Bhagat Singh, an anticolonial revolutionary whose story featured in the 2006 hit Rang de basanti; Mangal Pandey, a semi-legendary hero of the 1857 uprisings, featured in The Rising: Ballad of Mangal Pandey (2005) and the great mughal Akbar, who was the subject of Jodha Akbar (2008). The 21st century also saw the production of sequels i.e the continuation of the previous films such as Krishh (2006), Phir Hera pheri (2006), Lagey raho munna bhai (2006), Don (2006) and Umrao jaan (2006). This was a time of experimentation with various subjects and innovation, people no longer wanted to watch movies with the same story line, thus the filmmakers arrayed diverse movies such as social films like Baghban (2003), love stories like Veer Zaara (2004), patriotic films such as Rang de Basanti (2006), Mangal Pandey (22005), Swades (2004); thrillers such as Murder (2004) and comedy like Bunty aur Bubbly (2005). It was also a time when literary masterpieces such as Pinjar (2003), Parineeta (2005), and omkara (2006) graced the celluloid. The time was also ripe for Technological advancement. This was just the beginning of the contemporary period of Hindi cinema and Hindi cinema was achieving new heights of excellence, the varied movies has proven that hindi cinema is now mature enough and has learnt

to take risks. With the films like Tare Zameen Par (2007) and Chak de India (2007) which contains no heroine, no romance, no sex, no violence and yet they have become blockbusters, the success itself is testimony to the fact that the Indian audience has changed and so is the Indian filmmaking process.

As the times further progressed, we realize that the Contemporary films have a better variety to offer. There is something for everyone. If one wants to enter into a dream like sequence with happy endings and a lot of glamour and grandeur one can always opt for the lively films made by Sooraj Barjatya, Aditya Chopra, and Karan Johar which represent candy floss entertainment at its best. If one wants to relive the good old days, one can opt for period films set in the retro era such as Barfi (2012), Once Upon A Time In Mumbai (2010) and The Dirty Picture (2011). Other movies made in the 21st century but set in the 1980s are Special 26 (2013), Himmatwala (2013) and Shootout At Wadala (2013). If one is interested in historical dramas with special focus on costumes of the time one can go ahead with movies such as Veer (2010) and Bajirao Mastani.

The inclination towards remakes and biopics still remain a popular choice for several makers, but the biopics have shifted their concentration from the freedom fighters to the people who have achieved success in a particular field like business or entertainment or sports, some examples of the same can be Guru (2007), Paan Singh Tomar (2012), Bhaag Milkha Bhaag (2013) and Mary Kom (2014). The one issue with biopics has been that they are often looked upon by the mainstream audiences as Documentary movies and thus devoid of any entertainment value. Tigmanshu Dhulia, who directed the biopic on the runner turned bandit Paan Singh Tomar (2012) also pointed out that audiences would think that a biopic without stars would be classed as a documentary. All this shows the dynamism and vitality of the Indian cinema and its tremendous capacity to keep abreast of changes. It is because of these features that the Indian cinema influences the dominant urban culture in more ways than one. It exercises its influence on all other art forms such as television, theatre, advertising, music, information technology, journalism, architecture, fashion and even the profiles of goddesses on calendars and in Puja pandals.

#### 4. RESEARCH METHODOLOGY

As the research is intended to study the impact of cinema on society, data from primary as well as secondary sources has been collected. Survey questionnaire has been employed for impact analysis on behaviour and culture. The survey has been conducted with a sample size of 1500 subjects among general public of Rohilkhand Region who watch cinema using any medium, that is, cinema halls, multiplexes, TV or internet, out of which 1079 participants have responded.

The population to be studied comprises of students, businessmen, servicemen, housewives and others between the age group of 12-60 from the urban and sub-urban areas. The study is further categorised among males, females and third gender.

Non-Probability sampling method has been used for data collection. The sampling population has been selected from Bareilly region. Convenient sampling using snowball technique has also been applied as questionnaire has been served using online tools.

A questionnaire comprising a set of 18 questions has been employed as the research tool. Reliability of the questionnaire has been tested using Cronbach alpha and Chi Square test. For the purpose pilot study has been conducted using 50 respondents. Answers have been analysed on Likert scale to reach the conclusion.

#### 5. Objectives of the Research

The study is being conducted with the following objectives.

- To study the role of Hindi cinema in society.
- To study the impact of Hindi cinema on culture and society.

#### 6. HYPOTHESIS

The present study is being conducted on the basis of following hypothesis.

- Films are developing a new culture in the society
- Films are affecting behavioral pattern of youth
- Films are affecting language of youth.
- Films are able to bring positive changes with regard to the broad mindedness of the older generation

#### 7. LIMITATION

- Cinema has a large audience. It is difficult to cover samples from all geographical locations. The present research will be dependent on audience from Bareilly region in Uttar Pradesh.
- Time is another constraint as the research work is to be completed within a stipulated time.
- Paucity of readily available reading material on the current topic is also a constraint as little research work is done on the basis of data collection though we have a number of articles and essays with general information on the similar topic.

#### 8. RESULTS AND DISCUSSION

The respondents were presented with a questionnaire of 20, with 18 of them checkbox type and two of them were multiple choice type. The survey was done online. Find below that stats found out by the survey.

### Q -1. Do you think Hindi cinema represents Indian culture?

41.6% respondents agreed that the Hindi cinema represent Indian culture but 28.5% are indifferent or they are indecisive to agree or disagree. 33.9% disagree that cinema represents Indian culture, although neither of the groups emerged as a clear decider, yet 41.6%, people that agree that Hindi cinema does represents Indian culture, casting the biggest vote.

#### Q-2. Do you believe that Hindi cinema represents family values?

5.7% of the respondents strongly disagree that Hindi cinema represents Family values and 16.4% disagree to the same. 13.2% strongly agree that Hindi cinema does represent Family values and 35.8% agrees to the same, whereas 28.9% of the population is indifferent. 49% respondents agreed that the Hindi cinema represent Indian family values but 28.9% are indifferent or they are indecisive to agree or disagree. 22.1% disagree that cinema represents Indian family values, the majority of the respondents are in favour that Hindi cinema does represent family values.

#### Q-3. Do you think Hindi cinema represent Indian traditions?

6.6% of the respondents strongly disagree that Hindi cinema represents Indian traditions and 18.4% disagree to the same. 12% strongly agree that Hindi cinema does represent Indian traditions and 37.2% agrees to the same, whereas 25.9% of the population is indifferent.

Approx. 50% people believe that Hindi cinema represent Indian traditions.

# Q-4. Do you think Hindi cinema represent religious beliefs and practices?

8.5% of the respondents strongly disagree that Hindi cinema represents religious beliefs and practices and 21.3% disagree to the same. 11.1% strongly agree that Hindi cinema does represent religious beliefs and practices and 29.6% agrees to the same, whereas 29.5% of the population is indifferent. 40% respondents believe that Hindi cinema represent religious beliefs and practices whereas approx.30% are still indecisive.

# Q-5. Do you think Hindi cinema represent social and philosophical belief system prevailing in Indian society?

6.9% of the respondents strongly disagree that Hindi cinema represents social and philosophical belief system prevailing in Indian society and 18.1% disagree to the same. 10.5% strongly agree that Hindi cinema does represent social and philosophical belief system prevailing in Indian society and 36.8% agrees to the same, whereas 27.8% of the population is indifferent. 47.3% do believe that Hindi cinema does represent social and philosophical belief system prevailing in Indian society, also the biggest group.

## Q-6. Do you think that Hindi cinema truly represents ethics and values?

9.3% of the respondents strongly disagree that Hindi cinema represents ethics and values and 24.6% disagree to the same. 8.9% strongly agree that Hindi cinema does represent ethics and values and 28.2% agrees to the same, whereas 29.1% of the population is indifferent. Overall, 34.9% disagree that Hindi cinema represents ethics and values, 37.1% believe that it does represent ethics and values and 29.1% is indifferent. No clear majority about this question, as the vote appears to be split.

#### Q-7. Do you think that Hindi cinema promotes patriotism?

5% of the respondents strongly disagree that Hindi cinema does promote patriotism and 14.2% disagree to the same. 17% strongly agree that Hindi cinema does promote patriotism and 38.1% agrees to the same, whereas 25.8% of the population is indifferent. 63.9% of the respondents do believe that Hindi cinema does promote patriotism, less than 20% believe otherwise and around 26% are indifferent.

#### Q-8. Do you think that Hindi cinema villains exist in our real society?

6% of the respondents strongly disagree that people like the villains in Hindi cinema do exist in our society and 16.4% disagree to the same. 15.8% strongly agree that like the villains in Hindi cinema do exist in our society and 37.1% agrees to the same, whereas 24.7% of the population is indifferent. Almost 53% of the respondents do believe that people like the villains in Hindi cinema do exist in our society, which is a clear majority as it the biggest voter group. Around 25% are indecisive and less than 23% do not believe so.

#### Q-9. Do you believe that it is important for the protagonist of a film to be ethically correct?

7% of the respondents strongly disagrees that people it is important for the protagonist of a film to be ethically correct and 17.3% disagree to the same. 12.9% strongly agree it is important for the protagonist of a film to be ethically correct and 34.2% agrees to the same, whereas 28.5% of the population is indifferent. More than 62% of the respondents believe that the protagonist of a film should be ethically correct, the biggest group and majority, around 29% are indifferent and less than 25% don't believe that the protagonist needs to be ethically correct.

#### Q-10. Do you think Hindi cinema presents enough female centric movies?

10.7% of the respondents strongly disagree that Hindi cinema presents enough female centric movies and 26.2% disagree to the same. 9.6% strongly agree that Hindi cinema presents enough female centric movies and 30.5% agrees to the same, whereas 23% of the population is indifferent 40% of the respondents believe that the Hindi cinema presents enough female centric movies, around 37% believe otherwise. Around 23% are indifferent to the topic.

#### Q-11. Do you think Hindi cinema glorifies/promotes crime and violence?

7.6% of the respondents strongly disagree that Hindi cinema glorifies/promotes crime and violence and 21.3% disagree to the same. 14.5% strongly agree that Hindi cinema glorifies/promotes crime and violence and 32.9% agrees to the same, whereas 23% of the population is indifferent. More than 46% of the respondents agree that cinema does glorify/promote crime and violence which is the largest group. Around 29% do not believe that cinema promotes crime/violence and around 24% of the respondents are indifferent.

# Q-12. Do you think watching Hindi films increases crime in society?

6.1% of the respondents strongly disagree that watching Hindi films increases crime in society and 18.2% disagree to the same. 17% strongly agree that Hindi watching Hindi films increases crime in society and 33.5% agrees to the same, whereas 25.3% of the population is indifferent.

More than 50% of the respondents believe that watching cinema does increase crime in society. More than 24% believe otherwise and around 25% are indecisive.

#### Q-13. Do you think Hindi cinema represents male dominated society?

5.7% of the respondents strongly disagree that Hindi cinema represents male dominated society and 17.8% disagree to the same. 18.4% strongly agree that Hindi represents male dominated society and 32.7% agrees to the same, whereas 25.4% of the population is indifferent. More than 50% of the respondents believe that Hindi cinema represents male dominated society, a majority and the largest group. More than 23% of the respondents believe otherwise and more than 25% are indifferent.

#### O-14. Do you think a child's brain is more susceptible than an adult's brain is?

5.7% of the respondents strongly disagrees that a child's brain is more susceptible than an adult's brain and 17.3% disagree to the same. 16.4% strongly agree that a child's brain is more susceptible than an adult's brain and 33.5% agrees to the same, whereas 27.1% of the population is indifferent. Almost 50% of the respondents believe that a child's brain is more susceptible than an adult's brain is whereas 23% believe otherwise and 27 are indecisive. The majority here, is of the people who believe in the former.

### Q-15. Do you think Bollywood presents sufficient movies for child development?

8.3% of the respondents strongly disagrees that Bollywood presents sufficient movies for child development and 24.9% disagree to the same. 10.8% strongly agree that Bollywood presents sufficient movies for child development and 27.9% agrees to the same, whereas 28% of the population is indifferent. This is more than any other answer given for the question.

# Q – 16. Do you think films have changed your purchasing habits?

5.4% of the respondents strongly disagrees that films have changed their purchasing habits and 16% disagree to the same. 17.2% strongly agree that films have changed their purchasing habits and 34% agrees to the same, whereas 28% of the population is indifferent. More than 51% believe that films have changed your purchasing habits, the majority of the group, only around 22% believe otherwise and 28% are indecisive.

#### Q – 17. Do you believe your sense of dressing gets affected by cinema?

6.9% of the respondents strongly disagrees that their sense of dressing gets affected by cinema and 13.2% disagree to the same. 17.3% strongly agree that their sense of dressing gets affected by cinema and 38.1% agrees to the same, whereas 24.6% of the population is indifferent. More than 55% believe that their sense of dressing gets affected by cinema, the majority. Only around 20% believe otherwise and around 25% are indifferent.

#### Q – 18. Do you believe the way you communicate gets affected by cinema?

6.7% of the respondents strongly disagree that the way people communicate get affected by cinema and 17.7% disagree to the same. 14.1% strongly agree that the way people communicate get affected by cinema and 37.9% agrees to the same, whereas 23.6% of the population is indifferent.

From the above data, it is obvious that approximately 25-30 percent respondents are still indecisive to give their opinion. Excluding this percentage, if we find out the inference, we note that maximum respondents fall in the agree category which proves that —

- To study the role of Hindi cinema in society.
- To study the impact of Hindi cinema on culture and society

#### Impact Assessment of cinema on society

Language - Language is affected by cinema

**Clothing-** Appearance and dressing style gets affected by cinema

**Purchasing habits** – It does get affected by watching cinema.

**Effect on children** – A child learns faster from movies, his/her brain is more susceptible to films.

#### **POSITIVES**

- Protagonist must always be in positive role and ethically correct to impact the society.
- Emotional Patriotism humanism (Neeria)
- ➤ Ethics & values equal distribution
- Movies represent philosophical and social belief system.
- > Represent religious beliefs and practices
- > Indian traditions and family values, Indian culture....

#### **NEGATIVES**

- ➤ Bollywood lacks in producing more woman and child centric movies.
- ➤ Hindi cinema does represent a male dominated society.
- ➤ Bollywood cinema still has to develop to produce movies for child development.
- Movies increase crime and violence villains

The assessment based on the interpretation of the collected data acts as the basis for drawing the conclusion.

#### 9. CONCLUSION

The overall conclusion is derived not as a whole, but as parts subsiding to the negative and positive aspects of films, as an integral part of society both in present and future, and its impact and effects on the components of society i.e. every individual.

#### The Positives:

**Entertainment:** - Movies are a major source of entertainment. From the moment we indulge in watching a movie we enter into a new world, forgetting all our worries and also our mind is at ease. Rich, poor, literate, illiterate, young or old all need something for relaxation. Recreation is an important part of each one's life, thus watching a movie provides this avenue.

**Indian Art and Culture is showcased:** - Different traditions and customs of different parts of the country are shown in the movies which helps the society to learn and get to know about them more as it is not possible for everyone to visit each and every part of the country but the movies gives us better insights about the human activities and thus we understand them better.

**Movies Inspires the society:** - Movies inspires us more than we think it can. Inspirational movies help us to become brave, clever, loyal, determined etc. which helps us to become positive – minded people. Movies like Bhaag Milkha Bhaag, Mary Kom etc. are true examples of arousing a feeling for good among the audience.

**Comedy:** - Films along with plays and dramas including the T.V. shows have served a lot in making its audience laugh. The genre of comedy movies is liked by almost all the age groups and can be enjoyed with the family. Some of the golden movies in Comedy are 'Hera Pheri', 'Phir Hera Pheri', 'Golmal series' etc. These Bollywood blockbusters have always put a smile on everyone's face. These are the movies that help people to revive from their day to day depressing lives. Laughter as being said the best medicine is distributed among the audience by Bollywood at a regular basis.

Film is a reflection of society, both present and past. I think the film and its innovations sometimes have to catch up to society but sometimes it leads society too. Movies are stories; movies are people who come out with ideas about something they want to say something they want to tell someone. Movies are a form of communication and that communication, those stories, comes from societies- not just where society is presently and what it's doing now- but where society has been. It's been that way for as long as movies have been around! Movies can educate too. They tell us things we never could have known. They tell us things we might not know, and they give us a way to explore the past, the present and the future. Movies have become so popular, simply because the images move... They're not static. I could stare at a Van-Gogh for hours, but I sit in a theatre and the images move. As the frames move and tell a story, it is that movement which emotionally connects you. This is fundamental about why movies have become global. Every country has stories to tell, about their past, their culture now, and views of what the future will look like through their eyes. What hadn't happened for many years, and what started to happen relatively recently was a couple of things. Firstly, movie theatres began to be built all over the world. In many parts of the world, the phenomenon of movie theatres is only ten or fifteen years old. These theatres give people a place to go, to escape, to learn.

Before that, society had the stories, but they didn't really have the places to go and enjoy them like that. India, for example, wasn't making six hundred films a year fifteen years ago. All of a sudden, the business part of film allowed people to invest and make movies- and also have somewhere to make their money back, in theatres! Then the internet came along...

The world is changing now faster than you and I change our socks! It's constantly changing, and that constantly changing world is going to induce more movie-making. If you go on YouTube, you can see the most talented young people all over the world who take a camera and start to film ideas they have and put them online. They're going to be the future of the industry. The internet has connected the world together so a person in Vietnam can put a movie on the internet which can be instantly seen all around the world, you simply couldn't have done that before. Movies allow people to be taken to places where they can't go to on their own- be it travel, or culture, or learning. The arts are not just one, they are all connected- and movies have become a huge part of the arts.

# The Negatives:

**Movies proclaim violence: -** We cannot deny the fact that movies today are way more violent than before. The film makers choose these themes which surprisingly increases their fan following by audience. Movies like these show new ways of physical abuse and torture which encourages young minds to indulge into these acts.

Conflicting personality: - If the actors are unideal heroes then they also have an unideal personalities. How the actors portray themselves on the screen is not actually what they are off screen. We as human beings are quite judgmental; we create an opinion about others whom we don't know quite fast. As superstars are taken as most of ours role-models so in return they have a responsibility towards the society. We as fans think that our role models do not indulge in any of the evil acts but on the other side we get to hear about them as some of them are chain smokers, some are drug addicts etc. Basically they portray themselves the opposite of what they are on screen.

**Adultery and sex vulgarity: -** Over time movie makers have turned the way of showing romance in movies. We see today that nudity has become a usual practice in most of the movies or is seen as a way to attract audience and make movie a huge commercial success. Most of the scenes depicted directly affect the young as they being immature do not get the essence of scenes and try implementing in real life leading to miserable life problems. These are leading to a mentally and physically disturbed society.

**Some provide wrong messages: -** Many a times some scenes in movies depict something that is far from reality. In some, Sikhs are joked upon because of their turbans or blacks are depicted as gangsters which is not the case always. Women are also sometimes shown as lower than men and are usually treated brutally. There are sometimes superheroes performing few stunts which seem to be unrealistic.

I will end up saying that movies if on one side are beneficial then, on the other it may be fatal as well. Movies affect us a lot in our daily life. A person should decide what to watch and go for decent films. Watching every movie that is not meant for that age group is merely a waste of time. Today, if we look towards the vulgarity including violence related movies then they are running at the box office because there is a demand, as soon as the demand goes off, supply will cease. More importantly, censor board should look into the matter and avoid the disturbing

scenes that put harm to the society. In the end, movies are meant to be enjoyed and it depends on the individual that which movie to go for and get his/her life affected.

Now, we can logically infer that when speaking about movies we are talking about all its genres and sub-genres, all its different forms including B&W film, speechless, etc.

We can logically deduce that humans create films to express feelings they have, feelings we all have. But have we gone too far? We have to make a clear distinction to what is fake and what is real, and to what is tolerable or bearable and what is simply going over the limit.

By typing Violence in Films in Google you will get 224,000,000 results. It is obviously a matter of great concern for the public. So how exactly do violence, rape, murder, sex, and verbal offence contribute to violence and indecent acts in our society? We can clearly see it has an effect on our lives. What intrigues me the most is why can't we, as rational human beings, make a distinction between what clearly is supposed to be an art form, and reality. Why do we let a motion picture inflict damage on the progress of our own lives?

"Because ours is a puritanically-based society and we have problems with depictions of sex, we tend to eroticize violence. For many people this creates an unfortunate, often even unconscious, link between sex and violence." – From "Sex Research, Censorship, and the Law". Think of this as true up to the extent that all our actions are based on what we learn and what we know, and we as human beings learn by seeing and imitating. Following this trend of thought we can infer that as we see from movies, we tend to act accordingly, by the means of learning and practicing.

Therefore, the conclusion, we as a society, are not ready to create our own art forms, and expression, and really understand and act independently to so. In painting, we often let our minds wander off based on the expression, colours and objects depicted in the artist's creation. May people have committed murder based on this? Indeed it is possible, just as it was also possible to commit murder after reading "The Catcher in the Rye", so why not?

We, as a society, must first learn to control our bodies, our minds, and our actions before putting ourselves to the test and searching for a medium for expression, and searching for alternate art forms. After all, there is a lot to be learned about murder. Watching crime films, and different genres of films gives a lot of insight as to how the world works, what we are made of, why we do the things we do. Nonetheless, we must learn to control ourselves before being exposed to such material, as the untrained mind will not only obtain knowledge from the good parts of movies, but also will learn from the bad parts, the immoral parts, the violent parts, etc.

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# SOCIO ECONOMIC AND POLITICAL STATUS OF SCHEDULE TRIBES IN ANDRA PRADESH: AN OVERVIEW

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# **ABSTRACT**

As per 2011 in India the population of tribes is 8.2 per cent. In Andhra Pradesh 6.6% tribes populations exists. In the state Tribes are of two groups. One group is at presently across the hilly tract of the Deccan Plateau and by the rivers Godavari and Krishna. The second group is present along the extended areas between the river Krishna and Godavari .According to ST order Act 1976 there are 33 types of Tribes in 8 districts and other 50lakh nomads are surviving. In overall of the state, in Coastal Andhra 5.96, in Rayalaseema 2.86 and in Telangana (Now Telengana State) 8.87 Tribal population exist. The prominent tribes are Khonds, Kholamis, Nayakpods, Koyas, Kondadoras, Valmikis, Bhagats, and savaras, Jatayus, Godabas, Yanadis and Chenchus. 76% of Tribes are covered by Sugali (4.4%), Koya (11.3%), Yenadi (9.2%), Yerukula (8.7%), Gonda (5%) and remaining 24% of population belongs to small tribes. Nomadic tribal are Pichukaguntulu, Balasanta, Saradakandru, Veeramustivaru, Bhavaneelu, Birannalavaru, Golla Suddulu, Pasaralu, Gangamulu, Kommuvaru etc. are other tribes surviving in Andhra Pradesh. They do not have standard traditions strictly. 92.5 per cent population is living in rural areas. Their livelihood based on the occupations like making of toys, baskets, mates, cosmetics and collection of leaves, honey etc. The life style of tribes has been changing gradually after initiation by the government contribution. Reservation in education, employment and in legislative assemblies and local bodies are changing the life style of the tribal's. Therefore this paper views onsocio economic and political status of schedule tribes in Andra pradesh

**KEYWORDS:** Gradually, Reservation, Impoverished, Endowments, Potential

#### 1.1 INTRODUCTION

India is a home to a large variety of indigenous people. The Scheduled Tribe population represents one of the most economically impoverished and marginalized groups in India. With a population of more than 10.2crores, India has the single largest tribal population in the world. This constitutes 8.6 per cent of the total population of the country. Education is one of the primary agents of transformation towards development. Education is in fact, an input not only for economic development of tribes but also for inner strength of the tribal communities which helps them in meeting the new challenges of life.

It is an activity, or a series of activities, or a process which may either improve the immediate living conditions or increase the potential for future living. It is the single most important means by which individuals and society can improve personal endowments, build capacity levels, overcome barriers, and expand opportunities for a sustained improvement in their well-being. Professor Amartya Sen recently emphasized education as an important parameter for any inclusive growth in an economy. So, education is an important avenue for upgrading the economic and social conditions of the Scheduled Tribes.

Education is in fact, an input not only for economic development of tribes but also for inner strength of the tribal communities which helps them in meeting the new challenges of life. Literacy and educational attainment are powerful indicators of social and economic development among the backward groups in India. Currently, the tribes lag behind not only the general population but also the Scheduled Caste population in literacy and education. This disparity is even more marked among Scheduled Tribe women, who have the lowest literacy rates in the country. The male-female gap in literacy and educational attainment among the scheduled tribes is significant. Education, especially in its elementary form, is considered of utmost important crucial for total development of tribal communities and is particularly helpful to build confidence among the tribes to deal with outsiders on equal terms.

Despite the sincere and concerted efforts by the government for the overall development of the scheduled tribes, they are still far behind in almost all the standard parameters of development. They are not able to participate in the process of development, as they are not aware of most of the programmes and policies made for their upliftment. This is mainly due to the high incidence of illiteracy and very low level of education among the tribal people. Hence, the educational status of the scheduled tribes and the role of governance in this direction are highly essential. It is well known that the educational background of tribes is very discouraging as compared to the rest of the population. So, education is an important avenue for upgrading the economic and social conditions of the Scheduled Tribes.

#### 2.2 Status of Schedule Tribes in Andra Pradesh

As per 2011 in India the population of tribes is 8.2 per cent. In Andhra Pradesh 6.6% tribes populations exists. In the state Tribes are of two groups. One group is at presently across the hilly tract of the Deccan Plateau and by the rivers Godavari and Krishna. The second group is present along the extended areas between the river Krishna and Godavari .According to ST order Act 1976 there are 33 types of Tribes in 8 districts and other 50lakh nomads are surviving. In overall of the state, in Coastal Andhra 5.96, in Rayalaseema 2.86 and in Telangana (Now Telengana State) 8.87 Tribal population exist. The prominent tribes are Khonds, Kholamis, Nayakpods, Koyas, Kondadoras, Valmikis, Bhagats, and savaras, Jatayus, Godabas, Yanadis and Chenchus. 76% of Tribes are covered by Sugali (4.4%), Koya (11.3%), Yenadi (9.2%), Yerukula

(8.7%), Gonda (5%) and remaining 24% of population belongs to small tribes. Nomadic tribal are Pichukaguntulu, Balasanta, Saradakandru, Veeramustivaru, Bhavaneelu, Birannalavaru, Golla Suddulu, Pasaralu, Gangamulu, Kommuvaru etc. are other tribes surviving in Andhra Pradesh. They do not have standard traditions strictly. 92.5 per cent population is living in rural areas. Their livelihood based on the occupations like making of toys, baskets, mates, cosmetics and collection of leaves, honey etc. The life style of tribes has been changing gradually after initiation by the government contribution. Reservation in education, employment and in legislative assemblies and local bodies are changing the life style of the tribal's.

#### (a) Constitutional Status

The Constitution of India does not define Scheduled Tribes as such; Article 366(25) refers to scheduled tribes as those communities who are scheduled in accordance with Article 342 of the Constitution. According to Article 342 of the Constitution, the Scheduled Tribes are the tribes or tribal communities or part of or groups within these tribes and tribal communities which have been declared as such by the President through a public notification. The Constitution of India incorporates several special provisions for the promotion of educational and economic interest of Scheduled Tribes and their protection from social injustice and all forms of exploitation. These objectives are sought to be achieved through a strategy known as the Tribal Sub-Plan strategy, which was adopted at the beginning of the Fifth Five Year Plan. The strategy seeks to ensure adequate flow of funds for tribal development form the State Plan allocations, schemes/programmes of Central Ministries/Departments, financial and Developmental Institutions. Schedule Tribes (ST's) are Indian population groups that are explicitly recognized by the constitution of India order 1950. The order lists 744 tribes across 22 states in its first schedule. In Andhra Pradesh 33 types of Schedule Tribes are living in 8 districts. ST's are 6.6 per cent are in total population of Andhra Pradesh.

#### (b) Some Historical facts

From the year 1850 ST community is referred to as the depressed class. During British period the Minto-Marley report, Montang - Chelmsford reforms report, Simon Commission etc. proposed the issue of reservation of seats for depressed 1935 British passed the government of India Act 1935 in which reservation of seats for depressed class was incorporated in to the act. After independence the constitution assembly continued the prevailing definition of Schedule Tribes and gave the president of India and governance of states responsibility to compile a full listing of tribes and also the power to edit it later as required. The actual complete listing of tribes was made with the Constitution (Schedule Tribes) Order 1950. Article 366 (25) of the constitution of India refer the Schedule Tribes as those communities, who are scheduled in accordance with Article 342 of the constitution. The essential characteristics of Schedule Tribes are identified by the Locur committee. Indications of primitive tribes, distinctive culture, shyness of contact with the community at large, geographical isolation and backwardness are most identified features of ST's community. The employment opportunities and they are experiencing political reservations also at present based on their population.

#### (c) Educational status

Education is not only a means of adjustment into the society and all round development, but it is also an end in itself. Education affords perfection to life, and it is closely associated with socio-economic development. After a long struggle when India gained independence, Government of India imbibed their commitment of mass education in the Constitution of India in article 45 of

the directive principles. In this article, there is a "provision for free and compulsory education for children". It directs that the state shall endeavor to provide, for free and compulsory education for all children until they complete the age of fourteen years.

For the promotion of educational interests of the Scheduled Tribes the constitution includes an article in the chapter relating to the Directive Principles of the State Policy stating that the "state shall promote with special care the educational and economic interests of the weaker sections of the people, and in particular of Scheduled Castes and Scheduled Tribes and shall protect them from social injustice and all forms of exploitation". As a result of this, now there is at least a primary school in every remote corner of the tribal belts within their easy approach.

In Andhra Pradesh literacy rate is 60.4 per cent. But, the literacy of schedule Tribe is 37.04. After 30 years also illiteracy rate is 63%. In rural are of literacy the Andhra Pradesh Government has started Hostels for boys and girls. Residential schools, vocational training centres etc. National Policy of Education (1986 and revised Policy in 1992) suggested the following programmes for education of tribal people.

- 1) Opening primary schools in Tribal Areas
- 2) Need to develop curricula of their language
- 3) Promoting schedule tribes youth to work as teachers
- 4) Ashram schools, Residential schools should be established in large scale in Tribal areas.
- 5) Incentives to encourage their life style through education.

To promote education in schedule tribes two types of problems are there. Internal problems like school system, content, curricula, medium, pedagogy, academic supervision etc., and external problems like education policy, planning, implementation and administration etc are influencing education in tribal areas.

#### (d) Economic status

In the state, agriculture labour of ST's is one among them ST's have only 7.5% of holdings in land. So there is need for distribute of land for tribes. In total employees, STs are representing 4.9 per cent. As literacy rate is 37 per cent the work participation rate (WPR) is 53.9. Male work participation is 55.7 per cent and female work participation is 52 per cent. A report in 2000 said that 45 per cent of Rural ST population is below poverty line and in urban areas 35.6 per cent is under below poverty line. According to National Sample Survey Organization 61<sup>st</sup> round estimates, in India Monthly per capita expenditure of Tribes is Rs.426.19. In Andhra Pradesh monthly per capita expenditure is Rs.420.01. Less population is able to use schemes of government for their opportunities. Majority population survival is used on their Traditional occupations like making of toys, baskets, mats, cosmetics and collection of leaves, honey, shifting, agriculture etc. The main obstacles to Economic Development of Schedule Tribes are destruction of forests, illiteracy, indebtedness lack of awareness about the schemes for them, strict follow of traditions and customs, in effective implementation of schemes etc. Though there is an improvement of conditions of Schedule Tribes, it is not at desired level. So, much more measures to be taken by the governments.

# (e) Social and political status

The article 338A relates the population ST's vulnerable section were given reservation to enter

into parliament and legislative assemblies, but this facility is not applicable to Rajya Sabha at present. After 2002 separate National commission for schedule Tribes was started and priority is to effect from 19<sup>th</sup> February 2004 due to 89<sup>th</sup> amendment. Priority will be given to protect their culture and traditions and customs by the constitutions. To protect their rights and to avoid suppression from other community was formed in 1989. The ministry of tribal affairs was constituted in October 1999 with the objective of development of Schedule Tribes in a coordinated and planned manner. This is also significant step to lift the tribal communities. In Andhra Pradesh implantation of political reservations should be reviewed and revision as per their population. The health policy 1983 emphasis improving tribal health especially through detection and treatment of endemic and other diseases specific to tribes.

# (f) Livelihoods of the Tribe

The economy and livelihood practices of the tribal's are closely associated with the ecological factors and habitats which they inhabit. Among the plain tribes, the Yerukulas are the traditional basket makers and swine herders. They are known as the ex-criminal tribe of Andhra Pradesh. They live mostly in multi - caste villages, maintaining symbiotic relations with the non-tribal. The Yenadis' habitats are mostly found on the banks of rivers, lakes, tanks and canals. Their main livelihood is fishing. Besides this they also catch the field rats exclusively for their own consumption purpose. The settlements of the Lambadas are found in separate hamlets, locally termed as Tandas. Most of their habitats are located nearer to hillocks or in the places with green pastures where they could rear cattle. Earlier, the Lambadas were known to be nomads, but in modern times, they are becoming sedentary cultivators, and rearing of cattle has become their secondary occupation. They are mostly distributed in the Telangana Region and sparsely in Rayalaseema and the coastal areas. The Yerukulas are found throughout the state whereas the Yenadis are mostly concentrated in Nellore District and sparsely distributed in Coastal Andhra Region.

Gadaba are classified as primitive tribes. The habitats of the primitive tribes are located on hill tops and slopes where plain landscape is totally absent. These tribes largely depend on shifting cultivation and minor forest produce collection. The Chenchus are considered to be the most primitive and they still largely depend on food gathering. However, some of the Chenchus are presently in the transitional stage - from food gathering to food producing. The traditional habitats of the Chenchus are found in contiguous forest tracts of Nallamalai Hills. Much area of the Nallamala hills through which Krishna River flows is presently declared as the Tiger Project Area.

Most of these communities are found inhabiting the border districts of the state in the north and the northeast. The tribal's live in forests and use forest land for cultivation. They collect forest produce which varies from forest to forest to supplement what they grow on land. Land is used for living and livelihood. The lives of the tribal's are influenced by their habitat, level of traditional and ancient knowledge, and the skills they posses in using the resources that are available. Land is the main stay of the tribal people. Any discussion on the lives of tribal's, irrespective of what aspect is being discussed is incomplete when the issue of land is left out. Not only their economies and livelihoods, but also their social relations, respective role of men and women, nature of struggles, their relationship with the state, with non-tribal's, their religious rituals, are all closely related to land issues - particularly the land in and around forests.

Unlike the social structure of caste groups in the state, the tribal social organization is generally based on totemic clans. The various tribal groups claim mythical affinity with certain species of natural phenomenon of specific animate or inanimate objects and they regard these animate or inanimate objects as their ancestors. Such belief system and its associated practices are known as totemism. These totemic objects are considered as sacred and killing or eating of their flesh is a taboo. If their totemic animal dies, the concerned clan members observe all kinds of rituals and ceremonies and bury it as if their own dead kith and kin.

The totem clans are found among Jatapus of Srikakulam and Vizianagaram districts, in all the 15 tribal groups of Visakhapatnam district; among Koyas of Godavari gorges and Gonds, Kolams, Pardhans and Thotis of Adilabad District. The present economy of the tribal's in AP is a consumption-subsistence economy with its main occupations being settled agriculture, Podu (shifting) cultivation and collection of Non-Timber Forest Produce (NTFP), which totally comprise 88% of their occupation status. A vast variety of food grains, millets, pulses like rice, ragi, maize, jowar, legumes, vegetables and fruits are cultivated in the valleys and uplands/hills most of which are consumed domestically. Pulses and spices like chilly are the main source of cash flow from agriculture. In some of the areas closer to plains, the tribal's have learnt to cultivate cash crops such as cotton, cashew, dumpa (tubers), brinjal, tomato, ginger, turmeric and chilli. The tribal economy, however, is in a state of transition.

The complete isolation of the past has long since passed; interaction with and dependence on the outside is gradually increasing. However, being backward and illiterate, the tribal's are ill-prepared to deal with the outer world, and thus fall easy prey to exploitation by the non-tribal traders. Due to low productivity and lack of food security, the tribal's have become dependent on the traders. But price manipulation and indiscriminate money lending has led many tribals into a debt trap from which they cannot escape. This has been due to the deterioration in the tribal ecosystem which means that the former survival strategies have become less sustainable. Thus, the tribal's are in a transition phase from a forest cantered lifestyle to a rural, settled cultivation lifestyle, but the production from agriculture is not commensurate with the food requirements, whilst the scope for supplementation by way of intake of natural foods is diminishing due to depletion of the forests.

The tribal's are caught in a situation where they are on the one hand losing command over the natural resources, and are unable to take command over the new resources at their disposal on the other. The types of forest-based livelihoods of the poorest sections of communities are: NTFP based (57%), fodder for goats and sheep (26%), fuel wood sale (12%) and wood-based craft making (5%). Among the three regions, households dependent on NTFP collection and sale are more in Telangana (73%) and Coastal (47%) regions, whereas in Rayalaseema Region the forest dependence is more for fodder to feed goats and sheep (51%). Head loading (fuel wood collection and sale) as a livelihood option is more prevalent in the North Coastal Region (20%) than in Telangana (7%) and Rayalaseema (8%) regions where it is a dwindling option due to degradation of forests. About 40 to 70 percent of the income for the tribal and other resource-poor communities is from the collection and sale of NTFPs. There are more than 65 different kinds of NTFPs available in the forests of Andhra Pradesh.

# 1.3 Schemes and measures for the prosperity of the Schedule Tribes

For the development of Schedule Tribes Special Central Assistance grant has been released under 275(11) article of Indian constitution. Investment share, price support, village train Bank

scheme etc. are introduced. Besides this National Schedule Tribe Financial and Development Corporation was established with 500 crore authorized capital. Integrated area development and modified area development were introduced. The following are important land marks in Tribal development

- 1. Programmes were designed (1951) with as special focus
- 2. Adoption of Panchsheel principles for process of Tribal development (1956)
- 3. Opinions of multi-purpose Tribal development blocks for 1961
- **4.** Introduction to strategies of TSP and SCA for Tribal development (1974)
- **5.** Expansion of infrastructure facilities for poverty alleviation in 1985.
- Setting up of Tribal cooperative marketing development federation 1987 and finance Development Corporation in 1989.
- 73 and 74 amendments and Panchayath extension to scheduled areas Act.
- Sections up on separate ministry of Tribals 1999 and National Schedule Tribes finance and Development Corporation 2001.

The following are recent measures taken by the governments:

- 1. Recognition of forest Act 2006 will be administered by the Ministry of Tribal affair to protect interest of the Tribal's in forests.
- 2. The scheme of vocational Training Centers has been revised as vocational training in Tribal areas with effect from 01-04-09.
- 3. During 2009-10 the ministry has founded 14 education complexes under the scheme of strengthening education among schedule tribe girls in low literacy districts.
- **4.** Under the scheme of grant –in- aid to voluntary organization durings 2009-10. The ministry funded about 237 projects covering schools, hostels, libraries etc.
- 5. Under the scheme of development of particularly vulnerable Tribal groups, the ministry released Rs.40.43 crore for 6 states.
- 6. Under the scheme of Market development of Tribal products/produce ministry released Rs.9.68 crores. But states have to take responsibility to give fruits of the schemes.

#### (a) Measure to be taken for prosperity of Schedule Tribes

Many programmes helped tribal to improve their conditions. The following are important for further improvement.

- 1. Strict implementation of reservation of seats in public sector employment
- 2. Proper looking into reservation of seats in institutions of higher learning.
- 3. Formulation of proper welfare schemes for prosperity of Tribals based on fact data.
- **4.** In private sector also these should be reservations for schedule tribes.
- 5. The present 7.5 per cent of reservation for government services should be increased whenever necessary.

- **6.** Destroy of their habitations should be reduced because, major projects, SEZs and other projects are causing for migration of ST's
- **7.** Their habilitation (Thandas) should be converted into gram panchayaths.
- **8.** Development of forest villages is needed for Tribal prosperity
- **9.** Empowering Tribals in governance is the most needed one.
- 10. During every plan review and revision is must to alter policies.
- **11.** Stopping of corruption and ineffective work progress in the implementation of schemes belonging to schedule Tribes.

#### 1.4 CONCLUSION

It could be deducted from above discussion Schedule Tribes (ST's) are Indian population groups that are explicitly recognized by the constitution of India order 1950. The order lists 744 tribes across 22 states in its first schedule. In Andhra Pradesh 33 types of Schedule Tribes are living in 8 districts. ST's are 6.6 per cent are in total population of Andhra Pradesh. They have rich heritage along with their innocent life style. As they are living in hill areas and forests they have some peculiar characters like indications of primitive traits, distinctive culture, and shyness of contact with other communities, geographical isolation, backwardness etc. So, for their development central and state governments are implementing different programmes and schemes since 1951.

After the Ministry of Tribal affairs were constituted in 1999, there is more focus on development of Schedule Tribes in Indian society especially in Andhra Pradesh. The persisting problems like low literacy and high drop-outs, inadequate health services, lack of nutrition food, extreme poverty, and ineffective implementation of schemes etc are putting them away from economic development. Hence, there should be more commitment by both central and state government and local bodies to develop Schedule Tribes in the society. As literacy is 37 per cent NGO's and other voluntary organizations have to play key role to bring awareness among schedule tribes regarding programs and scheme for their development. Awareness and participation of Schedule Tribes in the implementation of policies leads to prosperity of ST community in the state as well as country.

Further it is observed that the directive principles of Indian constitution referred the development of Schedule Tribes in the society. Though policies are vast implementation is not proper so both state and central gout have to take proper steps. Since 1951 governments are implementing a number of programmes and schemes for the development of Schedule Tribes. But the implementation is not effective. Besides this, lack of awareness about the programmes is also the strongest factor due to illiteracy among tribes. Therefore, there is need for extension of contribution from the government side and other voluntary organizations and likeminded NGOs for effective implementation of programmes and bringing awareness among the tribes. Then only the future of the Schedule Tribes will be in good prosperity.

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# Asian Journal of Multidimensional Research (AJMR)

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**UGC APPROVED JOURNAL** 



# DOES PERFORMANCE OF BANK AFFECTED BY INTEREST INCOME? A STUDY ON INDIAN BANKS WITH REFERENCE TO STATE BANK OF INDIA & ITS ASSOCIATES

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#### **ABSTRACT**

Today financial health of banks are frequently questioned due to a few remarkable bank failures that happened across the globe and raised questions about the lending policy of the banks. Whether their investments are prudent to the objectives or not? In this critical crunch it is real time to examine the relation between income and financial performance of the banks. In this study, we have made an attempt to find out how the interest income affects the performance of the SBI and its associate banks, being a major player in the banking industry. For this purpose, we have made a comprehensive study on State Bank of India and its Associates who have played a substantial role in the economy at large and accordingly, data are collected for 10 years from 2008 to 2017 from the RBI database. The result of the study shows that there is a significant relationship between interest income and the bank performance. Moreover, interest /discount on advances/bills have positive impact on both ROA and ROE. On the other hand, income on investments has negative impact on both ROA and ROE of the banks.

**KEYWORDS:** Banks, Government Policy, Macro economy, Regulation Jel Classification:G21, G28, G18, E02

#### 1. INTRODUCTION

Today financial healths of banks are frequently questioned due to few remarkable bank failures happened across the world. Now-a-days, banks activities are not only confined into the basic banking services of accepting and lending deposits. They also provide various financial and advisory services to its customers. So, these diversified activities of banks' lead to diversify their source of income. In India, these various sources of income of banks are of two types – interest income and other income. These earnings play active role for determination of banks' performance. This study confines to various sources of banks' income as well as how the interest income affect the performance of the SBI and its Associate banks.

#### 2. SOURCE OF INCOME OF COMMERCIAL BANKS

Commercial banks have diversified their source of income and such income consists of interest, dividends, commission, brokerage, exchange, discounts etc. In India all these incomes of banks' are classified into two broad heads, namely, interest income and other income. Interest income is associated with banks traditional banking activities of lending and accepting deposits. Interest income is sub-classified into four categories as mentioned below:

- a) Interest/Discount on Advances/Bills: It includes interest and discount on all types of loans and advances like cash credit, demand loans, overdrafts, export loans, term loans, domestic and foreign bills purchased and discounted (including those which are rediscounted), overdue interest and also interest subsidy, if any, relating to such advances/bills.
- **b**) Income on Investments: It includes all incomes derived from the investment portfolio by way of interest and dividend.
- c) Interest on balances with Reserve Bank of India and other Inter-bank Funds: It includes interest on balances with Reserve Bank and other banks, call loans, money market placement, etc., and
- **d**) Other Interest and Discount: It includes any other interest/discount income which are not included in the above three heads.

On the other hand, other income is associated with banks' various fee-based ancillary services. It is categorized as:

- **a)** Commission, Exchange and Brokerage: It includes commission, exchange and brokerage earned by banks for agency or advisory services.
- **b)** Net Profit on sale of Investments: This is the net profit or loss arises on sale of Investments.
- c) Net Profit on revaluation of Investments: This is the net profit or loss arises due to revaluation of investments.
- **d**) Net Profit on sale of land, building and other assets: This is the net profit or loss arises due to sale of land, building and other assets.
- e) Profit on exchange transaction: This is profit or loss arises due to the difference between the exchange rate offered to the customers and exchange rate they are actually getting.
- f) Income earned by way of dividends, etc. from subsidiaries/companies and/or joint ventures abroad/in India, and
- g) Miscellaneous income: Incomes which are not included in the above mentioned head.

#### 3. LITERATURE REVIEW

For the purpose of this study we have reviewed some literatures. A few of them are mentioned below.

Al-Tarawneh, A., Khalaf, B. K. A.,&Assaf, G.A. (2017) investigated the impact of non-interest income on the performance of 13 Jordanian banks for the period is 16 years ranging 2000-2015. The result revealed that the non-interest income indirectly affects the profitability positively.

Bailey-Tapper, S. A. (2010) investigated the linkage non-interest income and financial performance of Jamaica's commercial banks for the period from March 1999 to September 2010. This study revealed that stronger performance in non-interest income leads to increase the profitability and also increased variability in performance.

Bian, W., Wang, X., & Sun, Q. (2015) investigated the effects of transformation of the activities of the 107 Chinese commercial banks into more non-interest income businesses during the period 2007-2012. The result revealed that non-interest income has negative effects on the profits of these Chinese commercial banks.

Craigwell, R. & Maxwell, C. (2005) studied the trends in non-interest income of the commercial banks in Barbados during the period 1985-2001 and found that the non-interest income was declined during the study period. Moreover, they also found that the non-interest income had positive relation with bank profitability and earning volatility.

DeYoung,R.& Rice, T. (2003) studied the non-interest income and the financial performance of the 4712 commercial banks in United States during the period 1989-2001 using Panel data regression model. The study revealed that the marginal income in noninterest income was associated with the higher profits. On an average, it also worsened the risk-return tradeoff.

Hahm, J. H. (2008) studied the implication of changing revenue structure of 662 large commercial banks of 29 OECD Countries for the period from 1992 to 2006. The study revealed that the banks with higher non-interest income ratio shows higher average return on asset and equity-asset ratio and also shows higher variability in return on assets.

Huang L. W. & Chen Y. K. (2006) investigated whether the reliance on different sources of non-interest incomes will affect efficiency of Taiwan domestic commercial banks during the period 1992-2004. The results revealed that the banks with more diversified income sources are less cost efficient.

Mndeme, R. K. (2015) investigated the impact of non-interest income on banks' performance in Tanzanian banking sector using fixed effect model for the period from 2002 to 2012. Sample had been taken from 25 banks. The study revealed that non-interest income activities adversely affected the bank performance. On the other hand, interest income had positive impact on the performance.

Nguyen, T. C., Vo, D. V. & Nguyen V. C. (2015) studied the impact of income diversification on risks of 32 Vietnamese local commercial banks during 2005-2012. The result revealed that banks with higher non-interest income have lower risk than those with higher interest incomes.

Rogers, K., &Sinkey, J.F., Jr. (1999) examined the features common to the US banks that are heavily engaged in nontraditional areas during the period 1989-1993. The findings revealed that these banks face less risk.

Saunders, A., Schmid M.& Walter, I. (2016) investigated the relationship between the ratio of noninterest income and interest income and profitability of 10341 US commercial banks. Data were collected for 48 quarters starting from Q1 2002 to Q4 2013. They found that the higher ratio of noninterest income to interest income was associated with higher profitability as well as lower probability of failure.

Sun, L., Wu, S., Zhu, Z. & Stephenson, A. (2017) investigated the relationship between non-interest income ratio and performance of 16 Chinese commercial banks and also the influence of noninterest income ratio on the performance. The study period was from 2007 to 2013. The study revealed that there was a negative correlation between noninterest income ratio and performance. It was also found that high level of performance could be gained only by raising the ratio to a certain level.

Trivedi, S. R. (2015) studied the impact of the move to the new income streams and its impact on the performance of Indian banks over the study period of 2005-2012. Data were collected on 81 banks. The study revealed that the rising share of fee-based income and noninterest income in total income had a positive impact on the profitability.

#### 4. RESEARCH GAP

Based on the review of existing literatures it is found that most of the studies are associated with the non-interest income and the bank performance. But there are a few studies that are associated with the interest income and the bank performance. Keeping the above existing literatures in mind, we have considered the following objectives for the purpose of the study.

#### 5. OBJECTIVE OF THE STUDY

The objective of this study is to analyze the interest income of commercial banks in India. It is also attempted in this study to find out the impact of interest income on the profitability of the State Bank of India and its Associates.

# 6. RESEARCH METHODOLOGY

Our study is only confined to State Bank of India and its 5 Associate Banks. Hence, the sample size is limited to six. Since financial crisis of banks is occurred during 2008, we have considered year 2008 as cut off year. Accordingly, secondary data are collected for 10 years starting from March-end 2008 to the March-end 2017. Data of the 6 above-mentioned banks are collected from the "Statistical Tables Relating to Banks in India", which is published annually by the Reserve Bank of India.

For the purpose of this study, we have considered two dependent variables - Return on Asset (ROA) and the Return on Equity (ROE). These are the two most common and convenient measures of the banks' profitability. ROA is the ratio of net profit/income generated to total assets. It is calculated as {Profit after tax/ (Total assets of current year + Total assets of previous year)/2} x 100. ROE is the ratio of net profit/income to shareholders' equity. It is calculated as {Profit after tax/(Total equity of current year + Total equity of previous year)/2} x 100.

The independent variables here are the four elements of the interest income of the banks- (i) Interest /Discount on Advances/Bills (Ln\_IDAB), (ii)Income on Investments (Ln\_II), (iii) Interest on balances with RBI and other Inter-bank Funds (Ln\_IBROIF), (iv) Other Interest and Discount (Ln\_OID). These variables are taken at their logarithmic values, as their absolute values are largely differentiated. We have used descriptive statistics and inferential statistics namely,

correlation and panel data regression analysis. Hausman test is also used for the selection of the appropriate model.

Hypothesis to be tested:

The following hypotheses are to be tested in this study.

 $H_{01}$ : There is no relationship between interest income and bank performance

H<sub>A1</sub>: There is a relationship between interest income and bank performance

H<sub>02</sub>: Interest income does not affect the bank performance

H<sub>A2</sub>: Interest income affects the bank performance

**Empirical Models:** 

For the fulfillment of the objectives of the study, we formulate the following two basic models:

$$ROA = \alpha + \beta_1 Ln\_IDAB_i + \beta_2 Ln\_II_i + \beta_3 Ln\_IBROIF_i + \beta_4 Ln\_OID_i + u_i$$

$$ROE = \alpha + \beta_1 Ln\_IDAB_i + \beta_2 Ln\_II_i + \beta_3 Ln\_IBROIF_i + \beta_4 Ln\_OID_i + u_i$$

#### 7. ANALYSIS AND FINDINGS

First, we have obtained descriptive statistics of the variables used in this study in form of mean, standard deviation, coefficient of variation, minimum and maximum. After that we have prepared correlation matrix of these variables to find out if there is any statistically significant correlation among the variables. And finally, we have run panel data regression model using the variables, as our data set carries both the features of time series and cross-section data. In this purpose, we have used two variants of panel data regression model namely, Fixed Effect Model and Random Effect Model. We have dropped the Constant Coefficient Model, the other variant of panel data regression model, from our analysis as it assumes that the intercept term is fixed for all the subjects, i.e., banks here. But this assumption is not applicable in this purpose because of the difference in asset size, customer base, management style etc. of the individual banks. And finally, we have selected the fitted model using the Hausman Test and made interpretation accordingly.

The result of descriptive statistics is shown in the following table.

TABLE 1: DESCRIPTIVE STATISTICS

Variables	Obs.	Mean	S. D.	C. V.	Min.	Max.
ROA	60	0.55	0.83	1.50	-2.80	1.30
ROE	60	10.69	15.88	1.48	-44.37	30.64
Ln_IDAB	60	11.30	1.09	0.09	9.85	13.99
Ln_II	60	10.05	1.15	0.11	8.67	13.09
Ln_IBROIF	60	6.51	1.51	0.23	3.03	9.77
Ln_OID	60	6.29	2.13	0.33	0.84	11.01

Source: Authors' own calculation

From Table 1 we see that all the variables have 60 observations. The average ROA of SBI and its Associates is 0.55. It reached the minimum at -2.80 and the maximum at 1.30during the study period. The mean ROE of SBI and its Associates is 10.69 within the range of -44.37 and 30.64 during the study period. From the coefficient of variations, we can say that dispersions of ROA

(1.50) and ROE (1.48) are almost similar. From the table we can also observe that, the largest source of interest income of SBI and its Associates is in form of interest/discount on advances/bills, as its mean is the maximum (11.30). The second largest source of interest income of these banks is in form of income on investments (Mean 10.05). The Interest on balances with RBI and other Inter-bank Funds and other interest/discount remain almost similar for SBI and its Associates during the study period. From the coefficients of variation, we can expect that, Interest on balances with Reserve Bank of India and other Inter-bank Funds (0.23) and other interest/discount income (0.33) relatively higher effect on the variation of ROA and ROE than that of Interest /Discount on Advances/Bills (0.09) and Income on Investments (0.11), as they have higher coefficients of variation.

**TABLE 2: CORRELATION MATRIX** 

Variables	ROA	ROE	LN_IDAB	LN_II	LN_IBROIF	LN_OI
	Coefficients (p-values)					
ROA	1.0000					
ROE	0.9842*	1.0000				
	(0.00)					
LN_IDAB	-0.0236	-0.0986	1.0000			
	(0.85)	(0.45)				
LN_II	-0.0699	-0.1412	0.9923*	1.0000		
	(0.59)	(0.28)	(0.00)			
LN_IBROIF	-0.1629	-0.2244	0.8066*	0.8113*	1.0000	
	(0.21)	(0.08)	(0.00)	(0.00)		
LN_OI	-0.1694	-0.2046	0.7682*	0.7926*	0.6283*	1.0000
	(0.19)	(0.11)	(0.00)	(0.00)	(0.00)	
*Significant at 5% level						

Source: Authors' own calculation

Table 2 shows the correlation matrix of the variables used in this study. ROA and ROE are the dependent variables and Ln\_IDAB, Ln\_II, Ln\_IBROIF and Ln\_OI are the independent variables. From the matrix we observe that, both ROA and ROE don't have any statistically significant correlation with any of the independent variables. But all the correlations between the independent variables are positive and statistically significant at 5% level.

TABLE 3: REGRESSION RESULT (DEPENDENT VARIABLE: ROA)

Models/	Fixed Effect Model	Random Effect Model	Hausman Test Result
Independent	<b>Coefficients (p-values)</b>	<b>Coefficients (p-values)</b>	Chi <sup>2</sup> (p-value)
Variables			
Constant	6.51*(0.003)	-4.35* (0.014)	
Ln_IDAB	3.26* (0.000)	2.14*(0.006)	
Ln_II	-4.14* (0.000)	-1.75* (0.023)	Fixed Effect Model
Ln_IBROIF	-0.08 (0.449)	-0.18 (0.111)	45.30 <sup>*</sup>
Ln_OID	-0.10 (0.066)	-0.07 (0.375)	(0.0000)
$\mathbb{R}^2$	0.6431	0.2847	
F/Chi <sup>2</sup>	22.53* (0.0000)	12.82* (0.0122)	(as the p-value of Chi <sup>2</sup> <0.05)
* Significant at 5% level			

Source: Authors' own calculation

Table 3shows the result of the panel data regression analysis, considering ROA as the dependent variable, both under fixed and random effect models. It also shows the Hausman Test result selection of better model. The value of Chi<sup>2</sup> of the Hausman Test is 45.30 and its p-value is 0.0000. So, the Hausman Test prefers the fixed effect model to the random effect model as the pvalue lies under the significance level 0.05. The value of F-statistics of the fixed effect model is 22.53 and its p-value is 0.0000. Hence, this model gives a good fit as the respective p-value lies under the significance level of 0.05. The value of  $R^2$  of this model is 0.6431. So, at this stage we can reject the first null hypothesis (H<sub>01</sub>) that there is no relationship between interest income and bank performance and can accept the alternative hypothesis (HA1) that there is a relationship between interest income and bank performance. From the coefficients of the fixed effect model we see that Interest /Discount on Advances/Bills have significant positive effect (3.26) on the ROA of SBI & its Associates, as the respective p-value (0.000) is less than the significance level of 0.05. Whereas, the Interest on Investment (-4.14) has significant negative effect on the ROA at 5% level (p-value 0.000). So, here we can reject the second null hypothesis ( $H_{02}$ ) also that interest income does not affect the bank performance and can accept the alternative hypothesis (H<sub>A2</sub>) that interest income affects the bank performance.

TABLE 4: REGRESSION RESULT (DEPENDENT VARIABLE: ROE)

Models/	Fixed Effect Model	Random Effect Model	Hausman Test
Independent	<b>Coefficients (p-values)</b>	<b>Coefficients (p-values)</b>	Result
Variables			Chi <sup>2</sup> (p-value)
Constant	158.51* (0.000)	-63.81 (0.065)	
Ln_IDAB	57.76* (0.000)	38.74* (0.009)	
Ln_II	-76.95 <sup>*</sup> (0.000)	-33.16* (0.026)	Fixed Effect Model
Ln_IBROIF	-2.66 (0.175)	-3.56 (0.111)	83.49 <sup>*</sup>
Ln_OID	-1.54 (0.133)	-1.08 (0.480)	(0.0000)
$\mathbb{R}^2$	0.6833	0.3140	
F/Chi <sup>2</sup>	26.97* (0.0000)	12.73* (0.0127)	(as the p-value of
			Chi <sup>2</sup> <0.05)
* Significant at 5% level			

Source: Authors' own calculation

Table 4 shows us the panel data regression result, considering ROE as the dependent variable. Here also, the Hausman Test prefers the fixed effect model to the random effect model as the p-value (0.0000) of  $\mathrm{Chi}^2$  (83.49) is lower than the significance level 0.05. The value of F-statistics of the fixed effect model is 26.97 and its p-value is 0.0000. It implies that the model gives a good fit as the p-value lies under the significance level of 0.05. The value of  $\mathrm{R}^2$  of this model is 0.6833. Hence, from these findings, here also, we can reject the first null hypothesis ( $\mathrm{H}_{01}$ ) that there is no relationship between interest income and bank performance and can accept the alternative hypothesis ( $\mathrm{H}_{A1}$ ) that there is a relationship between interest income and bank performance. From the coefficients of the fixed effect model we see that out of four categories of interest income, only interest /discount on advances/bills have significant positive effect (57.76) on the ROE of the SBI and its Associates as its p-value (0.000) lies below the 5% significance level. On the other hand, income on investments only have the significant negative effect (-76.95) on the ROE of the respective banks, as the respective p-value (0.000) is less than the significance level of 0.05. So, here also, we can reject the second null hypothesis ( $\mathrm{H}_{02}$ ) also that

interest income does not affect the bank performance and can accept the alternative hypothesis  $(H_{A2})$  that interest income affects the bank performance.

#### 7. CONCLUSION & SUGGESTIONS

On the basis of objectives the study, it is revealed that there is a significant relationship between interest income and the bank performance. Moreover, interest /discount on advances/bills have positive impact on both ROA and ROE. On the other hand, income on investments has negative impact on both ROA and ROE of the banks. If there is an increase of 1 unit in interest /discount on advances/bills, ROA increases by 3.26 units and vice-versa. On the other hand, for 1 unit increase in income on investments, ROA decreases by 4.14 units and vice versa. Again, for 1 unit increase in interest /discount on advances/bills, ROE increases by 57.76units and for 1 unit increase in income on investments, ROE decreases by 76.95units. Hence, the banks have to choose their investments (i.e., Government Securities, Other approved Securities, Shares, Debentures, Bonds and investment in Joint Ventures etc.) diligently, so that the returns from these investments help to improve their performance.

#### **SUGGESTIONS:**

In India interest income is the important and major source of income of the banks. As a result, their performance is largely dependent on it. But, investments (i.e., Government Securities, Other approved Securities, Shares, Debentures, Bonds and investment in Joint Ventures etc.) of the banks are not well managed by the banks. Hence, it is imperative to conduct future study on those areas, especially investments by the banks, which may open a new vista to the researchers.

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# ROLE OF DR. B.R.AMBEDKAR IN CONSTITUENT ASSEMBLY: A STUDY

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#### **ABSTRACT**

Early as in 1934, the Congress Party demanded that Indian should have a Constituent Assembly of its own which should give a Constitution to the Country. In 1933, the British Government published a white paper, but the proposals were much below the expectations of the people. It was therefore demanded by the Congress Party that there was absolute need for a Constituent Assembly for India. In 1942, the British Government was made amply clear that the people of India will not be satisfied unless and until, they were given a Constitution by their own Constituent Assembly. The resolution further said, the Constitution of the Constituent Assembly and the proceeding and decisions are ultra-virus, invalid and illegal and it should be dissolved. Therefore the Assembly had to evolve its own system of working. It was perceived that the work ran smoothly and the people of country had not to wait for a very long time for a Constitutional document. The scrutiny was so be completed by 24 October and submitted the draft consisting 243 articles and 13 schedules in the early October. In our Constituent Assembly, this 26<sup>th</sup> day of November 1949 does hereby adopt, enact and give ourselves this Constitution. Thus, it is a matter of shame for Hindu Society that it could not retain such a great scholar and a nationalist. That day will be a very fortunate day for this country when the Hindu Society will be able to get freedom from the stranglehold of rigid caste system.

**KEYWORDS:** Constituent Assembly, Assembly, Fortunate, Nationalist, Expectations

#### INTRODUCTION

#### **CABINET MISSION**

The Cabinet Mission arrived in Delhi on 24 March 1946. Ambedkar submitted a memorandum before the Cabinet Mission on behalf of the Scheduled Castes Federation. The memorandum repeated the earlier demand of the Scheduled Castes for a blue-print of their right liberties and safeguards to be included in future Constitution. In between, *Satyagraha* campaigns were launched under the leadership of Ambedkar at Poona, Kanpur and Lucknow simultaneously. He reiterated his demand for the revision of Poona pact saying that it had virtually *disenfranchised* the Scheduled, the pressed for separate electorate. He stressed that such safeguards could alone rectify the wrong done to the untouchables.<sup>2</sup>

# **CONSTITUENT ASSEMBLY**

Ambedkar was elected to the Constituent Assembly from Bengal in November, 1946. In his first speech in the Constituent Assembly he called for United India<sup>3</sup> and proposes for setting up of a Constituent Assembly. This assembly proposed each province was to be assigned specific number of seats in accordance with their population, which will again be linked with the population of the community in their province. Total number of seats in the Constituent Assembly was fixed at 389, to be divided as under:

British India	292 Seats
Chief Commissioner's Province	04 Seats
Indian	93 Seats
Total	389 Seats

The plan suggested that the Assembly at its first meeting will elect its own chairman and other office bearers. It elects members of the Advisory Committees on the Right of Citizens related to Minorities and Tribals and excluded areas.

In the Union Constituent Assembly resolution, regarding the distribution of subjects between the centre and the provinces or raising any major communal issue were to be passed by majority of representative present and voting of each of the two major communities.

Ultimately Congress decides to accept the Constituent Assembly whereas Muslim League was against it, but in the end, League also contested the elections. Elections for Constituent Assembly were held in July 1949. Out of 210 of British India provinces 199 were won by the Congress party wiry-wise position was:-

Party	Seats
Congress	199
Unionist Party of Punjab	02
Communist Party	01
Schedule Caste Federation	01
Independents	06
Muslim League	73
Congress	03
Punjab Unionist Party	01
Krishak Praja Party	01

In August, of the same year 4 Member of Sikh Community representatives also joined the Assembly. As a result of the election it became clear that Congress party was in commanding position.

The Constituent Assembly was formed on the 9<sup>th</sup> December 1946. The Constituent Assembly started it deliberation with *Dr. Sachhidanand Sinha* as the temporary chairman, later on *Dr. Rajendra Prasad* was unanimously elected as President on December 11. The entire 73 members of Muslim League were absent from the assembly. The Congress had an overwhelming majority 206 of the 296 seats allotted of British India.<sup>4</sup> After four days, Pt. Jawarhar Lal Nehru in the objective resolution pointed out that it was our firm assessment that India should be sovereign republic. He further said that it has ever been and shall always be our ardent desire to unite India, therefore he appealed to the Muslim League to join the assembly. So that we may frame a Constitution which will be accept to the masses of India.<sup>5</sup> But on the other hand the Muslim League passed a resolution that the proceedings of Constitution Assembly were ultra-virus. The resolution further said, the Constitution of the Constituent Assembly and the proceeding and decisions are ultra-virus, invalid and illegal and it should be dissolved.<sup>6</sup>

So in such circumstances the country was partitioned. But Constituent Assembly of India continued to work on Constitution. The total strength of the Assembly came down to 299 as against 389 originally fixed in 1946. The strength of princely states was reduced from 70 to 43 and those of British India and Chief-Commissioner provinces were reduced from 296 to 229. The comparative position was as under:-

Name of the Province	Seats originally	Seats 31-12-47
Assam	10	8
Ajmer	1	1
Bombay	21	21
Bihar	36	36
C. Pand Berar	17	17
Croog	1	1
Orissa	9	9
Delhi	1	1
East Punjab	28	12
Madras	49	49
U.P.	55	55
West Bengal	60	69
British Eluchistan	1	-
NWFP	3	-
Sind	4	-

#### AMBERDKAR'S VIEW ABOUT CONSTITUENT ASSEMBLY

It is not an easy task to prepare a Constitutional document because that is the life span of a nation and reflects the will and the wishes of the people. Therefore the Assembly had to evolve its own system of working. It was perceived that the work ran smoothly and the people of country had not to wait for a very long time for a Constitutional document. It was also perceived that such a document should not be so flexible. Thus the task before the framers of the Constitution was really difficult. The membership of the Constituent Assembly ensured a close link between the Constituent Assembly and the Government on the one side and between the Congress and the

Constituent Assembly on the other. The four leaders of the Assembly-Nehru, Patel, Prasad and Azad it has been right of the independence movement and continued to hold the sway in the Congress during the framing period as they had done in the days before independence. Nehru and Patel was the Prime Minister and the Deputy Prime Minister of the Union Government respectively, Azad was a Minister while Prasad had resigned the office of Minister Ship in order to become the President of the Assembly, in the last it conflicted with his duties as President. So in this way it has been decided that these men would control the affairs of the Assembly and ensured its smooth working.<sup>9</sup>

The Assembly decided to follow committee system and for this purpose several committees were set up. The committees were:-

- I. Committee on Fundamental Right,
- II. Committee on Supreme Court, Credentials,
- III. Advisory Committee of Minorities,
- Rules Procedure Committee. IV.
- V. Steering Committee,
- VI. Union Powers Committee and
- VII. Ad-hoc Committee on National Flag and so on.

But most important committee was Drafting Committee. It was this committee which mainly shared the responsibility of giving a Constitutional document to the country. The composite members of the Drifting Committee were:-

1.	Dr. B.R. Ambedkar	Chairman
2.	N. Gopalaswamy Ayyanger	Member
3.	Alladi Krishnaswamy Ayyar	Member
4.	K.M. Munshi	Member
5.	Mohammad Saadullah	Member

All members were graduates, two members were Muslimsa and one Christan and the others were Hindus. 10

#### FUNCTIONS OF THE ASSEMBLY

That with reference to the motion by the Honorable Dr. B.R. Ambedkar regarding the consideration of the Report on the function of the Constituent Assembly under the Indian Independence Act it is hereby resolved that:-

- The functions of the Assembly shall be
- (a) to continue and complete the work of Constitution making which commenced on the December 9, 1946 and
- (b) To further as the Dominion Legislature until a Legislature under the new Constitution come into bring.
- The business of the Assembly as a Constitution making body should be clearly distinguished from its normal business as the Dominion Legislature and different day or separate sittings on the same day should be set apart for the two kinds of business.

- **3.** The report regarding the position of representatives of Indian states in the Assembly be accepted.
- Suitable provision should be made in the rules of the Constituent Assembly for the election of an officer to be designated the speaker to preside over the deliberations of the Assembly when functioning as the dominion legislature.
- The power to summoning the Assembly for functioning the Dominion Legislature and proroguing should be vest in the President.
- Ministers of the Dominion Government of the Assembly should have the right to attend and participate in its work of Constitution making, though until they become member of the Constitution Assembly, they should not have any right to vote.
- 7. Necessary modifications, adaptations and addition should be made:-
- (a) By the President of the Constitution Assembly to Rules and Expanding orders of the Indian Legislature Assembly be bring them into accord with the relevant provisions of the Government of Indian Act as adapted under the Indian Independence Act 1947.
- (b) by the Constituent Assembly or the President as the case may be to the Rules and standing orders to carry out the provisions of Para 9 of the Report and where necessary to secure an appropriate adaptation of the relevant section of the Government of India Act to bring it into conformity with the new Rule.<sup>11</sup>

# CONSTITUENT ASSEMBLY OF INDIAN COMMITTEES (DECEMBER 1946 TO **JULY 31, 1947**)

# **STATES COMMITTEE**

This committee was set up by the Constitution Assembly by a resolution on 21<sup>st</sup> December, 1946. The Negotiation committee set up by the chamber of princes and with other representatives of Indian states for purpose of:-

- (a) fixed the distribution of the seats in the Assembly not exceeding 93 in number in cabinet mission's statement of May 16, 1946 are reserved for Indian States and
- (b) Fixed the method by which representatives of states should be returned to this Assembly the result of the negotiation.

This committee constituted by its resolution of 21th December, 1946 shall in addition have power to confer with such persons that the committee thinks fit for the purpose of examining the special problem of Bhutan and Sikkim and report to the Assembly of the result of such examination. Hon'ble Pandit Jawaharlal Nehru was the chairman of the Committee.

#### STAFF AND FINANCE COMMITTEE

This committee was set up under rule 42 of the Constituent Assembly, which follows:-

- 1. The Staff and Finance Committee shall be set up for the duration of the Assembly and shall consist of:-
- the President shall be ex-office chairman the committee,
- **b)** the two vice-president and

- c) Nine members to be elected by the Assembly in accordance with the principle of proportional representation by means of the single transferable vote.
- 2. The function of the committee shall be:-
- a) to advise the president regarding the posts to be created in the office of the Assembly,
- **b**) recommend to the Assembly for the allowances to be paid to the office and members of the Assembly and its committees, and
- c) To frame a budget.
- 3. The president may make standing orders for the conduct of the business of the committee.
- **4.** The staff and finance committee shall invite the Auditor-General to audit the accounts of the Assembly.

# **CREDENTIALS COMMITTEE**

This committee was set up under-rules 43 and 44 of the Constituent Assembly, which follows:-

- 1. A credentials committee shall be set up for the purpose of dealing with all questions relation to the validity of the title of elected or other members,
- 2. The committee shall consist of five member who shall be elected by the Assembly.

The committee shall elect its own chairman. 12

#### **HOUSE COMMITTEE**

This committee was set up under rule 45 of the Constituent Assembly, which follows:-

- 1. The committee shall consist of eleven members, who shall be elected by the Assembly in the manner to be prescribed by the President,
- 2. The committee shall have power to co-opt additional member.
- 3. To appoint Sub-Committees to deal with various items of their work.

A Sub-Committee of the House Committee was appointed on 28<sup>th</sup> January for advising on the actual allotment of accommodation to members.

#### STEERING COMMITTEE

This committee was set up under rules 40 and 41 of Constituent Assembly, which follows:-

- 1. A Steering Committee shall be set up for the duration of the Assembly.
- 2. The Assembly may elect 8 additional members in such manner as it may deem appropriate, of whom four members shall be reserved for election from among the representatives of the Indian states.
- **3.** The President shall be an ex-officio member of the Steering Committee and shall be its ex-officio Chairman.
- **4.** The Secretary of the Assembly shall be ex-officio Secretary of the Steering Committee.

The committee shall -

a) arrange the order of business for the day,

- b) act as a general liaison body between committee inter SC, and between the President and
- c) Group similar motions and amendments.

The President may make standing orders for the conduct of the business of the Steering Committee.

#### THE ADVISORY COMMITTEE

This committee was set up by the Constituent Assembly on January 24, 1947 by the following resolution:-

This Assembly resolves that in pursuance of paragraph 20 of the Cabinet Mission's statement of May 16, 1946 and advisory committee be constituted as hereinafter set out:-

- (1) The Advisory Committee shall consist of not more than 72 members, who may include persons which are not member of the Assembly,
- (2) Advisory Committee may appoint other Sub-Committee for the time as it may deem necessary,
- (3) The Advisory Committee shall submit the final report to the Union Constituent Assembly within three months from the date of this Resolution,
- (4) Decide the *quorum* for the Committee and
- (5) The President may make stand orders for the conduct of the proceedings of the committee.

# COMMITTEE TO RECOMMEND THE ORDER OF THE FURTHER BUSINESS OF THE ASSEMBLY IN FRAMING THE CONSTITUTION FOR ALL INDIA

The following are the Sub Committees of the Advisory Committee:-

- 1. Minorities Committee
- 2. Fundamental Right Committee
- 3. Tribal Areas and Assam excluded and partially excluded areas Sub Committee.

These Committees were set up by a resolution of the Constituent Assembly on January 25, 1947. The personnel of the Committees are given in the resolution be appointed to recommend the order of the further business of this Assembly in framing the Constitution for all India and submit their report before the commencement of the next session of this preliminary meeting of this Assembly.

The Assembly further resolves that the presence of not less than two member of the each committee shall be necessary to constitute a meeting of the committee.<sup>13</sup>

# COMMITTEE TO EXAMINE THE SCOPE OF UNION SUBJECTS

This committee was set up by the Constituent Assembly by a resolution on January 25, 1947. The personnel of the committee are given in the resolution:-

Whereas in paragraph 15(1) of the Cabinet Delegation's statement of May 16<sup>th</sup>, the subjects assigned to the union centre are generally and compendiously indicated under four broad categories and whereas it is necessary to draw up lists of matter included in and inter-connected with the subject assigned to the union before the framing of the Constitution referred to in clause.

#### UNION CONSTITUTION COMMITTEE AND PROVINCIAL CONSTITUTION COMMITTEE

These two committees were set up by the Constituent Assembly of April 30, 1947. The Assembly resolves that in accordance with recommendation contained in the Report of the order of Business Committee, the following committee be nominated by the President with instruction to report before the next session of the Assembly:-

- **a.** A committee consist of not more than 15 members to report on the main principal of the Union Constitution.
- **b.** A committee consist of not more than 25 members to report on the main principal of the Provincial Constitution.

#### AD HOC COMMITTEE ON CITIZENSHIP

This committee was appointed on April 30, 1947 by the President of Constituent Assembly.

#### AD HOC COMMITTEE ON NATIONAL FLAG

This committee was set up in the June 30, 1947 by the President of the Constituent Assembly.

#### PRESS GALLERY COMMITTEE

The committee was appointed on January 7, 1947 by an executive order of the President of the Assembly. The committee advises the President in allotting passes for the Press Gallery.<sup>14</sup>

But the most important committee was Drafting Committee, which mainly shared the responsibility of giving a Constitutional document to the Country. At its plenary session held from 20-26 January 1947, the Assembly adopted the observation moved by Dr. Ambedkar.

At it's another plenary session held from  $28^{th}$  April  $2^{nd}$  May 1947, the Assembly adopted following:-

- (a) That the Union Government should have Defense Foreign Affairs, Communication, Financial and Miscellany Power.
- (b) That fundament Right should be justifiable.
- **(c)** That untouchability should be extended.
- (d) That Union Government will not accept any title.
- (e) That the Constitution should be written both in English and Hindustani.

At its first session held between July 14-31 the following report:-

- (a) Report of Provincial Constitution Committee in which model Constitution for the provinces was presented.
- (b) The Report of the Union Constitution Committee was considered.
- (c) Proposal on new Indian Nation Flag was presented.

At the session held from 20-29 August 1947 the Assembly considered the following reports:-

- (a) Second Report of the Union Powers Committee on federal and provincial subjects.
- **(b)** Report by the Advisory Committee on the Minorities.
- (c) Report of the special committee on the future working of the Constituent Assembly.

The Constituent Assembly on August 29, 1947 adopted a resolution authorizing the appointment of a Drafting Committee to scrutinize the draft of the text of the Constituent Adviser, giving effect to decision taken already in the Assembly.<sup>15</sup>

# DRAFTING COMMITTEE ELECTION

The consideration of various report constituted the first reading the Constitution the net five sessions were devoted to the consideration of the Draft Constitution. The eleven sessions consumed 165 day out which 114 were spent in consideration of Drafting Constitution.

The Drafting Constitution was prepared by a Drafting Committee with Dr. B.R. Ambedkar as its chairman. It was elected by the Constituent Assembly August 29, 1947<sup>16</sup> and on the same day the Assembly also elected 6 another members of the Committee for drafting Constitution. These members were:-

1	Du D.D. Amhadlan	Chairman
1.	Dr. B.R. Ambedkar	Chairman
2.	Alladi Krishnaswamy Ayyairs	Member
3.	N. Gopalaswami Ayyangar	Member
4.	K.M. Munshi	Member
5.	Mohammad Saadullahi	Member
6.	B.L. Mitter	Member
7.	D.P. Khaitan	Member

New India entrusted the work of framing her new laws to a man who had few years before burnt the code of Hindus. The burden of drafting the Constitution fell on Ambedkar and he achieved this task in a manner that was indeed commendable. Ambedkar completed the Draft Constitution and submitted it to the President of the Constituent Assembly in the last week of the February 1947.<sup>17</sup>

This first meeting of the Drafting Committee was on August 30, 1947 and the Constitutional Advisors were asked to circulate the draft that they have prepared, among the members of the Drafting Committee by 23 September. The scrutiny was so be completed by 24 October and submitted the draft consisting 243 articles and 13 schedules in the early October. <sup>18</sup>

The 42 meetings of the Drafting Committee sat from day to day from October 27, 1947 for considering each and every article of the draft. The minutes of the meeting of the Drafting Committee are reproduced below.

Finally the Drafting Committee submitted the draft of the Constitution to the Constituent Assembly on February 21, 1948. He articles of the Constitution were discussed and adopted one by one on November 29, 1948. The first Draft Constitution as Presented by the Drafting Committee to the Constituent Assembly contained 315 Articles and 8 Schedules, at the end of the consideration stage the number of Articles in the Draft Constitution increased to 386, in its final form the Draft Constitution contains 395 Articles and 8 Schedules. The total number of amendment to the Drafting Constitution tabled was approximately 7365. Of them, the total number of amendments actually moved in the House were 2473. Description of the Constitution to the House were 2473.

The final Draft was adopted on November 26, 1948 signed on January 24, 1950. The Constitution as it stood in 1950 contained a preamble 22 parts and 8 schedules. <sup>21</sup> At last on January 26, 1950 it is adopted by the India. In his concluding speech the President of the Constituent Assembly Dr. Rajinder Prasad paid a handsome tribute to Ambedkar.

# SALIENT FEATURES OF THE INDIAN CONSTITUTION ACCORDING TO DR. B.R. AMBEDKAR

**SOVEREIGN DEMOCRATIC REPUBLIC:** The preamble of the Constitution proclaims India as to be a Sovereign Democratic Republic and runs as following:-

We, The People of the India, having solemnly resolved to constitute India into a Sovereign Democratic Republic and to secure to all its citizens. Justice, social, economic and political liberty of thought, expression, belief, faith and worship. Equality of status and of opportunity; and to promote among them all; Fraternity assuring the dignity of the individual and the unity of the nation.

In our Constituent Assembly, this 26<sup>th</sup> day of November 1949 do hereby adopt, enact and give ourselves this Constitution.<sup>22</sup>

# **ARTICLE-1** (Description of India)

In article 1 of the Draft, India has been described as a Union of States. For uniformity the committee has thought it desirable to describe the units of the union in the new Constitution as states, whether they are at present known as Governors' provinces, or Chief Commissions Provinces or Indian states. The committee has divided the states into the three classes those enumerated in Part I, II and in Part III. These correspond respectively to the existing Government Provinces, Chief Commissioners Provinces and Indian states.

# **ARTICLE-5 & 6 (Citizenship)**

The committee has given anxious and prolonged consideration to the question of citizenship of the union. Every person domiciled in the territories subject to this Constitution.

- 1. Who has been ordinarily resident in those territories for not less than 5 year immediately preceding that date, or who or whose presents or either of whose parents, was or were born in India, shall be a citizen of the federation provided that any such person being a citizen of any other state may in accordance with federation elect to accept the citizenship hereby conferred explanation. Domicile has the same meaning as in the Indian Succession Act 1925.
- **2.** After the commencement of his Constitution a every Person.

# **ARTICLE 7 TO 27 (Fundamental Rights)**

The committee has attempted to make these right and the limitations to which they must necessarily be subject as definite as possible, since the courts may have to pronounce upon them.

#### **ARTICLE 59 (Powers of the President of the Union)**

The committee has considered it desirable to provide that the president should have power to suspend, remit or commute death sentences passed in an Indian state, as in other units, without prejudice to the power of the power.

# **ARTICLE 278 (Constitution Empower Government)**

It will be recommended that the new, Constitution empowers the governor, in certain, to issue a proclamation suspending certain provisions of the Constitution: he can do so only for a period of two weeks and is required to report the matter to the president.

In fact the state concerned will become a centrally administered area for the duration of the proclamation. This replaces the proclamation this replaces the section 93 regime under the Act of 1935.

# **ARTICLE 60 (Executive Power in Respect of Concurrent Lists Subjects)**

Under the present Constitution, executive authority in respect of a concurrent list subject vests in the province subject in certain to give directions as to how the executive authority shall be exercised, vide Part I & II of the concurrent legislative list in the seventh schedule of the Government of India Act 1935. In the Draft Constitution the committee has departed slightly from this plan. In making these provisions the committee has kept in view the principle that executive authority should for the most part be co-extensive with legislative power.

# **ARTICLE 67 (Composition of the Council of States)**

According to a decision taken by Constituent Assembly, the Council of the States was to contain not more than 25 members to be elected panels or constituencies on a functional basis. The panel system having hitherto proved unsatisfactory in the country from which it was copied the committee has thought it best provide for 15 members to be nominated by the President for their special knowledge or practical experience in, science, art etc.

# **ARTICLE 68 & 151 (Duration of union parliament and of State Legislatures)**

The committee considers that under the parliamentary system particularly at the beginning of a new Constitution on the basis of adult suffrage, a longer term than four years is desirable. New ministers require some time to acquaint themselves with the details of administration, and their last years of office is usually taken up in preparing for the next general election with a four years term they will not have enough time for any kind of planned administration.

# **ARTICLE 107 & 200 (Supreme Court and High Courts)**

Following the practice prevailing in the United Kingdom and the proposed that in certain circumstances retired judges may be invited to serve in particular cases both in the Supreme Court and in the High Courts.

#### **ARTICLE 131 (Mode of Selection of Governors)**

Some members of the committee feel that the co-existence of a Governor elected by the people and Chief Minister responsible to the Legislature might lead to friction. The committee has therefore, suggested and alternative mode of appointing governor. The legislature should elect a panel of four persons.

# **ARTICLE 138 (Deputy Governors)**

The committee has not thought it necessary to make and provisions for Deputy Governors, because a Deputy Governor will have no function to perform so long as the Governor is there. There is a provision similar to enabling the Legislature of the State to make necessary arrangement for the discharge of the functions of the Governor in the unforeseen contingency.

# **ARTICLES 212 TO 214 (Centrally Administered Areas)**

In accordance with a resolution of the Constituent Assembly, the President appointed a committee of seven members for the purpose of recommending Constitutional changes in the centrally administered areas. The recommendations of the committee were:-

- **1.** Each of the provinces of Delhi, Ajmer Merwara and Coerg should have a lieutenant Governor appointed by the President of India.
- **2.** Each of these provinces should have an elected legislature.

# **ARTICLE 216 TO 232 (Distribution of Legislative Power)**

The Drafting Committee has made no change in the legislative lists as recommended by the Union Powers Committee and adopted by the Constituent Assembly. In adopting this course the committee has followed the provisions of the India Central Government and Legislative Act 1946.

# **ARTICLE 247 TO 269 (Financial Provisions)**

The Drafting Committee has incorporated in the Draft the recommendations of the Expert Finance Committee, except those relating to the distribution of revenues between the centre and the states.<sup>23</sup>

# **ARTICLE 281 TO 283 (Services)**

The committee has refrained from inserting in the Constitution and relating to the public services commission and to the services and all India services.

# **ARTICLES 289 TO 291 (Elections)**

The committee has no thought it necessary to incorporate in the Constitution electoral details including the delimitation of constituencies. These have been left to be provided by auxiliary legislation.

# **ARTICLE 304 (Amendment of the Constitution)**

The committee has inserted a provision given a limited constituent power to the state legislatures in respect of certain defined matters.

#### **ARTICLE 292, 294 & 305 (Safeguards for Minorities)**

The Draft embodies the decision of the Constituent Assembly and of the Advisory Committee in respect of the reservation of the seat in the Legislatures and of posts in the public services.<sup>24</sup>

#### **CONCLUSION**

It is clear from the foregoing discussion that Dr. Ambedkar gave to this country not just a Constitution, but a Constitution based on great wisdom, which sought and create a bulwark against divisive and anarchical forces. Dr. Ambedkar considered the caste system in Hindu Society as a great enemy of social harmony in the Hindus and therefore, is disgust renounced Hinduism and embarked Buddhism on October 14, 1956. Thus, it is a matter of shame for Hindu Society that it could not retain such a great scholar and a nationalist. That day will be a very fortunate day for this country when the Hindu Society will be able to get freedom from the stranglehold of rigid caste system. Dr. Ambedkar' lifelong sacrifices for this cause will not go in vain and will, we hope and pray eventually bear fruits.

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# Asian Journal of Multidimensional Research (AJMR)

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**UGC APPROVED JOURNAL** 



# HUMAN RESOURCE UNDER NATIONAL RURAL HEALTH MISSION (NRHM): WITH SPECIAL REFERENE TO ACCREDITED SOCIAL HEALTH ACTIVISTS (ASHAS)

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#### **ABSTRACT**

**Background of Study:** National Rural Health Mission (2005-12) was launched in April 2005 by GOI. Mission, seeks to provide effective healthcare to rural population, especially the vulnerable sections of the society through Inter-sectoral Convergence. ASHAs are important human resource under NRHM and their role very important to build rapport between villagers and health care services to improve the health status. Therefore the present study has made an attempt to study the role and responsibilities of ASHAs and problems they are facing. Methodology: This study is conducted in Kolhapur district of Maharashtra State. It is based on primary as well as secondary. ASHAs are working in the every village of Kolhapur city. There are fifty Primary Health Centers and total 2773 ASHAs are working in Kolhapur district. Out of twelve talukas, two talukas were purposefully selected and they were Karveer and Bhudhargad. For the present study, out 2773 of 107 ASHAs were selected by using accidental / convenience sampling technique. Major Findings: Present study shows that these ASHAs are well versed with role and responsibilities concern with child and maternal health. It is essential to provide the potential training to them for efficient work. They are not satisfied with the incentives given them and they are demanding fix pay. Conclusion: For more utilisation of public health care facilities by villagers we need to make these ASHAs more resourceful and knowledgeable. Good incentives will be given to them for more utilisation of public health care facilities.

KEYWORDS: Health, Health Status, Human Resource, NRHM and Ashas

**ACKNOWLEDGEMENT:** This paper is based on ICSSR major project titled with "A Study of Contribution of Accredited Social Health Activists in the improvement of Maternal and Child Health in Kolhapur District. I am very much thankful to ICSSR for awarding me a project.

#### INTRODUCION:

Today health has become a complex issue. Health is an essential integral component of all development work and multilateral linkages exist between health, social, cultural, economic and political sheers. Provision for health should be considered a fundamental human right and attainment of highest level of health is a most important social goal.

Primary healthcare is essential healthcare based on practical, scientifically sound and socially acceptable methods and technology made universally accessible to individuals in the community through their full participation and at a cost the community and country can afford to maintain at every stage of their development in the spirit of self-reliance and self-determination. India's primary healthcare system is based on the Primary Health Centre (PHC) and these PHCs provide treatment free of cost. Lack of inadequate resources, lack of inadequate staff and many problems PHCs of India in general are suffering. It is also found that despite significant improvements made in the past few decades, the public health challenges are not only so huge but are also growing and shifting at an unprecedented rate in India. Therefore the Indian government launched the National Rural Health Mission (NRHM) in 2005 to "address infirmities and problems across primary health care and bring about improvement in the health system and the health status of those who live in the rural areas." Untill and unless if there is not connection and communication between primary health centres and community these health care facilities are not properly utilised so to achieve the community participation under National Rural Health Mission (NRHM) many innovations have been introduced in the states to deliver healthcare services in an effective manner. One of the core strategies proposed in this mission was to create a village level social activist, designated as ASHA for every village. To a large extent, the actualization of the goal of NRHM depends on the functional efficiency of the ASHA as the grassroots health activist (Hema Bhatt: 2012). ASHAs are important human resource under NRHM and their role very important to build rapport between villagers and health care services to improve the health status. Therefore the present study has made an attempt to study the role and responsibilities of ASHAs and problems they are facing.

#### **REVIEW OF LITERATURE:**

Many studies are conducted concern with NRHM (National Rural Health Mission) its progress, different programmes under NRHM and achievements of NRHM. National Rural Health Mission (2005-12) was launched in April 2005 by GOI. The objective of the Indian Government's National Rural Health Mission (NRHM) is to strengthen the healthcare delivery system with a focus on the needs of the poor and vulnerable sections among the rural population. One of the main tenets of the mission is to identify one ASHA (Accredited Social Health Activist) per 1000 population in the rural areas with the purpose of supporting the community to access public health services. She is expected to create awareness on health and its determinants, mobilize the community towards local health planning, and increase utilization of the existing health services. Many studies are also conducted in this case and these studies deal with roles, responsibilities, functions, incentives and assessment of ASHA scheme. Therefore some studies are taken for review for the present study in this concern.

Bajpai Nirupam and Dholakia Ravindra H's(2011) working paper titled with 'Improving the Performance of Accredited Social Health Activists in India' addresses concerning issues around recruitment, responsibilities, training, incentives, and supervision of the ASHAs in Bihar, Chhattisgarh, Rajasthan, and UP and Assam. The ASHAs represent the cornerstone of NRHM's strategy to address the millennium development goals (MDG) on health related indicators. As a

result, this paper presents findings from data collected through written questionnaires and the selected states are regionally representative and are among the poorest and most populous states in the country. This study focuses on the importance of ASHAs performance and in order to maximize India's potential to achieve these goals through the NRHM, it is essential to investigate methods to improve ASHA performance, specifically through the processes of recruitment, training, supervision, provision of incentives and expansion to greater roles. This paper had also concluded that the ASHAs play a critical & effective role in bridging the gap between NRHM and the communities therefore it's important to keep the ASHA motivated to perform her duties efficiently and address issues related to provision of quality services to their communities.

Husain Zakir (2011) paper title with 'Health of the National Rural Health Mission' is based on the findings of evaluation studies undertaken by the Planning Commission, the Ministry of Health and independent authorities. These studies indicate that the situation in terms of quantitative goals and quality of service in many states leaves much to be desired. This study also has concluded that however, within this limited period, the NRHM has succeeded in putting back the issue of public health at the top of the government agenda. This has put the pressure on the state governments to divert resources to the health sector, thereby substantially strengthening the public health system, including its workforce. Although these achievements have fallen short of what was originally conceptualized, the investment has had a positive impact on several health indicators like immunization, institutional deliveries and antenatal care. The review of this study also reveals that the service delivery capacity of the public health system had increased at each level. Outdoor patient visits had increased at all three levels (SC, PHC and CHC). The maximum improvement was found at the PHC level (129%) followed by an almost similar increase at the district and CHC level (86%). The main beneficiaries of indoor services at each level were invariably women followed by children and men, respectively. This study also reveals that NRHM did not adequately take into account the complexities of Indian rural societies, characterised by gender disparities, and divided on the lines of caste, micro-politics and economics class and the NRHM did not pay sufficient attention to the socio-cultural context in which the health system is situated and which ultimately determines the success of policies and measures, including decentralisation. This is perhaps the most important factor limiting the success of the NRHM.

Gopalan Saraswathy, Mohanty and Das Ashis's(2012) research paper title with 'Assessing Community Health Workers' Performance Motivation': a mixed-methods approach on India's Accredited Social Health Activists(ASHA) programme. This study examined the performance motivation of community health workers and its determinants on India's Accredited Social Health Activist (ASHA) programme. This study is conducted in the state of Orissa and 386 CHWs were selected for the study. The major findings of the study is the CHWs are more motivated on the individual and community level factors than the health system determinants and the inadequate healthcare delivery status and certain working modalities reduced their motivation.

**Devee Lakheem's (2012)** research paper titled with 'Women at Work in Health Sector: A Space of Their Own' highlights the issue of empowerment of women through ASHA scheme and their space in workplace and household. This study indicates that after joining as ASHAs their purchasing power in household increases which in-terms increase the decision making power in the family. The ability to leave the home alone increased the confidence. The status and support is given by the family to each ASHA.

The National Institute of Health and Family Welfare, in collaboration with the UNFPA, undertook rapid appraisal of various health interventions with the concurrence of Government of India under the "Rapid Appraisal of Health Interventions" (RAHI) project. The title of this project was 'Assessment of the Functioning of ASHAS under NRHM in Uttar Pradesh' and chief investigator is Prof. Deoki Nandan Director National Institute of Health & Family Welfare and his study team. Period of the research is 2007-08. These studies were conducted in five low performing states, namely Madhya Pradesh, Uttar Pradesh, Orissa, Jharkhand, and Chhattisgarh to understand the process of implementation of various programmes, schemes and innovations under the NRHM. This report is based on rapid appraisal of the ASHA Scheme under the NRHM in Uttar Pradesh, where a total 129,312 ASHAs were selected against a target of 134,643 and 116,470 were trained till the start of study. To assess the recruitment and training process of the ASHAs, acceptability of the ASHAs in the community, status of payment of compensation, and eventually to furnish a set of suggestions to programme managers for making the project more effective. The important findings of these studies are: The ASHAs' support in ANC services and immunization was significantly high in comparison to other services. The role of the ASHAs in institutional deliveries was appreciable. PRI members too were appreciative of ASHA's presence in the village indicating acceptance of ASHAs in the community.

Anu-Raga Mahalingashetty, Lynn P Freedman and Judit Austin's paper title with 'Worktime analysis of ANM and ASHA: A Priority for Strengthening Health Systems' is an attempt to analyze the work burden and specific activities performed ASHA and ANM. An investigation into the work burden of ASHA and ANM was undertaken. The objectives of the study were firstly to describe the distribution of daily activities conducted by ASHA and ANM and secondly to evaluate time spent on provision of maternal health services in relation to other duties. Author hypothesize that ASHA and ANM spend more time in provision of other health services than maternal health services. Two rural blocks within Lucknow district of Uttar Pradesh, a NRHM high-focus state, was selected for study. These two blocks are Mohanlalgunj and Mall. The selected blocks represent the highest and lowest health performing, respectively, in the district. Only those frontline health workers, including ASHA and ANM, belonging to Mall and Mohanlalgunj blocks were included to participate in the study. The findings of the study are ANM and ASHA are working after the observed time, for both ANM and ASHA and the nature of work includes multitasking thereby allowing for double counting of specific official activities. Medatwal Chandan's paper title with 'Women's Empowerment in NRHM: A Case Study of ASHA' (Accredited Social Health Activist) gave details about Mrs. Asha Singal, a most prominent ASHA is really found an activist through her work efforts, performance, ethical and social activities. She was born on 20<sup>th</sup> October 1964 and belongs to small village, Murlabisoti. In 2007 she joined Gramin Vikas Trust and further came to know about the requirement of ASHA in NRHM from newspaper and TV. As ASHA she performs her duty 24 hours and 7 days duty and she would earn approximate Rs.1067 per month. She has taken a step forward for increments in the remuneration of ASHA and gathered with many activists at CM Office Jaipur on 14 March 2011. She commented that the monthly compensation to ASHA sahyogini is not satisfactory on the ground of working. This study indicates that strong and eminent ASHA can bring the changes in the village and angle for the villagers.

Eble Alex's paper on 'Incentives, women, and children: how the ASHA program can reduce child mortality in rural India, and how it might fail' made an attempt to the role of ASHA in preventing the child mortality. The National Rural Health Mission (NRHM) drew on this literature in designing its own village health worker scheme. In this scheme, an accredited social

health activist (ASHA), the equivalent of a VHW, is placed in each of India's villages in an attempt to scale-up these methods to address a set of highly prevalent and highly preventable diseases causing child mortality. This study also argues that the ASHA system is the best hope India has for reducing child mortality in rural areas, but there are several serious threats which could seriously compromise its potential. This paper suggests that if proper incentives are not paid to the ASHA and the health status of villagers will not improve.

The research study was conducted by **Prof. Deoki Nandan** Chief Investigator and study team of BRD Medical College, Gorakhpur on the topic (2008-09) 'A Study of Interface of ASHA with the Community and the Service Providers in Eastern Uttar Pradesh. Major findings of study are almost all the ASHAs are resident of local community and so a very effective link person in the delivery of health services and good health massage, All the ASHAs have been given seven days induction training and in general ASHAs are satisfied and happy with the training. But their perception about their job responsibilities appeared to be incomplete and improper. Majority of them were not aware about their role in changing the behavior about infant feeding, family planning, child marriage, girl education, hand-washing and sanitation. They were also not very much aware about their role in birth and death registration. Most important motivational factor for the ASHAs was the financial gain and hope of being absorbed in government job. Monetary gain in majority of cases was very little and to receive even this money sometime needed extra effort. There was a general demand from all stakeholders for a regular monthly payment of Rs. one thousand to each ASHAs besides the job related incentives.

The study was conducted by **Dr. Vandana Kanth, Dr. Anil Cherian, Dr. Jameela George** on the topic 'The contribution of Accredited Social Health Activist (ASHA) under National Rural Health Mission (NRHM) in the implementation of comprehensive Primary Health Care in East Champaran district, Bihar (State) India. The study findings show that the ASHAs' understanding about their roles and responsibilities is very limited. The recruitment, training and ongoing support to the ASHAs is inadequate for them to play a comprehensive role as conceived by the NRHM. The study also brings out the fact that even the other stakeholders like the ANM, Anganwadi worker; Village Mukhiya and Panchayat have not been educated about the role of the ASHAs. Village Health & Sanitation committees have not been formed in Bihar. So we see that the ASHA is hardly supported by other stakeholders in terms of participation and engagement of the community to the overall CPHC approach. Since there were a lot of shortcomings in the whole ASHA programme.

Hema Bhatt's(2012) study 'A Rapid Appraisal Of Functioning of ASHA Under NHRM in Uttarakhand, India' asserted that how efficient the ASHAs are to play their defined roles effectively, what are the problems they are facing and to further suggest measure for optimization of their working. In this study it was found that at many of the places the ASHAs had to cater a population more than the norm of 1000, compensation for ASHAs should be suitably increased. The irregularity in the area of supply of medicine kits should be investigated. Also capacity building training should be imparted to the ASHAs as they are unable to conduct meeting in the community.

The Vistaar Project was conducted during 2012 on the topic 'Performance-Based Payment System for ASHAs in India' by Hong Wang, Rajni K. Juyal, Sara A. and Elizabeth Fischer. The study indicates that while the ASHA PBP scheme plays a critical role in improving health indicators in the target states, the system has certain weaknesses that could have a negative impact on the effectiveness and sustainability of the ASHA model. These include: delays in payment, lack of clarity on the payment process, lack of data on how incentives affect outcomes,

neglect of services that are not covered by the PBP scheme, lack of transparency and adequate governance, competition with other providers, and lack of congruity between compensation and expectations.

Shrivastava S R, Shrivastava P S's (2012) paper titled with 'Evaluation of trained Accredited Social Health Activist (ASHA)' was made an attempt to evaluate knowledge, attitudes and practices of ASHA workers in relation to child health. A cross-sectional study was conducted at Palghar Taluka in the Thane district of Maharashtra for a period of 3 months from January 2011 to March 2011, inclusive, with the study participants all being trained ASHA workers working in the various primary health centres of Palghar Taluka. A total of 150 ASHA workers were working in the area, of which four workers were untrained and thus excluded from the study. The study argues that despite the training given to ASHAs, lacunae still exists in their knowledge regarding various aspects of child health morbidity. In the future training sessions, more emphasis should be given to high risk cases requiring prompt referral.

Mony Prem and Raju Mohan's essay (2012) on 'Evaluation of ASHA programme in Karnataka under the National Rural Health Mission' explores the diversity within the ASHA programmes in different districts and overall within Karnataka. The sampling design researchers adopted was a multi-stage sampling design proposed by the National Health Systems Resources Centre (NHSRC) for all states across India in order to enable comparisons. The major findings of this study are the ASHA workers perform tasks mostly as link workers and community health workers and to only a small extent as social activists. Within the domain of their link worker role, through their home visits to the households of community members they have contributed to improvements in the basic antenatal care and also in increasing the number of institutional deliveries and immunisation. We also found that there is inadequate coverage of marginalized households within villages and hamlets in rural and peri-urban Karnataka.

The present review of literature focuses on the roles, incentives, factors affecting and improvement in the child and maternal health and health status of villagers and social activities. She was born on 20<sup>th</sup> October 1964 and belongs to small village, Murlabisoti. In 2007 she joined Gramin Vikas Trust and further came to know about the requirement of ASHA in NRHM from newspaper and TV. As ASHA she performs her duty 24 hours and 7 days duty and she would earn approximate Rs.1067 per month. She has taken a step forward for increments in the remuneration of ASHA and gathered with many activists at CM Office Jaipur on 14 March 2011. She commented that the monthly compensation to ASHA sahyogini is not satisfactory on the ground of working. This study indicates that strong and eminent ASHA can bring the changes in the village and angle for the villagers.

Eble Alex's paper on 'Incentives, women, and children: how the ASHA program can reduce child mortality in rural India, and how it might fail' made an attempt to the role of ASHA in preventing the child mortality. The National Rural Health Mission (NRHM) drew on this literature in designing its own village health worker scheme. In this scheme, an accredited social health activist (ASHA), the equivalent of a VHW, is placed in each of India's villages in an attempt to scale-up these methods to address a set of highly prevalent and highly preventable diseases causing child mortality. This study also argues that the ASHA system is the best hope India has for reducing child mortality in rural areas, but there are several serious threats which could seriously compromise its potential. This paper suggests that if proper incentives are not paid to the ASHA and the health status of villagers will not improve.

The research study was conducted by **Prof. Deoki Nandan** Chief Investigator and study team of BRD Medical College, Gorakhpur on the topic (2008-09) 'A Study of Interface of ASHA with

the Community and the Service Providers in Eastern Uttar Pradesh. Major findings of study are almost all the ASHAs are resident of local community and so a very effective link person in the delivery of health services and good health massage, All the ASHAs have been given seven days induction training and in general ASHAs are satisfied and happy with the training. But their perception about their job responsibilities appeared to be incomplete and improper. Majority of them were not aware about their role in changing the behavior about infant feeding, family planning, child marriage, girl education, hand-washing and sanitation. They were also not very much aware about their role in birth and death registration. Most important motivational factor for the ASHAs was the financial gain and hope of being absorbed in government job. Monetary gain in majority of cases was very little and to receive even this money sometime needed extra effort. There was a general demand from all stakeholders for a regular monthly payment of Rs. one thousand to each ASHAs besides the job related incentives.

The study was conducted by **Dr. Vandana Kanth, Dr. Anil Cherian, Dr. Jameela George** on the topic 'The contribution of Accredited Social Health Activist (ASHA) under National Rural Health Mission (NRHM) in the implementation of comprehensive Primary Health Care in East Champaran district, Bihar (State) India. The study findings show that the ASHAs' understanding about their roles and responsibilities is very limited. The recruitment, training and ongoing support to the ASHAs is inadequate for them to play a comprehensive role as conceived by the NRHM. The study also brings out the fact that even the other stakeholders like the ANM, Anganwadi worker; Village Mukhiya and Panchayat have not been educated about the role of the ASHAs. Village Health & Sanitation committees have not been formed in Bihar. So we see that the ASHA is hardly supported by other stakeholders in terms of participation and engagement of the community to the overall CPHC approach. Since there were a lot of shortcomings in the whole ASHA programme.

Hema Bhatt's(2012) study 'A Rapid Appraisal Of Functioning of ASHA Under NHRM in Uttarakhand, India' asserted that how efficient the ASHAs are to play their defined roles effectively, what are the problems they are facing and to further suggest measure for optimization of their working. In this study it was found that at many of the places the ASHAs had to cater a population more than the norm of 1000, compensation for ASHAs should be suitably increased. The irregularity in the area of supply of medicine kits should be investigated. Also capacity building training should be imparted to the ASHAs as they are unable to conduct meeting in the community.

The Vistaar Project was conducted during 2012 on the topic 'Performance-Based Payment System for ASHAs in India' by Hong Wang, Rajni K. Juyal, Sara A. and Elizabeth Fischer. The study indicates that while the ASHA PBP scheme plays a critical role in improving health indicators in the target states, the system has certain weaknesses that could have a negative impact on the effectiveness and sustainability of the ASHA model. These include: delays in payment, lack of clarity on the payment process, lack of data on how incentives affect outcomes, neglect of services that are not covered by the PBP scheme, lack of transparency and adequate governance, competition with other providers, and lack of congruity between compensation and expectations.

Shrivastava S R, Shrivastava P S's (2012) paper titled with 'Evaluation of trained Accredited Social Health Activist (ASHA)' was made an attempt to evaluate knowledge, attitudes and practices of ASHA workers in relation to child health. A cross-sectional study was conducted at Palghar Taluka in the Thane district of Maharashtra for a period of 3 months from January 2011 to March 2011, inclusive, with the study participants all being trained ASHA workers working in

the various primary health centres of Palghar Taluka. A total of 150 ASHA workers were working in the area, of which four workers were untrained and thus excluded from the study. The study argues that despite the training given to ASHAs, lacunae still exists in their knowledge regarding various aspects of child health morbidity. In the future training sessions, more emphasis should be given to high risk cases requiring prompt referral.

Mony Prem and Raju Mohan's essay (2012) on 'Evaluation of ASHA programme in Karnataka under the National Rural Health Mission' explores the diversity within the ASHA programmes in different districts and overall within Karnataka. The sampling design researchers adopted was a multi-stage sampling design proposed by the National Health Systems Resources Centre (NHSRC) for all states across India in order to enable comparisons. The major findings of this study are the ASHA workers perform tasks mostly as link workers and community health workers and to only a small extent as social activists. Within the domain of their link worker role, through their home visits to the households of community members they have contributed to improvements in the basic antenatal care and also in increasing the number of institutional deliveries and immunisation. We also found that there is inadequate coverage of marginalized households within villages and hamlets in rural and peri-urban Karnataka.

The present review of literature focuses on the roles, incentives, factors affecting and improvement in the child and maternal health and health status of villagers.

#### **OBJECTIVES:**

- 1. To ASHAs component under NRHM
- 2. To know nature of their work and knowledge about their roles and responsibilities.
- **3.** To study inspirational factors and problems ASHAs are facing while they are providing services

#### THE STUDY AREA

The present study has been carried out only in four villages of two talukas i.e. Karveer and Bhudhargad of Kolhapur district in Maharashtra State.

#### SAMPLING DESIGN

#### (a) Selection of the Villages:

List of talukas and villages were made available from Zilla Parisad. Kolhapur district has twelve talukas and 73 PHCs. ASHAs are working in the district are 2773. Out of twelve talukas, two talukas were purposefully selected. One is Karveer which one is developed and near to the city and other one is Bhudhargad which is far away from the city and socio-economically backward. From each talukas four villages were selected. From Karveer taluka Shiroli Dhumal/Mayachi and Uchaga these two villages were selected and from Bhudhargad talukas the two villages Madilage Budruk and Minche Krudha were purposefully selected.

#### (b) Selection of the respondents for the study.

ASHAs are working in the every village of Kolhapur city. There are fifty Primary Health Centres and total 2773 ASHAs are working in Kolhapur district. Due to time constrained only ASHAs linked with PHC of four villages from two talukas of Kolhapur district were selected. Keeping in view the resources available in terms of time, money and the objectives of study, for the present study, out 2773 of 107 ASHAs were selected by using accidental / convenience sampling technique. Shiroli Dhumal/Mayachi PHC has 41 ASHAs and Uchagaon has 53 PHC from

Karveer taluka. From these two PHCs 39 and 19 ASHAs were selected. Minche PHC has 43 ASHAs and Madilage PHC has 30 ASHAs from Bhudhrgad taluka. From these two PHCs 26 and 24 ASHAs were selected. Hence total number of selected respondents is 107.

#### **SOURCES OF DATA:**

The present study was based on the primary as well as secondary data.

#### TECHNIQUES USED FOR DATA COLLECTION:

The personal observations during the visits to the selected village and PHC, interviews with the sampled with the help of interview schedules and informal interviews with key information such medical officers, staff members and villagers were the techniques of data collection.

#### **DATA COLLECTION:**

Subsequent fieldwork visits to selected villages, PHCs and residential areas of sampled ASHAs for collecting the primary data. The secondary data were collected from the office of the Zilla Parishad, Gram Panchayat and selected PHCs of villages and relevant reference materials have been collected from various Govt. Circulars, Reports, Books and Journals and Websites.

#### **DATA PROCESSING:**

The quantifiable data were coded and codebooks were prepared. The coded data were entered into the computer and have been processed with the help of SPSS software, made available under the UGC-DRS-SAP-phase-III programme, in the Department of Sociology. The computer generated out-put is used for tabulation, analysis and interpretation.

#### DATA ANALYISIS AND INTERPRETATION:

#### **SECTION: I ABOUT ASHA COMPONENT**

Accredited Social Health Activist (ASHA) is proposed in the NRHM who serve the population of 1000 and 500 in hilly and desert terrene. ASHA is the first port of call for any health related demands of deprived sections of the population, especially women, children, old aged, sick and disabled people. She is the link between the community and the health care provider. In Maharashtra State ASHAs are working in 15 Tribal & 31 Non-tribal districts. Compensation to ASHA is linked with her performance. Under NRHM 1419525 ASHAs were selected and 8242 were trained in Maharashtra. Tel-medicine projects were first started in Maharashtra in four districts. In Kolhapur there are total 73 Primary Health Centres, 413 sub-centres,18 Rural Hospitals and 2 Sub-district Hospitals. To strengthen primary health centre and improve the health status of villagers under NRHM district health mission was implemented in Kolhapur district. Each village and each primary health centre of Kolhapur district has ASHA. District Health Mission is successfully implementing the ASHA scheme. Major improvements in the child and maternal health occurred due to ASHA. There are total 2773 ASHA are working in the Kolhapur district. To provide medical care to villagers their role is very important.

The objective of the Indian Government's National Rural Health Mission (NRHM) is to strengthen the healthcare delivery system with a focus on the needs of the poor and vulnerable sections among the rural population. One of the main tenets of the mission is to identify one ASHA (Accredited Social Health Activist) per 1000 population in the rural areas with the purpose of supporting the community to access public health services. She is expected to create

awareness on health and its determinants, mobilize the community towards local health planning and increase utilization of the existing health services. (Alex Eble)

One of the core strategies proposed in this mission was to create a village level social activist, designated as ASHA for every village with a 1,000 population. This was aimed to provide primary medical care, advice the villagers on sanitation, hygiene, antenatal and postnatal care, escorting expectant mothers to hospital for safe delivery etc. To perform her activity in a proper manner, the NRHM has envisaged capacity building of the ASHA through training and motivating them through a performance-based compensation. It was suggested that ASHA would be chosen by and accountable to the Panchayat. She would act as an interface between the community and the public health system. As an honorary volunteer ASHA would receive performance-based compensation for promoting variety of primary health care services in general and reproductive and child health services in particular such as universal immunization, referral and escort services for institutional deliveries, construction of household toilets, and other healthcare interventions. (Hema Bhatt: 2012)

#### **Roles and Responsibilities of ASHA:**

- ASHA must primarily be a woman resident of the village married/ widowed/divorced, preferably in the age group of 25 to 45 years.
- She should be a literate woman with formal education up to class eight. This may be relaxed only if no suitable person with this qualification is available.
- ASHA will be chosen through a rigorous process of selection involving various community groups, self-help groups, Anganwadi Institutions, the Block Nodal officer, District Nodal officer, the village Health Committee and the Gram Sabha.
- Capacity building of ASHA is being seen as a continuous process. ASHA will have not under-go series of training episodes to acquire the necessary knowledge, skills and confidence for performing her spelled out roles.
- The ASHAs will receive performance-based incentives for promoting universal immunization, referral and escort services for Reproductive & Child Health (RCH) and other healthcare programmes, and construction of household toilets.
- Empowered with knowledge and a drug-kit to deliver first-contact healthcare, every ASHA is expected to be a fountainhead of community participation in public health programmes in her village.
- ASHA will be the first port of call for any health related demands of deprived sections of the population, especially women and children, who find it difficult to access health services.
- ASHA will be a health activist in the community who will create awareness on health and its social determinants and mobilise the community towards local health planning and increased utilisation and accountability of the existing health services.
- She would be a promoter of good health practices and will also provide a minimum package of curative care as appropriate and feasible for that level and make timely referrals.
- ASHA will provide information to the community on determinants of health such as nutrition, basic sanitation & hygienic practices, healthy living and working conditions, information on existing health services and the need for timely utilisation of health & family welfare services.
- She will counsel women on birth preparedness, importance of safe delivery, breast-feeding and complementary feeding, immunization, contraception and prevention of common

- infections including Reproductive Tract Infection/Sexually Transmitted Infections (RTIs/STIs) and care of the young child.
- ASHA will mobilise the community and facilitate them in accessing health and health related services available at the Anganwadi/sub-centre/primary health centers, such as immunisation, Ante Natal Check-up (ANC), Post Natal Check-up supplementary nutrition, sanitation and other services being provided by the government.
- She will act as a depot older for essential provisions being made available to all habitations like Oral Rehydration Therapy (ORS), Iron Folic Acid Tablet(IFA), chloroquine, Disposable Delivery Kits (DDK), Oral Pills & Condoms, etc.
- At the village level it is recognized that ASHA cannot function without adequate institutional support. Women's committees (like self-help groups or women's health committees), Village Health & Sanitation Committee of the Gram Panchayat, peripheral health workers especially ANMs and Anganwadi workers, and the trainers of ASHA and in-service periodic training would be a major source of support to ASHA.
- ASHA to act as health resource person-of-first-resort in all maternal and child health matters, and to act as link-person between the community and the service providers.
- ASHA would act as a bridge between the ANM and the village and be accountable to the Panchayat.
- The ASHAs will receive performance-based incentives for promoting universal immunization, referral and escort services for Reproductive & Child Health and other healthcare programmes, and construction of household toilets.
- She should identify all pregnant women in your village.
- Her main role is to be the first point of contact for village members seeking health services, focusing particularly on pregnant women, new mothers, and young children.
- She is trained in "first-contact health care", which includes administering basic first aid and simple curative care, including the high impact interventions discussed above, as well as providing disposable delivery kits for simple in-home deliveries.
- She is also responsible for promoting a package of sound child health practices such as safe delivery, breastfeeding and immunization.
- She also facilitates village residents in accessing higher levels of government-provided health care such as antenatal and post-natal checkups provided by government auxiliary nurse midwives (ANMs) and institutional deliveries at government health centers.
- Maintenance of village Health Register.
- Organisation of the Village Health and Nutrition Day.
- Co-ordination with SHG Groups.
- Meeting with ANM
- Monthly meetings at PHC level.

(Ministry of Health and Family Welfare, Government of India: 2011)

#### **SECTION: II**

#### Nature of Work and Roles and Responsibilities of ASHA:

ASHA must primarily be a woman resident of the village married/ widowed/divorced, preferably in the age group of 25 to 45 years. She should be a literate woman with formal education up to class eight. This may be relaxed only if no suitable person with this qualification is available. ASHA will provide information to the community on determinants of health such as nutrition, basic sanitation & hygienic practices, healthy living and working conditions, information on existing health services and the need for timely utilisation of health & family welfare services. To assess the nature of work and roles and responsibilities following questions were asked.

I) Working as ASHA: Respondents are asked questions about how they join the scheme, reasons to join, what is the process to join this scheme, who inspire them to join, what is the period of joining and after joining whom they have give inspiration to join. Answers are assessed and put into the following tables.

TABLE-NO-1 YEARS WORKING AS ASHA

Years	Frequency	Percent
0-2 Years	10	9.3
2-5 Years	66	61.7
Above 5 Years	31	29.0
Total	107	100.0

Question regarding working years of ASHA to the respondents and answers are given in the **Table-No-1.** It is observed from this table that majority of respondents i.e. 61(61.7%) told that they are working as ASHA from 2-3 yrs.

TABLE-NO-02 REASONS FOR WORKING AS ASHA

Reasons	Frequency	Percent
To earn something	12	11.2
Economic Problem	11	10.3
Social Service	84	78.5
Total	107	100.0

**Table-No-02** represents reasons of working as ASHA. Major reasons are to earn something, economic problem and social service. Majority of the respondents told that they are working as ASHA because they are interested in social service.

TABLE-NO-03 INFORMATION ABOUT ASHA

Information	Frequency	Percent
Friends	3	2.8
Relatives	4	3.7
Neighbour	3	2.8
Medical Officer	7	6.5
Villager	30	28.0
Chairman of Panchayat	19	17.8
PHC Employee	35	32.7
Other	6	5.6
Total	107	100.0

Question regarding information about ASHA to the respondents and answers are given in the **Table-No-03.** It is observed from this table that majority of respondents i.e. 35(32.7%) told that they get the information about ASHA from PHC employee.

TABLE-NO	-04 PROCESS	OF JOINING	THIS SCHEME

	Frequency	Percent
Easy	101	94.4
Difficult	6	5.6
Total	107	100.0

Question regarding process of joining this scheme was asked to the respondents and answers are given in the **Table-No-04**. It is observed from this table that majority of respondents i.e. 35(32.7%) told that process of joining this scheme is easy.

TABLE-NO-05 INSPIRATION GIVEN BY ASHA TO WORK AS ASHA AND PERSONS

Opinion	Frequency	Percent	Persons	Frequency	%
YES	93	86.91	Not Applicable	14	13.1
NO	14	13.08	Relatives	20	18.7
Total	107	100.0	Friends	52	48.6
			Neighbour	11	10.3
			Other	10	9.3
			Total	107	100.0

Questions were asked regarding the inspiration was given by the respondent to others to work as ASHA and if they had given then to whom they had given. Out of 107 respondents, 93(86%) have told that they given inspiration to others to work as ASHA. This table shows persons whom the respondents have given the inspiration to work as ASHA. These persons are relatives, friends and neighbour. The majority of respondents told that they have given inspiration to their friends to work as ASHA.

TABLE-NO-06 OPINION ABOUT OTHER SOURCE OF INCOME AND SOURCE

Opinion	Frequency	Percent	Persons	Frequency	Percent
YES	10	9.3	Only as ASHA	97	90.7
NO	97	90.7	Any other job	03	2.8
Total	107	100.0	Business	07	6.5
			Other	00	00
			Total	107	100

Questions regarding other source of income and sources were asked to the respondents and answers are given in the Table-No-06. It is observed from this table that majority of respondents i.e. 97(90.7%) told that they have no source of income rather than this work and remaining others told that they are doing job, business and other work.

Question was asked that before joining as ASHA whether they are doing any job or business. Majority of them i.e. 98(91.6) told that they are not doing any job or business.

Roles and Responsibilities of ASHA: On the basis of NRHM guidelines roles and responsibilities are assigned to the ASHA. These roles and responsibilities are to create awareness on health and its social determinants, mobilize the community towards local health planning, increase utilization and accountability of the existing health services, promote good health practices and provide minimum package of curative care as appropriate and feasible for that level. The questions were asked concern with roles and responsibilities to them and answers

were assessed. These answers were put into one table.

TABLE-NO-07 ROLES AND RESPONSIBILITIES

Roles and Responsibilities	Knowledge about honorarium	Always	Sometime	No idea	Total
To increase institutional delivery	8(7.5%)	87(81%)	8(7.5%)	4(3.5%)	107(100%)
Counseling and Suggestions	15(14.0)	47(43.9)	39(36.4%)	6(5.6%)	107(100%)
Creating Awareness	12(11.25%)	57(53.3%)	24(22.4%)	14(13.1%)	107(100%)
Delivery of Primary Health Care facilities	30(28.0%)	48(44.9%)	10(9.3)	19(17.8%)	107(100%)
Helping the staff(Subcentre and Aganwadi workers)	14(13.1%)	60(5.1%)	19(17.8%)	14(13.1%)	107(100%)
Keeping the record of birth and death	14(13.1%)	60(56.1%)	19(17.8%)	14(13.1%)	107(100%)
Working as per govt rule	5(4.7%)	59(55.1%)	30(28.0%)	13(12.1%)	107(100%)
Village Nutrition day	11(10.3%)	73(68.2%)	10(9.3%)	13(12.1%)	107(100%)
Awareness about Toilet Construction	4(3.7%)	59(55.1%)	24(22.4%)	20(18.7%)	107(100%)
Keeping records of patients	5(4.7%)	79(73.8%)	8(7.5%)	15(14.0%)	107(100%)

**Table-No-22** represents the roles and responsibilities of ASHAs and how they are performing these roles. Nearly nine major roles and responsibilities were mentioned. All respondents are not well aware about their roles and they are not performing all these roles always. Majority of them are very well aware about roles and responsibilities related with child and maternal health. But they are not well aware about the incentives paid them for all roles and responsibilities. They are familiar with some.

In this first section researcher had discussed the nature of work, information about this scheme, any other source of income, encouragement given by ASHA to other and roles and responsibilities of ASHAs. Researcher could concluded that majority of ASHAs are always performing the roles and responsibilities related to child and maternity health. In third section researcher is going to discuss about the changes in the ASHAs, family and community after joining this scheme.

#### **SECTION-III**

#### **Inspirational Factors and Problems Faced by ASHAs**

This section deals with inspirational factors and problems faced by ASHAs. Questions were asked concern with this. Answers were collected and assessed and put in the following tables.

#### WORK SATISFACTION:

#### **Table-No-23 Work Satisfaction**

Opinion about Work Satisfaction	Frequency	Percent
YES	64	59.8
NO	43	40.2
Reasons		
Not applicable	64	59.8
No idea	1	.9.
Not satisfactory incentives	40	3.7
Regular salary should be given	1	.9
Lack of facilities to ASHAs at village level	1	.9
Total	107	100.0

**Table-No-23** shows opinion about the work satisfaction and reasons of dissatisfaction. Majority of respondents i.e.64 (59.8%) told that they are satisfied with their work and those who expressed dissatisfaction with their work because the lack of satisfactory incentives.

TABLE-NO-24 INSPIRATIONAL FACTORS AND SUPPORT SYSTEM FOR ASHA

			Support system for ASHA		
	Frequency	Percent			
No idea	20	18.7	Self Help Group	21	19.6
Need of Social Service and Health Care for rural people	50	46.7	Mahila Arogya Samiti	14	13.1
Society, family members and known persons	35	32.7	Gram Arogya and Sanitation Committee	72	67.3

**Table-No-24** shows inspirational factors and support system for ASHA. Majority of respondents i.e. 50(46.7%) told that need of Social Service and Health Care for rural people is inspirational factor for ASHAs and majority of them also told that Gram Arogya and Sanitation Committee is base or support system for ASHA.

TABLE-NO-25 OPINION ABOUT THE WORK-LOAD

Opinion about work load	Frequency	Percent
No idea	33	30.8
More work and less pay	36	33.64
Satisfaction	29	27.10
No satisfaction	2	1.8
No fix time of work	7	6.5
Total	107	100.0

**Table-No-25** represents opinion of ASHAs about the work-load. Majority of them i.e. 36(33.4%) told that more work and less pay.

#### **TABLE-NO-26 OPINION ABOUT INCENTIVES**

Opinion about incentives			Opinion about paid	Frequency	%
paid	Frequency	Percent	incentives		
YES	98	91.6	No Idea	6	5.6
NO	9	8.4	Instead of incentives fix salary should be given	42	39.3
Reasons			Proper incentive per work	8	7.5
Not applicable	98	94.4	Satisfaction	9	8.4
Delay from PHC	3	2.8	Less incentives and more work	23	21.5
If documents are not completed	3	1.9	Increase in incentives by GOvt and fix job	1	.9
No idea	3	.9	Unsatisfied	14	13.1
Total	107	100.0	Incentives not paid in time	4	3.7

**Table-No-26** represents opinion about performance based incentives paid govt to the ASHAs. Question was asked whether incentives were paid regularly. Majority of them i.e. 98(91.6) answered that yes. When they were asked their opinion about the incentives they answered that given incentives are not sufficient and they are demanding fix salary for month.

TABLE-NO-27 OPINION ABOUT PROBLEM FACED BY ASHAS WHILE WORKING

Opinion about problem faced	Frequency	Percent
YES	94	87.9
NO	13	12.1
Total	107	100
Problems		
Not applicable	13	12.14
No idea	05	4.6
Less guidance from Gram Panchayat	2	1.8
Old customs and practices	3	2.8
Problems while giving medical treatment and work-load	18	16.82
Behaviour of people	7	6.5
Lack of no proper information about disease by the patient	5	4.6
People ask many questions	2	1.8
People make fun of us	4	3.7
Male domination	2	1.8

No co-operation from mother and baby	5	4.7
No proper response and Faith Of People	8	7.47
Lack of co-operation and information of patient's family member during delivery	2	1.8
Lack of co-operation from villagers	3	2.8
No fix time in emergency	12	11.2
Negative thinking of villagers	2	1.9
Problem of less number of sub centers	3	2.8
Social and family problems	2	1.8
More time for the keeping and Completion of the documents	8	7.4
Insulting treatment by villagers	1	.9
Total	107	100.0

**Table-No-27** represents opinion of ASHAs about the problems they faced while working and major problem. Majority of them told they face problem while giving the medical treatment and there is no fix time of work.

TABLE-NO-28 SUGGESTIONS TO IMPROVE THE HEALTH STATUS OF VILLAGERS UNDER THIS SCHEME

Suggestions	Frequency	Percent
No idea	8	7.5
Sanitation and water purification	23	21.5
Prevention of malnutrition, T.B., H.IV, cancer, dengue, chicken guniya, etc	1	.9
Creating awareness about health	7	6.5
No deliveries in home	4	3.7
Prevention of stri-bhrun hatya	3	2.8
100% vaccination	3	2.8
Prevention of bacterial infection	5	4.7
Promote to build toilets	3	2.8
Awareness about Maleria	2	1.9
Protection of water resources	16	15.0
Proper construction to Gutters	8	7.5
Monthly meeting in village	9	8.4
Supply of Information about health	2	1.9
Awareness about timely intake of medicines	2	1.9
ANM in every village	3	2.8
Strengthing the primary health center	2	1.9
Supply of medicines in villages	6	5.6

**Table-No-28** shows the suggestions given by ASHAs to improve the health status of villagers. Majority of respondents told that more importance should be given sanitation and pure drinking water to prevent the diseases.

In this last section work satisfaction, inspirational factors, problems and suggestions of ASHAs were mainly discussed ASHAs are not satisfied with given incentives and they are demanding fixed monthly salary. They are also very well versed about some roles so they have also given the suggestions.

#### **FINDINGS:**

- Majority of respondents i.e. 61(61.7%) told that they are working as ASHA from 2-3 yrs.
- Majority of the respondents told that they are working as ASHA because they are interested in social service.
- Majority of respondents i.e. 35(32.7%) told that they get the information about ASHA from PHC employee.
- Majority of respondents i.e. 35(32.7%) told that they get the information about ASHA from PHC employee and majority of them told process of joining ASHA is easy.
- Out of 107 respondents, 93(86%) have told that they given inspiration to others to work as ASHA.
- Before joining this scheme majority of them are not doing any job.
- Majority of respondents i.e. 97(90.7%) told that they have no source of income rather than this work.
- All respondents are not well aware about their roles and they are not performing all these roles always. Majority of them are very well aware about roles and responsibilities related with child and maternal health. But they are not well aware about the incentives paid them for all roles and responsibilities.
- ASHAs are not satisfied with given incentives and they are demanding fixed monthly salary.
- They are also very well versed about some roles so they have also given the suggestions.
- Majority of respondents i.e.64 (59.8%) told that they are satisfied with their work.
- Majority of respondents i.e. 50(46.7%) told that need of Social Service and Health Care for rural people is inspirational factor for ASHAs.
- Majority of them also told that Gram Arogya and Sanitation Committee is base or support system for ASHA.
- Majority of them i.e. 36(33.4%) told that more work and less pay.
- Majority of them told that given incentives are not sufficient and they are demanding fix salary for month.
- Majority of them told they face problem while giving the medical treatment to villagers because lack of detail knowledge about medicine and there is no fix time of work.
- Majority of respondents told that more importance should be given to sanitation and pure drinking water to prevent the diseases.

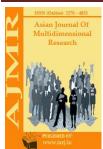
#### **CONDCLUSION:**

Implementation of ASHA scheme in NRHM in the primary health centres of Kolhapur district play an important role in providing the health care facilities to the villagers. Due to this scheme villagers feel the public health care facilities increased and utilization is also increased. For more utilisation of public health care facilities by villagers we need to make these ASHAs more resourceful and knowledgeable.

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## Asian Journal of Multidimensional Research (AJMR)

(Double Blind Refereed & Reviewed International Journal)

**UGC APPROVED JOURNAL** 



### AN ASSESSMENT OF PRODUCTIVITY PERFORMANCE ANALYSIS OF SCHEDULED COMMERCIAL BANKS IN INDIA

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#### **ABSTRACT**

Due to increasing competition between the banks and reducing profit margins, it has become imperative for bank management to maximize return on investment. One of the key areas were bank management can fine tune is personnel productivity. Analyzing and understanding productivity of employees can help bank management to tweak the policies to improve productivity, which will consequently help in improving the profitability of bank. This study analyzed 72 Scheduled Commercial banks' Business per Employee and Profit per Employee data from 2010-11 to 2015-2016. All Scheduled Banks in India which had relevant data for years 2010-11 to 2015- 2016 were assessed. Least Square Method showed that the Profit per Employee is = 0.0210771043242\* Business per Employee is - 0.791614618393. To better predict the Business per Employee and Profit per Employee of scheduled commercial banks, time series analysis was carried out. The Profit per Employee was found to follow Autoregressive—Moving-Average Model (ARMA) model: (1, 1) and the Business per Employee was found to follow ARMA model: (4,4)

**KEYWORDS:** Bank Productivity Analysis, Time Series Analysis, Arma

#### I. INTRODUCTION:

The financial sector including banking sector is facing increasing competitions from not only traditional banking competitors, but also from technology driven digital wallets, Unified Payment Interface and Payment apps. This intense competition and growing NPAs has forced banks to introspect about profitability. One of the key areas which bank can control to improve profitability is Productivity of Employees. Improving productivity of employees will help in improving bank profitability and will help in gaining market share too. Improving productivity will also improve Return on Investment for banks. This study thus becomes imperative to analyze and interpret the banking industries productivity. The broad analysis of 72 scheduled commercial banks productivity is unique and pioneering initiative.

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#### II. REVIEW OF LITERATURE:

There is narrow body of literature dealing with productivity of banks. Anne W. Kamau, (2011) studied the Intermediation Efficiency and Productivity of the Banking Sector in Kenya, Vivek Singla (2013) analysed the Productivity of Indian Banks in his Comparative Study of Selected Private Banks, Batra (2011) gave insight on various initiatives taken to improve the Productivity of Public Sector Banks. Sreenivas (2011) elaborated the importance of Human Resource Management in Public Sector Banks. Tendon Sandeep (2010) details the Organization Behavior of Public Sector Banks, Uppal (2010) has given insight of Second Generation Banking Sector Reforms, Cost-Benefit and Productivity Analysis along with Comparative Efficiency of Indian Banks. Jagwant Sigh, (1990) analysed the Productivity in Indian Banking and Angadi. V.V and Devraj. V.J.(1983) analysed the Profitability and Productivity of Banks in India. This study is unique as no other study has been done on large scale to analyze broad productivity parameters in all scheduled commercial banks. This study is also unique in technique of analysis – it uses both Least Square method and Time Series Analysis to determine relationship between bank business and profit per employee.

#### III. Objectives of the Study:

- To study the productivity of all scheduled commercial banks from 2010-11 to 2015-2016.
- To analyze the relationship between Business per Employee and Profit per Employee of scheduled commercial banks in India.
- To derive formula and fetter out the ARMA Model for Business per Employee and Profit per Employee of scheduled commercial banks in India.

#### IV. DATA AND METHODOLOGY:

Data Collection: Data was collected from secondary sources including Books, Periodicals, Annual Reports, Audited financial statements of the banks, Magazines, Reserve Bank of India data base, Website of Indian private-sector banks, CMIE corporate data base, CII Reports FICCI Reports, IBA Sources and business newspapers such as Financial Express, Business Standard, The Economic Times, Business Today, Business India, Chartered Financial Analyst, Journal of Finance, Ministry of Finance and Economic Survey of India Government of India.

Sampling Method: Census method of sampling was followed. All scheduled commercial banks formed the initial population of sample. Banks which had no missing data from year 2010 to 2016 were selected from the initial population. After witling down the sample population, total 72 scheduled commercial banks were selected and used in this study.

**Period of Study**: Data for seven year period from 2010-11 to 2015-2016-17 was considered for the study and analysis.

**Methodology:** To assess the productivity of bank employees over seven year period, business per employee and profit per employee was calculated. The terms are delineated below:

**Business per employee** is related with the employee's productivity. It is calculated by dividing the total business of the scheduled commercial banks by number of employees working in the bank on permanent basis. Higher the value of business per employee, better it is for the bank.

Business per Employee = 
$$\frac{\text{Total Business}}{\text{Number of Employees}}$$
. Total Business = Deposits+ Advances

**Profit per Employee** The profit per employee reflects the profit or the earnings generated by per employee of the scheduled commercial banks. It is calculated by dividing the net profits of the banks by number of employees. Higher value indicates more profit and better productivity.

$$Profit per Employee = \frac{Net Profit}{Number of Employees}$$

Least Square Method was used to derive the relationship between Business per Employee and Profit per Employee.

To determine the best Time Series Model for Business Per Employee and Profit Per Employee Akaike information criterion (AIC) was used as the model selection criteria. The Autoregressive–Moving-Average Model (ARMA) with the least value was selected as the final models to forecast the Business per Employee and Profit per Employee of scheduled commercial banks,

#### V. LIMITATIONS:

- The accuracy of the analysis is purely based on the published data and hence reliability of the results is based on quality of secondary data.
- The analysis gives a macroeconomic view of all scheduled commercial banks. Individual banks may exhibit slight variation in Time Series Model
- The study period was 2010 to 2016; hence the conclusion is restricted to that period, although the model can be used to predict the productivity in near future.

#### VI. Analysis and Results:

#### **Common Statistics**

The analysis of data relating to Business per Employee and Profit per Employee of 72 Scheduled Commercial Banks was carried out. The data was reshaped into panel and panel analysis was carried out. The analysis summary is depicted in Table 1.

**TABLE 1: COMMON STATISTICS** 

	Business Per Employee	Profit Per Employee
	(In Million Rs)	(In Million Rs.)
Mean	168.9013	2.768335
Median	122.8500	0.790500
Maximum	1005.032	143.0810
Minimum	1.400000	-10.66400
Std. Dev.	144.5077	9.469790

Skewness	2.653999	9.813846
Kurtosis	11.90739	124.7227
Jarque-Bera	2257.845	319234.8
Sum	85126.25	1395.241
Sum Sq. Dev.	10503880	45107.49

It can be concluded from Table 1, that the mean Business per Employee is Rs.168.9 million and Profit per Employee is Rs.2.76 Million. It can also be noted that the standard deviation of both Business per Employee and Profit per Employee is high. Both data exhibit positive Skewness indicating that most of the data distribution is on left of distribution curve. Kurtosis is positive hence the data distribution is Leptokurtic distribution and has a higher peak than the normal distribution and has heavier 'tails'. Jarque—Bera value which measures the goodness-of-fit test for a normal distribution indicates that the data distribution is not normal.

#### Relation between Business per Employee and Profit per Employee:

To determine the relationship between Business per Employee and Profit per Employee, Least Square Regression was carried out. The dependent variable was Profit per Employee and the independent variable was Business per Employee. The coefficient of Constant term 'C' was also calculated. The results are tabulated in Table 2:

#### TABLE 2: LEAST SQUARE REGRESSION MODEL

Dependent Variable: PROFIT\_PER\_EMPLOYEE

Method: Least Squares

Sample: 1 504

Included observations: 504

Variable	Coefficient	Std. Error	t-Statistic	Prob.
BUSINESS_PER_EMPLOYEE	0.021077 -0.791615	0.002769 0.615334	7.610719 -1.286479	0.0000 0.1989
R-squared Adjusted R-squared S.E. of regression Sum squared resid Log likelihood F-statistic Prob(F-statistic)	0.103448 0.101662 8.975531 40441.20 -1820.172 57.92304 0.000000	Mean deper S.D. depend Akaike info Schwarz cr Hannan-Qu Durbin-Wa	dent var o criterion iterion iinn criter.	2.768335 9.469790 7.230842 7.247598 7.237415 1.478455

From the above table, it can be seen that the Business per Employee has a probability value of 0. Since the value is below 0.05, it can be considered as significant at 5% level of significance. It can be concluded that in general when Business per Employee goes up by Rs.1 Million, the Profit per employees goes up by Rs.21077.10 (0.0210771043242\*10, 00,000). Based on the tabulated results, the formula was relationship between Business Per Employee and Profit per Employee is: Profit\_per\_Employee = 0.0210771043242 \* Business\_per\_Employee - 0.791614618393

Although the adjusted R<sup>2</sup> does not indicate a good fit, in the absence of other variables, the

predicted formula holds good in overall prediction of profitability of banks as indicated by Figure 1.

250

300

+ 2 S.E.

200

PROFIT\_PERF

Figure 1: Profit per Employee Forecast Graph

500

Forecast: PROFIT\_PERF Actual: PROFIT\_PER\_EMPLOYEE Forecast sample: 1 504 Included observations: 504 Root Mean Squared Error 8.957705 Mean Absolute Error 2.594710 Mean Abs. Percent Error 316.6806 Theil Inequality Coefficient 0.641175 Bias Proportion 0.000000 Variance Proportion 0.513279 Covariance Proportion 0.486721 Theil U2 Coefficient 1.565696 Symmetric MAPE 89.10423

To improve the predictability of Business per Employee and Profit per Employee, Time Series analysis was carried out.

400

350

#### **Time Series Analysis:**

100

In order to analysis and find the best Autoregressive–Moving-Average Model for Profit Per Employee, the *ARIMA* Specification used were Max Differencing 2, Max AR 4 and Max MA 4. The results of analysis are tabulated Table 3 and Table 4.

TABLE 3: MODEL SELECTION CRITERIA TABLE PROFIT PER EMPLOYEE

Dependent Variable: D(PROFIT\_PER\_EMPLOYEE)

Sample: 1 504

Included observations: 503

Model	LogL	AIC*	BIC	HQ
(1,1)	-1816.860760	7.240003	7.273566	7.253170
(1,2)	-1816.506511	7.242571	7.284525	7.259029
(2,1)	-1816.559250	7.242780	7.284734	7.259239
(0,3)	-1817.161598	7.245175	7.287130	7.261634
(3,1)	-1816.433988	7.246258	7.296603	7.266009
(2,2)	-1816.551827	7.246727	7.297072	7.266477
(0,4)	-1816.719090	7.247392	7.297737	7.267142
(0,2)	-1819.116469	7.248972	7.282535	7.262139
(3,4)	-1814.310173	7.249742	7.325260	7.279368
(2,3)	-1816.333428	7.249835	7.308571	7.272877
(4,1)	-1816.392187	7.250068	7.308804	7.273110
(3,2)	-1816.423942	7.250195	7.308930	7.273237
(1,4)	-1816.432411	7.250228	7.308964	7.273270

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(3,3)	-1815.792700	7.251661	7.318788	7.277995	
(2,4)	-1816.080272	7.252804	7.319931	7.279138	
(4,3)	-1815.287657	7.253629	7.329146	7.283254	
(4,2)	-1816.315962	7.253741	7.320868	7.280075	
(1,3)	-1818.543062	7.254644	7.304989	7.274395	
(4,4)	-1816.153144	7.261046	7.344955	7.293963	
(0,1)	-1833.378862	7.301705	7.326878	7.311580	
(4,0)	-1853.791169	7.394796	7.445141	7.414546	
(3,0)	-1857.902388	7.407167	7.449121	7.423625	
(2,0)	-1868.626434	7.445831	7.479394	7.458998	
(1,0)	-1887.487197	7.516848	7.542020	7.526723	
(0,0)	-1927.599325	7.672363	7.689145	7.678947	

It can be seen from table 3 that the lowest Akaike information criterion (AIC) is for Model ARMA (1,1) as far as Profit Per Employee is concerned. Thus the best fit Time Series ARMA model for predicting Profit per Employee is tabulated below

#### TABLE 4: SELECTED ARMA MODEL FOR PROFIT PER EMPLOYEE

Selected dependent variable: D(PROFIT\_PER\_EMPLOYEE)

Sample: 1 504

Included observations: 503

Forecast length: 0

Number of estimated ARMA models: 25 Number of non-converged estimations: 0

Selected ARMA model: (1,1) AIC value: 7.24000302314

In order to analysis and find the best Autoregressive–Moving-Average Model for Business Per Employee, the *ARIMA* Specification used were Max Differencing 2, Max AR 4 and Max MA 4. The results of analysis are tabulated Table 5 and Table 6.

### TABLE 5: MODEL SELECTION CRITERIA TABLE FOR BUSINESS PER EMPLOYEE

Model Selection Criteria Table

Dependent Variable: DLOG(BUSINESS\_PER\_EMPLOYEE)

Date: 10/11/17 Time: 15:10

Sample: 1 504

Included observations: 503

Model LogL AIC\* BIC HQ

(4,4)         -354.581815         1.449629         1.533538         1.482547           (3,3)         -357.619754         1.453756         1.520883         1.480090           (4,3)         -357.396525         1.456845         1.532363         1.486470           (3,4)         -357.401225         1.456864         1.532381         1.486489           (2,2)         -367.529878         1.488208         1.535553         1.504959           (1,1)         -370.329284         1.488387         1.521950         1.501554           (4,2)         -366.343663         1.488444         1.555571         1.514778           (2,4)         -366.374676         1.488963         1.547679         1.511985           (3,2)         -367.474265         1.488963         1.547699         1.512005           (1,2)         -370.023307         1.491146         1.533101         1.507605           (2,1)         -370.079723         1.491371         1.533325         1.507829           (1,3)         -369.162608         1.491773         1.542118         1.511523           (1,4)         -368.824906         1.494334         1.553069         1.517376           (4,1)         -368.910791         1.494675         1.553411	ISSN: 2278-4853	3 Vol 7, Issi	ue 8, August 2018	Impact	Factor: SJIF 2017 = 5.443
(4,3)       -357.396525       1.456845       1.532363       1.486470         (3,4)       -357.401225       1.456864       1.532381       1.486489         (2,2)       -367.529878       1.485208       1.535553       1.504959         (1,1)       -370.329284       1.488387       1.521950       1.501554         (4,2)       -366.343663       1.488444       1.555571       1.514778         (2,4)       -366.374676       1.488967       1.555694       1.514901         (2,3)       -367.469277       1.488943       1.547679       1.511985         (3,2)       -367.474265       1.488963       1.547699       1.512005         (1,2)       -370.023307       1.491146       1.533101       1.507605         (2,1)       -370.079723       1.491371       1.533325       1.507829         (1,3)       -369.162608       1.491700       1.542045       1.511450         (3,1)       -369.180808       1.491773       1.542118       1.511523         (1,4)       -368.824906       1.494334       1.553069       1.517717         (0,4)       -374.114423       1.511389       1.561734       1.531140         (0,3)       -382.474635       1.549325       <	(4,4)	-354.581815	1.449629	1.533538	1.482547
(3,4)       -357.401225       1.456864       1.532381       1.486489         (2,2)       -367.529878       1.485208       1.535553       1.504959         (1,1)       -370.329284       1.488387       1.521950       1.501554         (4,2)       -366.343663       1.488444       1.555571       1.514778         (2,4)       -366.374676       1.488567       1.555694       1.514901         (2,3)       -367.469277       1.488943       1.547679       1.511985         (3,2)       -367.474265       1.488963       1.547699       1.512005         (1,2)       -370.023307       1.491146       1.533101       1.507605         (2,1)       -370.079723       1.491371       1.533325       1.507829         (1,3)       -369.162608       1.491700       1.542045       1.511450         (3,1)       -369.180808       1.491773       1.542118       1.511523         (1,4)       -368.824906       1.494334       1.553069       1.517376         (4,1)       -368.910791       1.494675       1.553411       1.517717         (0,4)       -374.114423       1.511389       1.561734       1.531140         (0,3)       -382.474635       1.540655       <	(3,3)	-357.619754	1.453756	1.520883	1.480090
(2,2)       -367.529878       1.485208       1.535553       1.504959         (1,1)       -370.329284       1.488387       1.521950       1.501554         (4,2)       -366.343663       1.488444       1.555571       1.514778         (2,4)       -366.374676       1.488567       1.555694       1.514901         (2,3)       -367.469277       1.488943       1.547679       1.511985         (3,2)       -367.474265       1.488963       1.547699       1.512005         (1,2)       -370.023307       1.491146       1.533101       1.507605         (2,1)       -370.079723       1.491371       1.533325       1.507829         (1,3)       -369.162608       1.491700       1.542045       1.511450         (3,1)       -369.180808       1.491773       1.542118       1.511523         (1,4)       -368.824906       1.494334       1.553069       1.517376         (4,1)       -368.910791       1.494675       1.553411       1.517717         (0,4)       -374.114423       1.511389       1.561734       1.557113         (0,2)       -385.655165       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       <	(4,3)	-357.396525	1.456845	1.532363	1.486470
(1,1)       -370.329284       1.488387       1.521950       1.501554         (4,2)       -366.343663       1.488444       1.555571       1.514778         (2,4)       -366.374676       1.488567       1.555694       1.514901         (2,3)       -367.469277       1.488943       1.547679       1.511985         (3,2)       -367.474265       1.488963       1.547699       1.512005         (1,2)       -370.023307       1.491146       1.533101       1.507605         (2,1)       -370.079723       1.491371       1.533325       1.507829         (1,3)       -369.162608       1.491700       1.542045       1.511450         (3,1)       -369.180808       1.491773       1.542118       1.511523         (1,4)       -368.824906       1.494334       1.553069       1.517376         (4,1)       -368.910791       1.494675       1.553411       1.517717         (0,4)       -374.114423       1.511389       1.561734       1.531140         (0,3)       -382.474635       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       1.615741       1.5885147         (3,0)       -390.414452       1.575299	(3,4)	-357.401225	1.456864	1.532381	1.486489
(4,2)       -366.343663       1.488444       1.555571       1.514778         (2,4)       -366.374676       1.488567       1.555694       1.514901         (2,3)       -367.469277       1.488943       1.547679       1.511985         (3,2)       -367.474265       1.488963       1.547699       1.512005         (1,2)       -370.023307       1.491146       1.533101       1.507605         (2,1)       -370.079723       1.491371       1.533325       1.507829         (1,3)       -369.162608       1.491700       1.542045       1.511450         (3,1)       -369.180808       1.491773       1.542118       1.511523         (1,4)       -368.824906       1.494334       1.553069       1.517376         (4,1)       -368.910791       1.494675       1.553411       1.517717         (0,4)       -374.114423       1.511389       1.561734       1.531140         (0,3)       -382.474635       1.549325       1.582609       1.557113         (0,2)       -385.655165       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       1.615741       1.588683         (2,0)       -392.137445       1.575099       <	(2,2)	-367.529878	1.485208	1.535553	1.504959
(2,4)       -366.374676       1.488567       1.555694       1.514901         (2,3)       -367.469277       1.488943       1.547679       1.511985         (3,2)       -367.474265       1.488963       1.547699       1.512005         (1,2)       -370.023307       1.491146       1.533101       1.507605         (2,1)       -370.079723       1.491371       1.533325       1.507829         (1,3)       -369.162608       1.491700       1.542045       1.511450         (3,1)       -369.180808       1.491773       1.542118       1.511523         (1,4)       -368.824906       1.494334       1.553069       1.517376         (4,1)       -368.910791       1.494675       1.553411       1.517717         (0,4)       -374.114423       1.511389       1.561734       1.531140         (0,3)       -382.474635       1.540655       1.582609       1.557113         (0,2)       -385.655165       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       1.615741       1.588683         (2,0)       -392.137445       1.575099       1.608663       1.588266         (0,1)       -398.930870       1.598135       <	(1,1)	-370.329284	1.488387	1.521950	1.501554
(2,3)       -367.469277       1.488943       1.547679       1.511985         (3,2)       -367.474265       1.488963       1.547699       1.512005         (1,2)       -370.023307       1.491146       1.533101       1.507605         (2,1)       -370.079723       1.491371       1.533325       1.507829         (1,3)       -369.162608       1.491700       1.542045       1.511450         (3,1)       -369.180808       1.491773       1.542118       1.511523         (1,4)       -368.824906       1.494334       1.553069       1.517376         (4,1)       -368.910791       1.494675       1.553411       1.517717         (0,4)       -374.114423       1.511389       1.561734       1.531140         (0,3)       -382.474635       1.540655       1.582609       1.557113         (0,2)       -385.655165       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       1.615741       1.585147         (3,0)       -390.414452       1.5752224       1.614179       1.588683         (2,0)       -392.137445       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873	(4,2)	-366.343663	1.488444	1.555571	1.514778
(3,2)       -367.474265       1.488963       1.547699       1.512005         (1,2)       -370.023307       1.491146       1.533101       1.507605         (2,1)       -370.079723       1.491371       1.533325       1.507829         (1,3)       -369.162608       1.491700       1.542045       1.511450         (3,1)       -369.180808       1.491773       1.542118       1.511523         (1,4)       -368.824906       1.494334       1.553069       1.517376         (4,1)       -368.910791       1.494675       1.553411       1.517717         (0,4)       -374.114423       1.511389       1.561734       1.531140         (0,3)       -382.474635       1.540655       1.582609       1.557113         (0,2)       -385.655165       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       1.615741       1.588683         (2,0)       -392.137445       1.575099       1.608663       1.588266         (0,1)       -398.930870       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873       1.635045       1.619748	(2,4)	-366.374676	1.488567	1.555694	1.514901
(1,2)       -370.023307       1.491146       1.533101       1.507605         (2,1)       -370.079723       1.491371       1.533325       1.507829         (1,3)       -369.162608       1.491700       1.542045       1.511450         (3,1)       -369.180808       1.491773       1.542118       1.511523         (1,4)       -368.824906       1.494334       1.553069       1.517376         (4,1)       -368.910791       1.494675       1.553411       1.517717         (0,4)       -374.114423       1.511389       1.561734       1.531140         (0,3)       -382.474635       1.540655       1.582609       1.557113         (0,2)       -385.655165       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       1.615741       1.588683         (2,0)       -392.137445       1.575099       1.608663       1.588266         (0,1)       -398.930870       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873       1.635045       1.619748	(2,3)	-367.469277	1.488943	1.547679	1.511985
(2,1)       -370.079723       1.491371       1.533325       1.507829         (1,3)       -369.162608       1.491700       1.542045       1.511450         (3,1)       -369.180808       1.491773       1.542118       1.511523         (1,4)       -368.824906       1.494334       1.553069       1.517376         (4,1)       -368.910791       1.494675       1.553411       1.517717         (0,4)       -374.114423       1.511389       1.561734       1.531140         (0,3)       -382.474635       1.540655       1.582609       1.557113         (0,2)       -385.655165       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       1.615741       1.585147         (3,0)       -390.414452       1.572224       1.614179       1.588683         (2,0)       -392.137445       1.575099       1.608663       1.588266         (0,1)       -398.930870       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873       1.635045       1.619748	(3,2)	-367.474265	1.488963	1.547699	1.512005
(1,3)       -369.162608       1.491700       1.542045       1.511450         (3,1)       -369.180808       1.491773       1.542118       1.511523         (1,4)       -368.824906       1.494334       1.553069       1.517376         (4,1)       -368.910791       1.494675       1.553411       1.517717         (0,4)       -374.114423       1.511389       1.561734       1.531140         (0,3)       -382.474635       1.540655       1.582609       1.557113         (0,2)       -385.655165       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       1.615741       1.585147         (3,0)       -390.414452       1.572224       1.614179       1.588683         (2,0)       -392.137445       1.575099       1.608663       1.588266         (0,1)       -398.930870       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873       1.635045       1.619748	(1,2)	-370.023307	1.491146	1.533101	1.507605
(3,1)       -369.180808       1.491773       1.542118       1.511523         (1,4)       -368.824906       1.494334       1.553069       1.517376         (4,1)       -368.910791       1.494675       1.553411       1.517717         (0,4)       -374.114423       1.511389       1.561734       1.531140         (0,3)       -382.474635       1.540655       1.582609       1.557113         (0,2)       -385.655165       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       1.615741       1.585147         (3,0)       -390.414452       1.572224       1.614179       1.588683         (2,0)       -392.137445       1.575099       1.608663       1.588266         (0,1)       -398.930870       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873       1.635045       1.619748	(2,1)	-370.079723	1.491371	1.533325	1.507829
(1,4)       -368.824906       1.494334       1.553069       1.517376         (4,1)       -368.910791       1.494675       1.553411       1.517717         (0,4)       -374.114423       1.511389       1.561734       1.531140         (0,3)       -382.474635       1.540655       1.582609       1.557113         (0,2)       -385.655165       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       1.615741       1.585147         (3,0)       -390.414452       1.572224       1.614179       1.588683         (2,0)       -392.137445       1.575099       1.608663       1.588266         (0,1)       -398.930870       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873       1.635045       1.619748	(1,3)	-369.162608	1.491700	1.542045	1.511450
(4,1)       -368.910791       1.494675       1.553411       1.517717         (0,4)       -374.114423       1.511389       1.561734       1.531140         (0,3)       -382.474635       1.540655       1.582609       1.557113         (0,2)       -385.655165       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       1.615741       1.585147         (3,0)       -390.414452       1.572224       1.614179       1.588683         (2,0)       -392.137445       1.575099       1.608663       1.588266         (0,1)       -398.930870       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873       1.635045       1.619748	(3,1)	-369.180808	1.491773	1.542118	1.511523
(0,4)       -374.114423       1.511389       1.561734       1.531140         (0,3)       -382.474635       1.540655       1.582609       1.557113         (0,2)       -385.655165       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       1.615741       1.585147         (3,0)       -390.414452       1.572224       1.614179       1.588683         (2,0)       -392.137445       1.575099       1.608663       1.588266         (0,1)       -398.930870       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873       1.635045       1.619748	(1,4)	-368.824906	1.494334	1.553069	1.517376
(0,3)       -382.474635       1.540655       1.582609       1.557113         (0,2)       -385.655165       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       1.615741       1.585147         (3,0)       -390.414452       1.572224       1.614179       1.588683         (2,0)       -392.137445       1.575099       1.608663       1.588266         (0,1)       -398.930870       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873       1.635045       1.619748	(4,1)	-368.910791	1.494675	1.553411	1.517717
(0,2)       -385.655165       1.549325       1.582888       1.562492         (4,0)       -387.697193       1.565396       1.615741       1.585147         (3,0)       -390.414452       1.572224       1.614179       1.588683         (2,0)       -392.137445       1.575099       1.608663       1.588266         (0,1)       -398.930870       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873       1.635045       1.619748	(0,4)	-374.114423	1.511389	1.561734	1.531140
(4,0)       -387.697193       1.565396       1.615741       1.585147         (3,0)       -390.414452       1.572224       1.614179       1.588683         (2,0)       -392.137445       1.575099       1.608663       1.588266         (0,1)       -398.930870       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873       1.635045       1.619748	(0,3)	-382.474635	1.540655	1.582609	1.557113
(3,0)       -390.414452       1.572224       1.614179       1.588683         (2,0)       -392.137445       1.575099       1.608663       1.588266         (0,1)       -398.930870       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873       1.635045       1.619748	(0,2)	-385.655165	1.549325	1.582888	1.562492
(2,0)       -392.137445       1.575099       1.608663       1.588266         (0,1)       -398.930870       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873       1.635045       1.619748	(4,0)	-387.697193	1.565396	1.615741	1.585147
(0,1)       -398.930870       1.598135       1.623307       1.608010         (1,0)       -401.883048       1.609873       1.635045       1.619748	(3,0)	-390.414452	1.572224	1.614179	1.588683
(1,0) -401.883048 1.609873 1.635045 1.619748	(2,0)	-392.137445	1.575099	1.608663	1.588266
	(0,1)	-398.930870	1.598135	1.623307	1.608010
(0,0) -406.374881 1.623757 1.640539 1.630340	(1,0)	-401.883048	1.609873	1.635045	1.619748
	(0,0)	-406.374881	1.623757	1.640539	1.630340

It can be seen from table 5 that the lowest Akaike information criterion (AIC) is for Model ARMA (4,4) as far as Business per Employee is concerned. Thus the best fit Time Series ARMA model for predicting Business per Employee is tabulated below

#### TABLE 6: SELECTED ARMA MODEL FOR BUSINESS PER EMPLOYEE

Selected dependent variable: DLOG(BUSINESS\_PER\_EMPLOYEE)

Sample: 1 504

Included observations: 503

Forecast length: 0

Number of estimated ARMA models: 25 Number of non-converged estimations: 0

Selected ARMA model: (4,4) AIC value: 1.44962948326

#### VII. Findings:

The major findings of the research are delineated below:

- Mean Business per Employee is Rs.168.9 million and Profit per Employee is Rs.2.76 Million.
- Data distribution is Leptokurtic distribution.
- When Business per Employee goes up by Rs.1 Million, the Profit per Employee goes up by Rs.21077.10
- Profit per Employee can be predicted using formula Profit per Employee = 0.0210771043242
   \* Business per Employee 0.791614618393
- Autoregressive–Moving-Average Model for Business per Employee is ARMA (1,1)
- Autoregressive–Moving-Average Model for Profit per Employee is ARMA (4,4)

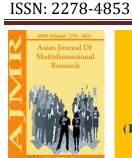
#### VIII. CONCLUSION:

Productivity of Scheduled Commercial Banks in India study indicates that the productivity varies widely the across banks. Despite the variations and low model fit of Least Square Regression Model, ARMA Model analysis was able to give clear picture of Business per Employee and Profit per Employee. The model brings out a common profile for all banks and can be used as a benchmark by bank management to carry out micro level productivity analysis in their bank and branches. This study has contributed a novel study and novel analysis technique for productivity analysis. A larger study with more variables as predictors and similar analysis can be carried out to further enhance the appeal and technique of the study.

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## AN EXPLORATORY STUDY ON THE EXISTENCE AND PRACTICE OF GREEN HRM – WITH SPECIAL REFERENCE TO HR PROFESSIONALS IN CHENNAI

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#### **ABSTRACT**

With today's economy being a "green economy", organizations across the globe are adopting environmentally conscious management practices and policies. Green HRM (Human Resource Management) is an initiative to help organization to attain its social sustainability through environment friendly HR practices. Green HRM is an emerging concept to interface employees to promote sustainable practices and increase commitment of the issues of sustainability, such as economic, ecological and social sustainability. The linking of employee involvement in environment management leads to improved organization environment performance. The trend of green economy can be expended from just individuals to organizations. Linking employees from across all the levels of the organization is a tedious task, but proper environmental planning, implementing green human resource polices and practicing the same will lead to a green environment. This research paper throws light on the concept and awareness levels of employees on Green HRM. It also discusses that how the organization can create new corporate culture through Green HR practices that will give greater efficiencies, lower costs and create an atmosphere of better employee engagement, which in turn helps organization to operate in an environmentally sustainable business practices. The paper also attempts to develop a Green HRM model.

**KEYWORDS:** Green Economy, Green HRM, HRM, HR Employees, HR Professionals, Sustainability

#### I. INTRODUCTION

The current trend of organizations concentrating towards contributing to the society has lead most organizations to practice green human resource management. More organizations are operating in more environment friendly way. Green HRM is a way to use human resource policies to promote the sustainable use of the resources within the organization. Green human resource management is a wider initiative for corporate social responsibility. The literature proves that the adoption of environmental practices as an objective of an organization can be made possible with the support of human resource management practices. Organizations has started realizing that the green sense of responsibility which leads to corporate social responsibility is not just a brand building tool, but has become a factor essential to business development. To attain this objective of the organization, the HR function has become the key of the organization to align its policies and practices with the objective of eco – focus.

As the corporate world is going global, the business is experiencing a shift from a conventional financial structure to a modern capacity – based economy which is ready to explore green economic facets of business. Today, Green Human Resource Management (GHRM) has become a key business strategy for the significant organizations where Human Resource Departments play an active part in going green at the office (Shoeb Ahmad, 2015).

#### II. RESEARCH OBJECTIVES

- 1. To understand the awareness and existence of Green HRM among HR professionals in Chennai.
- 2. To identify the factors affecting the implementation of Green HRM practices in the organisation.
- 3. To develop a Green HRM model that can be implemented in the workplace.

#### III. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

#### **Concept of Green HRM**

Green HRM is the use of HRM policies, philosophies, and practices to promote sustainable use of resources and prevent harm arising from environmental concerns within business organizations (Kathak Mehta & Pawan Kumar Chugan, 2015). Green HRM is regulated by laws and regulation within the organization. The concept of green management for sustainable development has various definitions; all of which generally, seek to explain the need for balance between industrial growth for wealth creation and safeguarding the natural environment so that the future generations may thrive(Daily and Huang, 2001). Greening is a holistic process aimed at smarter energy usage, low costs, low wastage using sustainable resources or recyclable materials for end results that are products, targets, etc. (Jafri, 2012). A Green Workplace is environmentally sensitive, resource efficient and socially responsible (Sathyapriya et al., 2013).

Tulsee Giri Goswami and Saroj Kumar Ranjan (2015) have defined Green HRM as a 'strategy used primarily for reducing the carbon foot print of each employee and talent retention'. It involves undertaking environment friendly HR initiatives resulting in greater efficiencies, lower cost and better employee engagement and which in turn help the organization to reduce employee carbon. The organization need to incorporate green/environmental objectives to overall strategy of the organization aiming to meet green management issues. According to Khyati Kapil (2015) Green human resource (HR) is one which involves two essential elements:

environmentally friendly HR practices and the preservation of knowledge capital. Green HR practices involve reducing carbon footprint via less printing of paper, video conferencing and interviews, and etc. Green HR initiatives help companies find alternative ways to cut cost without losing their top talent. Focus on Green HRM as a strategic initiative promotes sustainable business practices. Therefore, the author feels that developing new organization culture through Green HR practices becomes a manager's major concern. Yusliza MohdY us off, NurZahiyah Othman, Yudi Fernando and AzlanAmran(2015) in their exploratory study contributed to the conceptual and empirical understanding about the nature of Green Human Resource Management (HRM) in multinational companies in Malaysia. The results revealed that most of the investigated companies placed a very high importance on Green HRM reflecting on five basic concepts – Corporate Social Responsibility (CSR), Electronic HRM(E-HRM), Worklife Balance (WLB), Green Policies and Extra Care Program (ECP).

#### Role of HR Professionals in Green HRM

The Human Resource Department of a company has the capability to play a significant role in the creation of their company's sustainability culture" (Harmon, Fairfield &Wirtenberg, 2010; Wirtenberg, Harmon, Russell, & Fairfield, 2007). The true role of the HR professional assist to convert the sustainability impacts of an organization on employees into positive sustainability impact of employees (Maryam Kha, 2015).

Environmental related education, training and development are key areas of green HRM in an organisation. Without proper education, training and development, materializing targeted environmental performance of a firm is very difficult to achieve. Companies that want to be more eco friendly need to make sure current employees are on board with the organization's green vision and goals. This can be accomplished through proper communication and training right from recruitment and employee training practices. Nowadays many companies have designed environmental concerned new jobs or positions in order to focus exclusively on environmental management aspects of the organizations. From the perspective of HRM, it is really a valuable initiation and practice to protect the environment. Moreover, some companies have involved in designing their existing jobs in a more environmentally friendly manner by incorporating environmental centered duties and responsibilities (Anton, Opatha and Nawaratne, 2015). Managers must set green targets, goals and responsibilities for their sections or divisions or departments, they should assess number of green incidents, use of environment responsibility, and successful communication of environmental policy within their scope of their operations (Renwick et al, 2008; Renwick et al, 2013).

As an overall picture, Green HRM is the set of activities (recruitment, training and development, performance and appraisal, employee relations, pay and reward) that direct at an organization's human resources with the aim of achieving organizational goals through ensuring environmental sustainability. The process begins with recruiting prospective green employees into the organization followed by green training and development, green performance management and appraisal, environment-friendly employee-employer relationships that focus on employee involvement, green performance based pay and rewards and ends with conducting exit interviews those who leaving the organization voluntarily or involuntarily and using the survey results to improve the employee management systems. The major goal of green human resource management is to achieve the organizational financial goals through environmental sustainability policies and actions focused on minimal or no environmental damage (Mohammad Main Uddin & Md. Rabiul Islam, 2015).

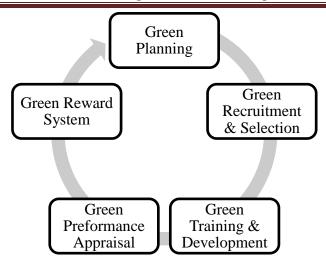


Figure 1: Conceptual Framework of the role of HR professionals in Green HRM

#### IV. RESEARCH METHODOLOGY

#### Research design

The present study is based on an innovative and analytical research design. This research has adopted quantitative research. Quantitative research method involved human observation and responses that were collected in the form of a survey from the respondents that has been organised and presented in a clear and systematic manner to provide accurate conclusions. A combination of two types of research methodologies have been employed in this study – Exploratory research and Descriptive research.

#### **Scope**

This study has been undertaken among HR professionals in the city of Chennai – the fourth largest metropolitan city in India and the capital of Tamil Nadu.

#### Sampling technique

In this study convenience sampling technique will be employed to select the sample. Convenience sampling is used as every known element of the population has a known and equal chance of being selected as the sample.

#### Sample size

A total of 115 responses were collected from 8 IT firms in the area of Chennai.

#### **Data collection procedure**

The source of data collection will be both primary and secondary sources. Structured questionnaires were used to collect the primary data. The sample population was selected through known sources in the IT sector of Chennai. HR professional were contacted and soft copy of the questionnaires were sent by way of e-mail. All the respondents were briefed on the particulars to fill the questionnaires, prior to their filling the questionnaires. Secondary data was collected by referring to pre published information from previous studies, websites, books, magazines, journals and newspapers.

#### V. ANALYSIS& INTERPRETATION

#### **Profile of HR professionals**

The demographic profile of the respondents have been statistically analysed to understand the pulse of the target respondents. Percentage analysis has been used to describe the characteristics of the sample of the study. Percentage analysis involves computing measures of variables selected for the study and its findings will give easy interpretation for the reader.

- 62% of the respondents were male and 38% of the respondents were female respondents.
- 58% of the respondents had experience of more than 15 years while 32% had experience between five to ten years and 10% of the respondents had one to five years of experience in the human resources department.
- 38% were in the age group of 45 years and above, 41% were in the age group of 35 45 years and 21% were in the age group of 25 35 years.
- 45% of the respondents had a master's degree in Human Resource Management
- 42% of the respondents were in the position of Human Resources Managers and 58% of them were in the position of Human Resource Executive.

#### Existence of Green HRM practices among HR professionals in Chennai

In this study Exploratory Factor Analysis (EFA) has been used to resolve a set of measured variables into relatively few factors that have led to the existence of Green HRM practices among HR professionals in Chennai. Not many studies have empirically proved the existence of Green HRM practices among HR professionals in Chennai. This induced the researcher to statistically analyse the factors that have led to the existence of Green HRM practices among HR professionals in Chennai through the application of Factor analysis.

In this study a set of 7 statements pertaining to HRM practices in Chennai were posed to the respondents. The consumers were asked to rate the statements on Likert's 5 – point scale. The responses were then subject to Factor analysis through Principal Component Method to identify the predominant factors.

Table 1 shows the combined results of the factor loadings of Green HRM practices adopted in Chennai, communalities and Eigen values. Principal Component Analysis (PCA) with Rotated Component Matrix is applied and the following results are obtained:

TABLE 1: COMBINED TABLE SHOWING FACTOR LOADINGS OF EXISTENCE OF GREEN HRM PRACTICES, COMMUNALITIES AND EIGEN VALUES (PRINCIPAL COMPONENT ANALYSIS WITH ROTATED COMPONENT MATRIX)

Variables	Factor 1 Developing green abilities	Factor 2 Motivating Green employees	Factor 3 Providing green opportunities	Communalities
Attracting & selecting	.806			.706
Training & development	.714			.679
Performance management & appraisal		.748		.650

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Pay & reward systems		.724		.662
Employee involvement			.679	.546
Empowerment & engagement			.662	.548
Supportive climate & culture			.587	.460
Eigen Values	2.574	1.954	1.952	
% of Variation	11.699	8.881	8.872	
Cumulative % of variation	11.699	20.581	29.453	

Attracting high quality staff is a key HR challenge. Organizations have to adopt GHRM practices as a form of 'employer branding' in order to improve their selection attractiveness for an increasingly environmentally aware younger generation. Factor analysis revealed that there are 3 factors which impact the existence of Green HRM practices in organisations. They are listed below.

#### Factor 1 - Developing green abilities

- Attracting & selecting
- Training & development

#### **Factor 2 - Motivating Green employees**

- Performance management & appraisal
- Pay & reward systems

#### Factor 3 - Providing green opportunities

- Employee involvement
- Empowerment & engagement
- Supportive climate & culture

Job seekers also prefer organizations that have a close fit between their value system and the organizations' values, and a recruiting organization's environmental reputation and images are now increasingly prominent in recruitment efforts. Creating and sustaining a pro-environment organization also requires the organization to hire employees who are willing to engage with Green HRM activities. The Green agenda appears to be impacting on the criteria that some employers require in new hires. There is considerable evidence that supportive managerial and supervisor behavior in environment initiatives are important in developing employee engagement in Green HRM activities.

#### Factors affecting the implementation of a Green HRM program in organizations

Table 2 shows the results of the Friedman Test of the factors affecting the implementation of a Green HRM program.

TABLE 2: FACTORS AFFECTING THE IMPLEMENTATION OF A GREEN HRM PROGRAM

FACTORS & VARIABLES	AVERAGE RATINGS			
CULTURAL FACTORS				
Ambiguous of green value	1.61			
Lack of green culture	1.39			
TECHNOLOGICAL FACTORS				
Complexity and difficulty of adoption of green technologies	2.42			
Lack of technical support	2.15			
Lack of green human resources management infrastructures	1.44			
MANAGERIAL FACTORS				
The lack of a comprehensive plan to implement green human	2.48			
resources management	2.40			
Lack of organizational leadership support	2.1			
Managers resistance	1.42			
EMPLOYEE RESISTANCE FACTORS				
Lack of understanding of green policies	2.37			
Lack of knowledge	2.32			
Lack of training	1.31			

Among the cultural factors, lack of ambiguous of green value has maintained the highest priority. Values have been the most important organizational factor to determine the future direction. Therefore, a correct interpretation of these values must be accomplished. Among the technological factors, the complexity and difficulty of the key green technology is the most important factor. We must think of ways to facilitate this. As we can observe, among management factors, the lack of a comprehensive plan to implement green HRM is the most important factor. It is clear that if there is not a comprehensive plan, there is no commitment to implementation.

In addition, the comprehensive plan defines the implementation's guidelines and an operational plan is based on it. However, it should be noted that the lack of a comprehensive plan to implement green HRM creates ambiguity. Lack of understanding of politics, policy from employees as the most important barrier in staff factors. It highlights the importance of implementing a strong corporate communication system. Only if managers and staff are aware of the Green HRM policy, they will work with responsibility towards implementing it.

#### VI. SUGGESTIONS

Implementation of Green HRM policies and practices will help safeguard and enhance the health and well-being of employees. Businesses are sustainable because of their operations and culture, but it's the employees who craft and execute the eco-policies and create the green corporate culture. In order to build green organizations, the organization and Human Resources professionals must increase efficiencies in organizational hierarchies (Khyati Kapil, 2015) through the following ways:

• Clear policies are required to alter the present management systems to incorporate green values and sustainability issues.

- Perform more virtualized work or eliminating unnecessary time spent in the office and optimizing the use of company resources
- Formal information sharing and dissemination platforms need to be defined.
- Guidance / workshops / training programmes for HR professionals is necessary to focus on Green HR areas.

#### VII. GREEN HRM MODEL

After an in-depth analysis, it can be concluded that Green HRM is the set of activities (planning, recruitment, training and development, performance and appraisal, and reward) that directs at an organizations' human resources with the aim of achieving organizational goals through ensuring environmental sustainability. The process begins with the management in developing green abilities, motivating green employees& providing green opportunities by recruiting prospective green employees into the organization followed by green training and development, green performance management and appraisal, environment-friendly employee-employer relationships that focus on employee involvement, green performance based pay and rewards and ends with conducting exit interviews those who leaving the organization voluntarily or involuntarily and using the survey results to improve the employee management systems (shown in Figure 2).

The major goal of Green Human Resource Management is to achieve the organizational goals through sustainable Green HRM policies and actions focused on minimal or no environmental damage.

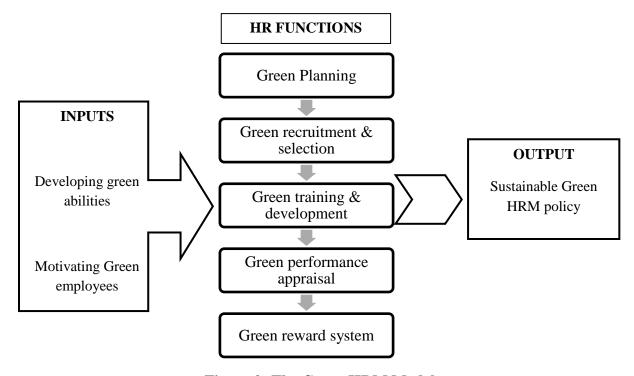


Figure 2: The Green HRM Model

#### VIII. CONCLUSION

The future of Green HRM appears promising for all the stakeholders of HRM, be it the employers, employees, practitioners, or academicians. Studies that observe the overall impact of

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Green HRM systems rather than individual practices would be particularly helpful in this respect. Implementation of a structured Green HRM model will help organizations to reduce degradation of the environment and work towards a cleaner and healthier and safer place to live. On the concluding note, the author would like to add that HR professionals have a major role to play in implementing Green HRM practices and policies. Apart from this, they have a crucial role to play in recruitment of new employees who are more responsible toward green business practices thus, indirectly saving the Earth. Last, but not the least, Hr professionals has significant opportunity to contribute to the organization's green movement and plays important role in enthusing, facilitating, and motivating employees for taking up green practices for greener business.

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# Asian Journal of Multidimensional Research (AJMR)

(Double Blind Refereed & Reviewed International Journal)

**UGC APPROVED JOURNAL** 



### FRENCH MANUFACTURING AND CLEANING IOAKIM ALOIZI IN THE TURKESTAN TERRITORY

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#### **ABSTRACT**

During the course of the development of history, great attention has been paid to the expansion of the economic opportunities of states around the world, in particular to the cultivation of natural silk fiber, which is an important raw material for industrial enterprises. In all countries, the importance of such issues as the creation of a competitive system in the production of silk products, the application in practice of even more effective methods of growing natural fiber and improving the infrastructure of this industry, the establishment of the production of finished silk products, and the increase in the export potential of the industry are increasing. At present, the important tasks of the silkworm industry are the productive use of agro technical measures, the introduction of innovations to improve the quality of natural fiber, and the provision of industrial enterprises with high-quality silk raw materials. Such especially important tasks of the silk worming industry occupied a significant place in the history of Uzbekistan at the end of the 19<sup>th</sup> and beginning of the 20<sup>th</sup> centuries. Silkworm breeding in the economic systems of the Turkestan region was considered to be one of the priority areas. Most of the local population of Turkestan was engaged in this industry, and sericulture was considered one of the traditional types of farming in the province.

**KEYWORDS:** Turkestan territory, Aloizi, silkworm, grena, cocoons, and grenade stations.

## ISSN: 2278-4853 I. INTRODUCTION

Ioakim Aloizi(JoakimAloïsi) - a famous gnat from Moltiflo, in Corsica (France). Turkestan was chosen as the main place of its activity in the field of the spread of healthy, cellulite, registered in 1889-1894. He started commercial activities in Turkestan, in 1889 importing Corsican silkworms. He became rather quickly the official distributor of this sphere and even took part brilliantly in the agricultural exhibition of Tashkent in 1890.

It was proved that the grena (testes of mulberry silkworm) sold by Mr. Aloizi, is quite reliable. He gave healthy worms, and with proper care of them, it turned out large, hard cocoons, with silk of high quality. In 1890, the Turkestan exhibition featured a tall tower of cocoons of Corsican breed in the silkworm department, which represented, in miniature.

The excellent qualities of Mr. Aloizigrena earned him the title of official supplier of the genes for the Turkestan region. Giving this title, the administration of the region thereby not only recommends the city of Aloizi, but also guarantees its good quality.

In the Ferghana Valley, the cities of Margilan and Andijan were considered traditional sericulture centers, rich in their traditions. In this respect Kokand and Margilan were particularly distinguished. Sericulturebegan even then about the cotton and the profits they were paid by the natives had no concept. In the Kokand khanate (the then Ferghana region) silkworms penetrated from China, due to the constant trade and other relations of China with the countries of Central Asia. Tradition of the Fergani natives to say that the art of breeding silkworms and silkworms penetrated the city of Khojent and Fergana from the city of Khotan, where it was entered by the daughter of the Chinese goddess, who married the Khotan ruler. This bride of the Khotan khan, afraid that the cocoons that she had captured with her were not found (the export from China was strictly forbidden), had them in her braids and brought to Khotan in this way, where butterflies emerged from the cocoons, and so the first testicles of silky worms in Central Asia. From Khotan, the art of breeding silkworms passed to Andijan, and then spread throughout Fergana.

#### II. REVIEW OF LITERATURE

The works of the authors on the status and changes in the sericulture system from the point of view of their creation can be divided into three main groups: 1) Literature relating to the period of domination of the Russian Empire; 2) Literature published abroad; 3) Periodic seal of the Russian Empire.

In the literature relating to the first group, some aspects of the silk industry were studied during the reign of the Russian Empire. In particular, the data on the types of fodder (silkworm butterfly eggs), on care for them, on processing of raw materials, on the principles of manufacturing and types of silk fabrics, on silk prices and silk trade, on income from silk, on the activities of silkworm enterprises and on artisans .

In foreign studies, members of the second group, such researchers as F. Ecker, A. Park, J. Wheeler, Connolly, B. Kolarz considered the agrarian transformations of Soviet power as a policy aimed at strengthening colonial dependence. And also, there were such special works published in Paris in French, which directly studied the sphere of sericulture on a world scale. There it occupied its definite place, as well as all over the world, and in the Turkestan territory.

The third group can include the newspaper TurkestanskieVedomosti, which directly informed the silkworms of the region.

#### III. RESEARCH OBJECTIVES.

The aim of the research is to research the state of the silkworm industry, the essence of the transformation processes in it in the 1870-1890s, that is, during the reign of the Russian Empire. In particular, the study of the activity of foreign silkworm breeders, to reveal the state of sericulture, its traditions, the features of changes and processes in it. To analyze the place of sericulture of the Turkestan territory in world history.

#### IV. RESEARCH METHODOLOGY.

This issue has been studied in accordance with the principle of historicism. The study used methods of comparative, system analysis, as well as methods of quantitative analysis. In particular, a systematic and comparative analysis of the state of sericulture, transformation processes, achievements and problems of the industry during the Russian Empire in the Turkestan region was carried out. And also, on the basis of quantitative analysis, calculations were made of the data relating to the silkworm industry.

#### IV. RESULTS AND DISCUSSION.

The multifaceted activities of the famous frenchgruener of Aloizi in the Turkestan region can be studied by dividing into several degrees.

#### V.1. Enterprise activity Aloizi in Turkestan.

Thanks to the efforts of the city of Aloizi, Tashkent, and in general the weight of the Turkestan region, is provided with healthy flesh. The official supplier of cellulite gel for the region is Mr. Aloizi, one of the most conscientious and reliable grenrators. It spreads the grain (seeds) exclusively of the Corsican silkworm breed, which was also recognized by Mr. Wilkins, the competent connoisseur of the Turkestan sericulture, for the region. Corsican silkworms give large, solid canons and are very hardy.

Mr.Aloizi, having chosen Turkestan as an arena for his activities as a grenadier, took the matter very energetically. He traveled the weight of the Turkestan region, got acquainted with the situation of sericulture here and chose Samarkand as his permanent residence.

In 1891, the merchants of the city of Namangan appealed to the Ministry of Finance with a pardon for some of the commercial and industrial needs of the local population, in which forgiveness, inter alia, indicates the need to familiarize the natives with the correct methods of unwinding silk.

In reply to the attitude to the Chancery dated December 31, 1890 for No. 6811, the official of special assignments under the Turkestan Governor-General for the agricultural sector of Wilkins preferred the following proposals:

The desire of Namangan silkworms to learn the European ragging of silk, can be satisfied in two ways.

- 1) Open the school of silkworm breeding; it will be very expensive, it will be necessary to write out silk screen masters and the whole situation for the school. At the same time, one can not guarantee that these costs will not be in vain, as they turned out to be when establishing the Tashkent School of Sericulture in the early seventies.
- 2) You can use a private initiative. Allowed to supply a cellulose grocery in Turkestan, Mr. Aloizi, wishes to be based in the province for the production of grena on the spot. Upon receipt

of the request of the Chancellery, I entered into negotiations with Aloizi and I find that the following combination would be convenient.

Since, due to local conditions, it is almost impossible to sell grenas for clean money, Aloizi will be forced to receive in payment for the grena that he gives out, a certain part of the harvest of cocoons; Thus, every year he will have very significant lots of cocoons, which are not profitable to sell at the bazaars, because of their inferiority. Therefore, the prudence of all will resort to unwinding these cocoons. Silk of Namangan winders can also be trained on such future, private silk winding machines.

At the same time, the local administration by supporting the need to provide his company with the assignment of premises satisfying him. According to Mr. Aloizi, for her, it would have been convenient for the barracks in the city of Khojent, unoccupied at that time; but to bring it in order will require about 250-300 rubles, which can be let go to the head of Khojent district, to produce the necessary repairs. This will include all material assistance from the treasury; And all the internal arrangement of Mr. Aloizi takes over. It does not prevent, however, when transferring the barracks to him, to stipulate that she is giving in to use under an unacceptable condition, so that, in addition to working out the fire, the silkworm was built.

"With willingness, I would like, in ten days, to go to Khodzhent for a device, in the aforementioned barracks, an exemplary draft worm with the obligation to indicate to persons interested in silk worming the correct methods of courtship for silkworms and the best ways of unwinding cocoons, however, I will do all I can do to set up an exemplary grenade station in Khojent, but this will depend on getting good quality cocoons that are suitable for grenade".

In addition, he immediately deals with the devices of this room: "I may be able to enter into an agreement with some Fergana silkworms in isolated areas, giving them a reproduction grenade, getting benign cocoons from them suitable for grenade. Only this question does not allow me to accurately determine the time of my residence in Khujand; At the same time, I hope that it will be quite long, since I ordered 10 silk-weaving machines in Moscow, which I will soon receive. With the further use of my barracks, repairing it in the future will be done at my expense".

The activities of the city of Aloizi in the Turkestan region arrived in time and in time. Because, in the Khiva Khanate and in the Amu-Darya Division at this time silkworm breeding, which in former times was very developed, completely stopped. It was the same in Khujand. Pepbrin (sickness of the silkworm) destroyed worm broods among their full development, so that work, and money wasted for nothing. Serious attention was paid to the rise of sericulture in the region by Governor-General P.O.Rosenbakh. The result was the emergence in Tashkent of a central drainage station and its branch in Margilan, Samarkand and Petro-Alexandrovsk. The drainage station and its department quickly corrected the matter and sericulture again began to revive in the Turkestan region. But the grenade station and especially its compartment, could supply the natives with only a small amount of cellulose flesh. In addition, only the natives were supplied with the flesh. The Russians, on the other hand, were deprived of the opportunity to get a healthy roll on the spot, first-hand, with a guarantee for its good quality, and had to handle demands for a hemp or the Caucasus, risking to get instead of healthy, the same large, corn-polluted grape that was available for sale and at native markets, or to foreign grenadiers. But it was both expensive and uncomfortable. This state of affairs, of course, paralyzed the activities of local silkworms and did not serve to the wide development of sericulture in Turkestan.

On this issue in 1891, in the month of July, a contract was concluded on the basis of the determination of the Council of the Turkestan Governor-General dated February 28 of this year for No. 6, between the Chief of Khojentuyezd and the French citizen JoakimAloizi.

It stated the following: 1. for the production of silkworm worms and the unwinding of the cocoons of Mr. Aloizi, a vacant former artillery barracks in the city of Khojent are assigned by the county governor to repair it at the expense of 300 rubles, allowed for leave from the zemstvo facilities. This barrack is provided for free use of Mr. Alozi, and from the use of the premises allocated to him, he has the right to refuse at any time and the premises may be demanded of him if necessary in it for the purposes of administrative.

**2.** Aloizi was obliged to arrange in the named barracks exemplary - draft worm with the production in her cellulose flesh and silk winding.

The internal structure of this bright and beautiful room presents all the conveniences for a celluloid as well as industrial grenade. Inside, it is divided into two parts: a large hall specially designed for the drainage, and a smaller room, in which the early withdrawal of butterflies and microscopy them, to determine the degree of soreness of this or that batch of cocoons destined for industrial grenade.

The hall is arranged in the following way: on the entire length of the walls there are shelves (without shelves) on which hang cocoons, threaded on strings, in the form of huge rosary. On one side are white cocoons, on the other - yellow; there are cocoons from the crossing of butterflies of different breeds. On all the walls of the hall stretched enormous canvas sheets, on which are put butterflies, who have finished welding; Here the female lays its testicles, called in the sale of industrial fats.

Near the ceiling, from one end of the wall to the other, several rows of wire are stretched, on which hang 200 frames, drawn by several rows of thin ropes, studded with starched muslin bags; each such bag contains a pair of butterflies - a male and a female, which, after fertilization, lays the testicle in a sac. When the female completely ends the egg laying, it is ground in a small apothecary mortar and the resulting liquid is then examined under a microscope. If the butterfly is found perfectly healthy, the grenad retains distribution and revitalization; if it turns out to be sick or with the rudiments of a disease, then the bag with the hemp is destroyed. This is cellulose grenade, i.e. to get the breeding genes.

Mr. Aloizi distributed 77 families to their families without a hitch and bought cocoons, a fee of 10 rubles. for a pood. For the production of heats he built a building of 50 arshins long, 10 wide and 7 high, facing the post road to the facade. The city of Aloizi could be obtained at the Tashkent Grenadier Station, or directly from his own.

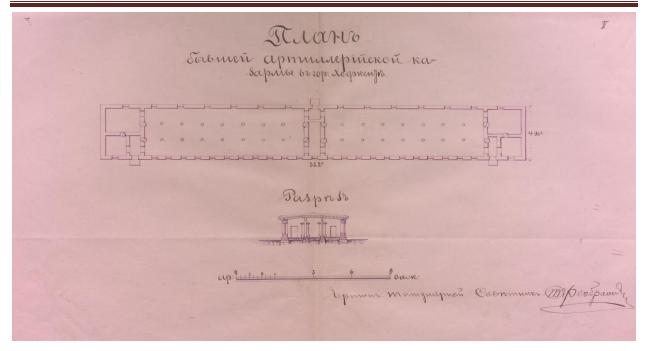


Figure 1. (Central State Archive of the Republic of Uzbekistan, Fund I-1, item 15, case 487, sheet 8)

### V.2. Research in the sphere of development of the drainage business in the Turkestan region.

Sericulture in the Fergana region has made great strides, which the local administration has always taken care of as an improvement in silk worming, so especially following the production of local quality good quality.

In the silk worming business, a healthy grenade has an article of first importance, and Aloizi, like a man who has worked for many years as a silkworm company in Turkey, takes the liberty to express several basic views on the groove issue based on his personal practice and observations. Arriving in the Fergana region already with a stock of practical information on silkworm breeding and brood grena, he first of all asked himself the question: can the Turkestan Region do without the frenzied local brood?

"Before answering this question, it is necessary to take into account the three main points, in the absence of which there cannot exist a drainage business: 1) a comfortable climate for broods of silkworms, 2) experienced silkworms, able to remove worms with strict observance of unconditional purity and unceasing care, 3) the availability of diligent and conscientious female workers, which are necessary both for brood grena, and for microscopic examination of butterflies."

As for the first condition - the climate, the latter should be recognized as quite favorable for broods, except for the city of Kokand and its environs, about 25-30 versts, since there is enough dampness in this area, which is so harmful for rational brood of worms. But for that much of the area was covered with rows of hills, on which lay towns and villages, sufficiently aired and completely free of damp. The absence of rains in the month of May, during the last two ages of worms and curling cocoons, also favored the correct brood, which could not be said of the

Caucasus, where rains and wet leaves laid for the feeding of worms often inflicted illness on them.

The second condition is the existence of experienced and dexterous silk wormers, the most important; this is the basis of the grenade success. In Turkey, for example, the success and great development of the drainage business depended solely on good silkworms, which gave a relatively short time an opportunity to get rid of not only the foreign genes, but even export a large number of them to the Caucasus, Persia, Greece and Turkestan.

Likewise, the organization of good silkworm breeders in Turkey and the International European Commission contributed a lot to the organization, which for several years annually appointed silkworm competitions, rewarding the distinguished silkworms with which worm broods were made according to the rules of silk worming, and giving the best cocoons.

The next condition is to have experienced, diligent and diligent female workers. Unfortunately, this condition represents the inevitable and greatest difficulty for the grenner to follow the development of the drainage business in the Turkestan region. Because of the deep ignorance of the natives and the inability to convince them that contempt for the direction given to them will lead to the worst. First, disinfection of the premises every year until the beginning of brood worms is necessary for the destruction of the peribron microbes that have remained undoubtedly in the room since last year's withdrawal of worms. Due to the importation of industrial grenades from abroad, the country is prone to infecting a devastating disease of worms - feathergrass. This condition was completely unknown to the local silkworms, to whom he gave disinfection materials (lime and sulfur) with plaques of plastering the walls of the worm-house premises with lime and after burning sulfur, sealing the room for several hours, did not follow this advice, fearing, as they said, " so that broods of worms do not fail from this."

In order to make the efforts of the grenrators useful to the achievement of good and healthy worms, free access to these broods is absolutely necessary; it is necessary to watch whether his instruction is being followed by the silkworms and to give instruction on the spot, accompanied by immediate execution of them, by the grenadier himself or under his supervision by the silkworm, and thus to correct all the shortcomings now permitted in broods. Such a method will be much more valid than dry theoretical instruction, which in no way can bring benefit, because the natives are completely incapable of perceiving the theory.

Thus, of the three main conditions for the correct setting of the sericulture business in the Fergana region, the most difficult is the acquisition of experienced silkworm breeders. But even this difficulty is easily defeated in the presence of will and energy in individuals interested in the issue of the prosperity of sericulture in the Turkestan region.

Aloizi drew attention to the fact that overseas grain, cooked under extremely favorable conditions and imported to the land without duty, creates an unfavorable situation for local production of the grain, which is not positively able to compete with imported, at the same place consumption. For useful clarification of the issue of the grenade business, it would seem, it is necessary to pay attention to this circumstance. As each new industry, wherever it is, is inferior to that which has existed for a long time and only some customs protection duties enable it to compete with the products of foreign industry, just as the local production of the grena in the local region cannot begin the fight against foreign production without this. However, no protective duty does not approve of the existence and development of local drainage business. It is clear that for the development and success of local sericulture, it was necessary, for now, to

withdraw from payment the duty of the foreign grenade, whose importation into the empire was to be facilitated for the benefit of the newborn by silkworm breeding.

"Let us assume that in the province there are now several generators working to conscientiously put the local productivity of the genie at a proper height, willing and able to act even in a more extensive production of it, in case the government has adopted protective measures for it, so, in order to help the cause, for the above reasons, the local production of the genes according to the present cellulare method (the expression of this word I meant for the generators, who produce an industrial leer incidentally, put advertising on their boxes Grentsellyulyarizovana ") cost 20-30% more expensive than overseas".

"Now this important brake is completely eliminated. G.Aloyzi, having settled in Samarkand and received the title of the official supplier of cellulite for the Turkestan region, has the opportunity to deliver any number of grenades to everyone who wishes, with a guarantee for its full good quality."

In the forms of even greater distribution of sericulture among the Russian population of Turkestan, Aloizi published a pamphlet entitled "Practical Guide to the Education of Silkworms." "This sensible, well-composed brochure with many explanatory drawings can be obtained free of charge in the Tashkent grenade station. Guided by this pamphlet, each novice silkworm can put his work on rational grounds, independently, without seeking advice and guidance to the native silkworms, who, of course, cannot date in the silk worming business a good example. This is very important and of course, every inexperienced newcomer who wants to engage in a profitable and easy sericulture business will sincerely thank Mr. Aloizi."

The book "The Guide to the Education of Silkworms" is very practical and practical. In silk-practice, sometimes even illiterate, there is neither time nor hunting to read a scholarly treatise. It requires a concise and clear instruction: how to act in this or that case? These are precisely the concise, practical mixing and gives the "guidance" of Mr. Aloizi. In his preface, Mr. Aloizi, to say, among other things: "In this publication we decide to present the conclusions that we had the opportunity to draw from personal, long-term experience and repeated visits to the silkworm countries of Europe and Asia."

The content of the "Guide to the education of silkworms" is as follows:

"The purchase of the heats. -Saving grena. -Disinfection of wormwood and devices. - Revitalization of the hems. - Silky worms. - The first age (with a picture depicting silkworms in the early days of hatching, when they are not more than murash and at the end of the first age). - The second age (with a picture). - The third age (with a picture). - The fourth age "(with a picture). - Fifth age - The most critical period of fattening (with a picture). - Curls of cocoons (with drawings of a cocoon and a pupa). - Collection of cocoons (with drawings of silkworm, male and female). - Diseases of silkworms: feathers, deadness, muscardine, jaundice or obesity. - About worms backward, shiny and shortened (shorts). - Cellular grenage. - Microscopic examination (with a microscope pattern). - Conclusion. At the end of the manual, there are also drawings of a shelf for feeding worms, a quadrangle for preserving the heats, suspended from the ceiling and a sample of a properly clipped young mulberry tree, three arshins from the ground. From this list, the content of the "leadership" can be seen how many practical, practical advice in it each inexperienced, novice silkworm. "Management" has served a good service to our region.

The book of 1897 was reissued in Paris in French with additions and corrections, under the name "Instruction populaire de serisiculture: A Kokand (Turkestan russe)".



Figure 2. (Central State Archive of the Republic of Uzbekistan, Fund I. 1, item 15, case 487, sheet 21)

## IV.3. Fight diseases with silk worms. Acquired results by the researcher or the priority glory of Aloizi.

Since 1876 sericulture in the Fergana region has been falling annually. The cause of this mainly served as a silkworm disease - feather grass.

"For the concept of silk worming in the Turkestan region in general and for the destruction of the pebbles, the late Governor-General of the Turkestan Territory KP.von Kaufman recognized the need to open in the New Margilan urban grenade station, which produces benign grain and distributed it to the natives for free. The natives, convinced of the good quality of the flesh, began to relate reliably to the Margilan grenadier station and to acquire from it a cellulite loaf. Demand for it began to increase annually, and the Margilan station could not already satisfy all demand, having in addition a limited staff and a small room. Already since 1888, in the Fergana region, one gruener of the city of Aloizi, from Corsica, who had already established himself among the official grenadier for weight of the Turkestan region, was working on garnishing and selling grenades".

In 1892, the increased importation of foreign grains began in the Fergana region; work on the sale of its steel company Aloizi, Bellart, Ianz, Blance Jean-Millon, Mailot, DimostesPinatsis, Saneness, Papandovulos and others. The increased importation of foreign fries into the Ferghana region, however, contributed to a lowering of the price for it, but for that it responded to quality.

The Margilan Grenade Station was far from being able to investigate all the imported grain, in which often there was a feather, why silkworms died.

"In 1894, for the purpose of developing silkworm breeding in the Fergana region, the official supplier of the fodder, to the Turkestan region of Aloizi, steel to prepare a cellulose loaf from Kokand. Having obtained favorable results, in the spring of 1895 he sent part of this grain to Khojent, where he has a grenade establishment, and some 270 gold-diggers distributed Ak-Pilal village to the natives, where he personally observed the feeding of silkworms. " The results of this experience turned out good. In the following years, the indigenous population willingly took a cellulose lemon, especially white Baghdad. The cocoons from it turned out good, and the demand for them in the bazaars was also good. Having pressed the capital, the groom Aloizi turned into an industrialist and began to write out industrial grains from Corsica, and he also produces on the spot (in Kokand) exclusively the same.

The harvest of cocoons in 1900 forced the grenade establishment and individual grocery dealers to increase the amount of baked beans, both imported and locally prepared, in 1901. So, GruerAloizi wrote out from abroad and prepared 170 thousand boxes of grena on the spot (5 and ... .. zolotnika). Constantine Evtihidi prepared on the spot with a cellulose method of 10 thousand boxes of 5 spools and ordered from Brussa (in Asia Minor) from KiprianiEvtihidi 37 thousand boxes. All other firms, up to 10, have written out and prepared about 200 thousand boxes on site (we note, however, that part of the genome of the city of Aloizi diverged beyond the boundaries of Ferghana, to Khojent and Tashkent counties). The total number of grains in 1901 exceeded three times the amount of 1900. Of course, such an abundance of grena in the Ferghana markets was unprofitable for the same grenrators. The price of the grenade gradually fell; with a ruble of 80 kopecks per box in 5 spools, by the time of revival it reached 10-8 kopecks.

In No. 135 of the TurkestanskieVedomosti newspaper there was an article "For the attention of the silkworms of the Turkestan Territory". The question of cellulite grenade is touched upon by the author in this article, is so important for the Turkestan region in general and for the Fergana region in particular.

The article says: "Upon inspection, it was found that 48 thousand gold-plated yellow rock genes in boxes of 6 and 3 spools were written out from the famous French campaign Union bacologique. This company is so popular in Europe, which was unnecessary, and to say that either about the merits of the company's prepared grena."

After reading these lines, questions involuntarily arise, how was this grena inspected? Are all 48,000 spools microscopic? Have you really verified that the grena is not charged? or the quality of the product is determined simply by external examination of the boxes (speaking more clearly by etiquette). If we allow the latter assumption, then, not wanting to discredit the union bacologique in the eyes of the silkworms, we only have to point out the sad fact that the grenade, given out by this firm last season in Fergana, produced very lamentable results. In Kokand, for example, in some not only Sarts, but also Russian silkworm breeders, this one either did not hatch at all or was ill.

The question of the genre in general, as mentioned above, was so important for the region that, for the sake of the development of sericulture, which entered a new phase, it would be necessary to establish strict control over the grain imported into the region, by entrusting the microscopy of each individual lot to a competent and experienced person. Under these conditions alone, it was possible to raise the silkworm business in Turkestan.

The method of determining the soreness for obtaining industrial grains is as follows: every worm that was given a grena

According to the reports provided by Mr. Aloizi to the head of the Margilan district, before the removal of cocoons from the cokings from the worm-eaters who raised worms, the Governor-General of the Ferghana Oblast was sent to the Akimat of the Ferghana Oblast by a commission under the representation of the head of the Margilanskaya Grenadier Station, Dr. BK Yanushkevich, the wormwood. The Commission remained very pleased with the results of the feeding process, which MrAloizi managed to achieve in the first year. Despite the unfavorable circumstances that he had to overcome. Suffice it to point out that the natives, only after not a little insistence, decided to have a bookcase in their possession and left, practiced their feeding worms on the ground.

From the report of Mr. Aloizi it is clear that the main goal of the enterprise in Ak-Pilyal was to start the manufacture of the silkworm and stop importing it from other countries, the tributary of which is still the Turkestan region, although it is one of the main industries in silkworm production.

In the priority glory of Aloizi, you can include the following: despite the protests of the population, difficult to be amenable to any innovations, without displeasure met these undertakings; True, there were people who had significant influence among the fellow-villagers who tried, it is possible, to slow down the business, but thanks to the support of the administration, their opposition was completely paralyzed; it was necessary to overcome not a few difficulties, so that by way of exhortations, to make the natives-draftsmen give caterpillars the necessary amount of food. The upbringing of the caterpillar has a disastrous consequence, because the underfeeding affects, first, the development of the caterpillar and, secondly, the size of the cocoon and the amount of contents of the lye.

The first wave of cocoons began on the 27th day after the revitalization of the frenum; the last cocoons were taken 36 days after the revitalization. It was all distributed to the population of 269 ½ grains of grena (from ½ sol to 10 evils per wormwood), yielding 101 poods of 39½ pounds of cocoons destined for grenade.

These results have so beneficially affected the population that they did not interfere with the case, but on the contrary, they themselves went to a meeting of advice and lessons. Suffice it to point out that not only men, but even women, went to a public education institution to get acquainted with this new business for them. The Ak-Pilal enterprise attracted the attention of all district kishlaks, who sent their fellow villagers to inspect the works produced by the town of Aloizi.

In conclusion, it remains to add that the military governor of the Fergana region, having visited the city of Aloizi, promised him full support for the development of the case and the cessation of the importation of foreign gren. By the way, General A.N. Pevalu-Shvikovsky told Mr. Aloizi that next year, by the time of feeding, he would order that two people from each volost should be sent to Ak-Pilal for practical acquaintance with rational methods of feeding.

The study of butterflies in a bag was made in Kokand by students of the city of Aloizi. At the beginning of microscopy, in addition to the old pupils, two young natives were sent to Kokand from each county of the Fergana region to study microscopy and recognize silkworm diseases. These students Aloizi provides at his own expense an apartment and food.

The good success of Aloizi in his good aspirations, according to the researches made by him, in the Turkestan Territory, it was possible to prepare an industrial league not only inferior to, but even superior to, European quality with its qualities.

#### IV. RECOMMENDATIONS.

Given that the individual cultivation of cocoons at home has always been predominant, it is necessary to develop appropriate types of home-based handicrafts in the industry. The development of home-based handicrafts in the industry will reduce the cost of producing silk products and create more favorable working conditions.

It is necessary to increase the expansion of mulberry plantations based on historical experience, based on the need for mulberry plantations to ensure the safety of food products, stocks, and also for the ecological environment, that is, to ensure air purification, create cool in hot conditions, and protect from cold in cold weather.

It is necessary to expand the demonstration of silk fabrics, the process of their manufacture at silk-breeding enterprises in order to attract for foreign tourists.

#### V. CONCLUSION.

Based on the results of the study, the following conclusions were drawn:

- The participation of foreign businessmen in improving the types of silkworms' roll, improving the quality of silk products and silk trade, the development of silkworm breeding in Turkestan in the late 19th and early 20th centuries were disclosed;
- It is justified that the colonial government, interested in exporting silk and silk products from foreign countries by foreign firms, did not interfere with their activities, as a result of which the capacity of Western countries also increased as the eastern countries in the trade in silk products, but the main raw materials were exported to the central provinces of the Russian Empire:
- At the end of the XIX and the beginning of the XX century, the testimony of silk raw materials in Turkestan during the Russian Empire, the Ferghana Valley, was the main place for the cultivation of silk raw materials and its processing;
- During the years of the Russian Empire and Soviet power, there have been significant changes in the silk trade. First of all, these changes affected the geography of trade and the composition of groups engaged in trade. In particular, during the Russian Empire, most of the silk trade was carried out by Russian and foreign firms. The Russian Empire created obstacles to Turkestan in the trade in silk with neighboring countries Iran, India, China, but at the same time did not prevent European firms from exporting silk and silk products from Turkestan.

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- **3.** Gorshenina S. La Route de Samarcande. L'Asie Cenrale dans l'objectif des voyageurs d'autrefois. Geneve, Editions Olizane, 2000, 214 p.
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#### APPENDIX.

1) Example.

[Central State Archive of the Republic of Uzbekistan, Fund I-1, item 15, case 487, sheet 36]

#### **CONTRACT PROJECT**

1891 of July ...... day, this contract was concluded on the basis of the decision of the Council of the Turkestan Governor General of February 28 of this year for No. 6, the Chief of Khojent County with the French citizen JoakimAloizi on the following:

- 1. The free former artillery barracks in the city of Khojent are assigned to the production of the silken worm mill and the unwinding of the cocoons of Mr. Aloizi, by the republishing of the former artillery barracks in the city of Khojent, to the account of 300 rubles., Allowed for the release from the zemstvo facilities. This barrack is provided for free use of Mr. Aloizi, and he, Aloizi, has the right to refuse at any time from the use of the premises allocated to him, and this room may be required from him, if necessary, for administrative purposes.
- **2.** I, Aloizi, are obliged to keep the barracks assigned to me in perfect serviceability at my own expense, and hand it over as per the inventory,
- **3.** I, Aloizi, are obliged to arrange in the named barracks exemplary-draftworm with the production of cellulose firn and silkworm in her.

- **4.** Me, Aloizi, is given the right to produce in the named barracks, in a cellulary manner, a roll of cocoons brought by other silkworms to the edge.
- **5.** I, Aloizi, in the production of a cellulose gel, I submit to technical control by the main administration of the Turkestan Territory through a specially appointed person. In the case of the recognition by the Main Authority of the unsatisfactoriness of MrAloizi, which I have produced, the grenades may be denied to me in the premises.
- **6.** This contract is written on the stamped paper in my, Aloizi, account. The original contract was signed by JoakimAloizi and Khojent Uyezd Chief, Colonel Efremov. With genuine is true.

Clerk.

#### 2) Example

[Central State Archive of the Republic of Uzbekistan, Fund I-1, item 15, case 487, sheet 34]

In considering this matter, I find it necessary to make the following observation:

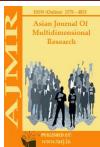
In my opinion, it is necessary to change or even completely abolish point 4, on the grounds that the very act of unwinding silk on European machines, the goal is to familiarize the natives with the correct silkworm, and unwinders will be trained not for free, but on the contrary, with a fee from r .Aloizi, since he is employed as a wage worker.

As it exists, paragraph 4 can be a source of major misunderstandings in the future.

As for Mr. Aloizi's duty to acquaint local farmers with the conditions of rational feeding on his chervodnya, in this case there is a danger of constant infestation by visitors; it is evident from this that it is inconvenient to bind the grenner with such an obligation; it is better to give this case to him personally and not to mention it in the contract.

Practical training in rational brewing will be achieved by the fact that Mr. Aloizi, when distributing the grain, will inevitably have to visit the brewers and watch for the fattening, so as to ensure, to the extent possible, obtaining more or less benign cocoons that he will be paid for for the leaven he has given out.





# Asian Journal of Multidimensional Research (AJMR)

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## HEALTH AND SANITATION CONDITIONS IN RURAL INDIA- AN OVERALL STUDY.

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#### **ABSTRACT**

Health and sanitary facilities is very important for healthy living, so I try to ascertain how far rural peoples enjoy these facilities and how far their lives changed by these facilities. As rural India accounts for 70% of the India's people, so India's real success in sustainable development goals depends on its success in rural India. I conducted study on reach of these facilities in different villages of different states of the country, how it affects their life by means of reducing open defecation, neo-natal and maternal Tetanus, water borne diseases, gender crimes, under five death, clean water, dry and non dry latrines, latrines per house, awareness, etc., after detail analysis my results in short is; India need to be more focused, planned and transparent in meeting desired targets of above parameters as per SDG 2015-2030 and some third world countries like Sri lanka and Bhutan performed better than India in many parameters.

**KEYWORDS:** Open Defecation, Neo-Natal And Maternal Tetanus, Water Borne Diseases, Gender Crimes, Under Five Death, Clean Water, Dry Non Dry Latrines, Expenditure Incurred, Latrines, Sdg Goa 2015-2030.

#### INTRODUCTION

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#### **OBJECTIVE OF THE STUDY:**

As rural India is side is pride of India due to its green fields, it is utmost necessary to know what the government is doing for the betterment of rural people; so that they can get good health and sanitation facilities. So, objective of my study is to identify or ascertain how far health and sanitation amenities reached in rural India and how far they accept and use it and how far it changed the life of those peoples, it is very important to know how government make those services available to them and what role they play in accessing those services. I will also look into rural health and sanitation conditions in some neighboring countries of India and will compare it with India.

#### **NEED OF THE STUDY/ MOTIVATION OF THE STUDY:**

As rural India is the cultural, social and even economic backbone of the country it is very important to ascertain how far basic amenities of life reached to them and how far they are impacted by it and to see how scenario can be changed from other country's' experience.

#### LITERATURE REVIEW:

- 1) Proper water and sanitary services are strongly correlated to economic development by Von Huff and Lens 2001.
- 2) Poor sanitary conditions causes' different health hazards by Wright 1997.
- 3) Millenium development goals and sustainable development goals.
- 4) Swaccha Bharat Abhijan, Rural Health Programmes, Matriva Suraksha Yojna, etc.

#### **CONCEPTUAL FRAMEWORK:**

Rural India: Rural places in India are those area where most people are either dependent on primary activities like farming, fishing, animal rearing, apiculture, etc. and in small scale industries like cottage industries, construction job in villages under different government schemes. Rural areas of India lacks proper infrastructure like roads, railways, schools, hospitals, higher education institutions, digital connectivity, drainage and sewage facilities, etc. for all these backlogs in spite of repeated government efforts to amend the rural life for betterment through various schemes failed miserably. Faulty planning and non transparent execution of rural welfare schemes is also responsible for rural plight. Population density in rural India varies from place to place depending on geographical condition, for example Uttar Pradesh has more rural density than Telengana and Aurunachal Pradesh due to climatic condition.

According to 2011 census rural population is 83.3 crore or 68.84%. Rural India is also the granary of India if not of the world. Present day due to improvement in agriculture and irrigation rural India become a new market for various industries through increase of per capita income of rural mass. Still on comparison to other places like rural China and urban India; rural India has a miserable economic condition, according to 2011-12 data out of 21.9% of people in India are BPL and most of them live in rural India.

Sex ratio of India is more in rural(947) than in urban(940) according to 2011 census though improvement in urban India is better compare to rural India in 2001-11 period. In last census decade for the first time pollution increase in absolute terms is more in urban than in rural. Under 6 sex ratio is 919 at 2011 from 934 in 2001.better than urban India.

Literacy rate in rural India as per 2011 census is 68.9% more increase from 2001 than in urban area. Rural women has 58.8% literacy rate and men has 78.6%. Total number of villages in India as per 2011 census is 6, 40,867.

Health and Sanitation: Health and sanitation is intricately related; without proper sanitation and sewage facilities various diseases will hurt health of the people by contamination of water, food, etc. So sanitation is very important for good health of all people from new born to very old. For rural India adequate sanitation is necessary for healthy living, otherwise various diseases will prevail. Apart from these various communicable and non-communicable disease like AIDS, Hepatitis, Kidney disease, Pulmonary Chronic Obstructive disease of respiratory system, mental disease, Tuberculosis may affect rural people in absence of proper awareness and health facilities. Pollution from agriculture is also a health threat for rural people if not controlled.

#### **METHODOLOGY:**

I collect data of India both collectively and from some states; about different health and sanitation parameters, intensity of different diseases, how far various initiatives on the part of various stakeholders changed life of the rural citizens over the years, means of reaching and making accustomed of rural people with those facilities, how far digital initiative help in this activities and what are the problems in making available of these facilities to those peoples. after collecting data on these things I perform detail analysis to identify and relate causes with the effect; regarding health and sanitation condition and their form I will come to my conclusion and will give recommendation for betterment of conditions and apart from this I will also to some extent compare Indian and some other countries health and sanitation condition and their form I will make detail analysis to know reason for difference in success in different parameters and will give conclusion and finally recommendation for betterment by adhering foreign good health and sanitation practices.

#### **DATA PRESENTATION AND ANALYSIS:**

#### Sanitation

#### From country point of view:

In 2001 rural sanitation coverage was 21.9% but according to recent census data in 2011 it increases just only to 30.7%. in absolute term there is only negligible increase of 83.13 lakh in 2011 in compare to 2001 figure, inspite of government effort under total sanitation campaign starts from the year 1999, previously known as central rural sanitation programme that was started in 1986 to provide sanitation facilities in rural areas. population growth has outpaced coverage increase under the program.

#### The main objectives of the TSC are as under:

- 1. Bring about an improvement in the general quality of life in the rural areas.
- 2. Accelerate sanitation coverage in rural areas.
- **3.** Generate felt demand for sanitation facilities through awareness creation and health. Education
- **4.** 4. Cover schools/ Anganwadi's in rural areas with sanitation facilities and promote hygiene education and sanitary habits among students.
- **5.** Encourage cost effective and appropriate technologies in sanitation; eliminate open defection, minimizing risk of water contamination.

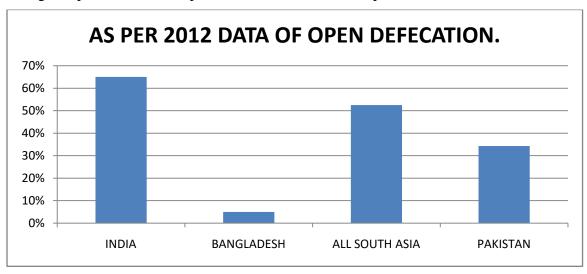
**6.** Convert dry latrines to pour flush latrines, and eliminate manual scavenging practice, wherever in existence in rural areas.

under this scheme special emphasis is given on left wing extremism affected districts, it covers 58 districts of 9 states. a total of 1428 GPS of the LWE districts are awarded as Nirmal Gram Puraskar.

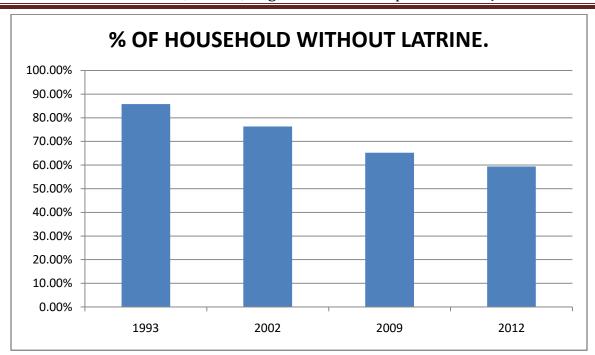
Till 2011 awardees (Ministry Of Drinking Water and Sanitation):

states	A.P	Orrisa	Chhatisgarh	Jharkhand	M.P	Maharashtra	Bihar	W.B	U.P
districts	2	15	8	13	8	2	7	1	1
no of GPS awarded	113	43	428	120	241	364	18	94	7

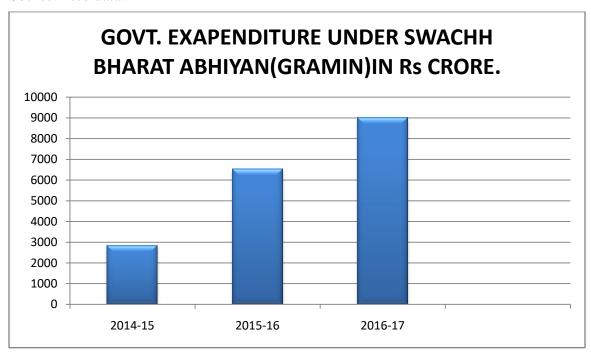
as per recent Swachhata Status Report 2016 (NSSO) 52.1% of Indian rural population defecates in open( for household 55.4%), a major public health issue needs urgent attention. according to different studies Sub- Saharan African country having 65% of India's GDP per capita only half of the rural open defecation cases of total rural population. Bangladesh nearly abolish open defecation bringing it to 1% of total population and for Sri Lanka is also very near to total elimination of this problem, these two countries are best performer for South Asia. For Nepal and Pakistan it is 54% and 21% respectively. In all this total population figure insignificant portion is due to urban people. While 14 million Chinese openly defecate where as 626 million for India presently out of 626 million a major part is attributable to rural people as only 7.5% of urban people openly defecate as per Swachhata Status Report. In spite of good performance by some South Asian countries in this regard; there is a major problem of water shortage due to rapid population increase and this create a major hurdle in maintaining this success, so many countries are trying for technological means in solving this water scarcity problem apart from spreading awareness regarding it. Most South Asian countries like Sri Lanka, Bangladesh, China etc. have more spending on health and sanitation as % of GDP than India. China has high technological, planned and transparent solution of sanitation problems.



Source: r.i.c.e



Source: nsso data.



#### Swacchta Status Report(2016):

Out of 3788 villages surveyed only 13.1% villages have community toilets and 1.7% of villages do not use those toilets as per SSR. In villages 95.6% of people having access to toilet use it. 36.7% of villages has concrete drainage system and 19% villages has non- concrete drainage system for waste disposal. 54.9% villages have community toilets cleaned by the initiative of panchayats, for 17% it is by resident themselves and for 22.6 % it is not cleaned. In rural India 42.5% households were found to have access to water for use in toilet.

#### Swachh Bharat Abhiyan:

Swachh Bharat Mission (SBM) was launched by the Prime Minister of India on 2nd October 2014. Aim is to achieve Swachh Bharat by 2019 to give a great tribute to Mahatma Gandhi on his 150th birth anniversary. Ministry of Drinking Water & Sanitation is the nodal ministry for SBM (GRAMIN) and ministry of urban development is the nodal ministry for SBM (URBAN).

#### **OBJECTIVES (GRAMIN):**

- 1. Its aim is to improve the levels of cleanliness in rural areas through solid and liquid waste management activities and making gram panchayats open defecation free (ODF), clean and sanitised. Funding of individual household latrines through MGNREG scheme.
- 2. Creation of community latrines.
- 3. Spreading awareness and motivation among children of schools and Anganwadis so that they can influence their parents for creation and use of latrines.
- 4. To create adequate no of toilets in schools, specially for girl students and spread of knowledge about hygiene among students.
- 5. To enhance proper waste management in villages through bio gas and fertilizer production, drainage system, pit system, etc.
- **6.** Special help for sanitation facility creation of BPL families.

#### **Achievement of SBM:**

No of ODF villages at present 2,66,870. Toilet built since start 518.66 lakh. No of ODF districts 225(gramin). no of ODF state is 7(gramin).

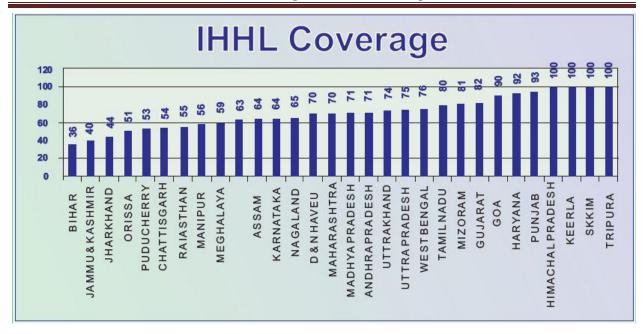
#### State wise data:

Sikkim is the first state in India to be declared ODF gramin, after it Himachal Pradesh, Kerala, Harvana, Uttarakhand, Gujarat and Punjab become ODF.

But what government says and real life picture is totally different rich farmers of Punjab and Haryana have multi-storied house with toilets, inspite of that many of them openly defecate. In respect of other 5 states there are many news reports of open defecation in rural areas. There are many villages which government data shows 100% toilet coverage, but ground report defy.

Inadequate sanitation causes huge loss to India, it is estimated as 6.4% of GDP of 2006 according to THE ECONOMIC IMPACTS OF INADEQUATE SANITATION IN INDIA, a report from WATER AND SANITATION PROGRAM a global partnership administered by world bank..

As in India people are unaware about sanitation related health problems out of pocket cost of individuals are less even in compare to health and govt. Also fail to make adequate expenditure situation is miserable for sanitation related health problems. Lack of government initiative for planned, quick and transparent implementation of scheme increase cost of implementation and brings failure.



Source: Ministry Of Drinking Water And Sanitation Annual Report (2011-12)

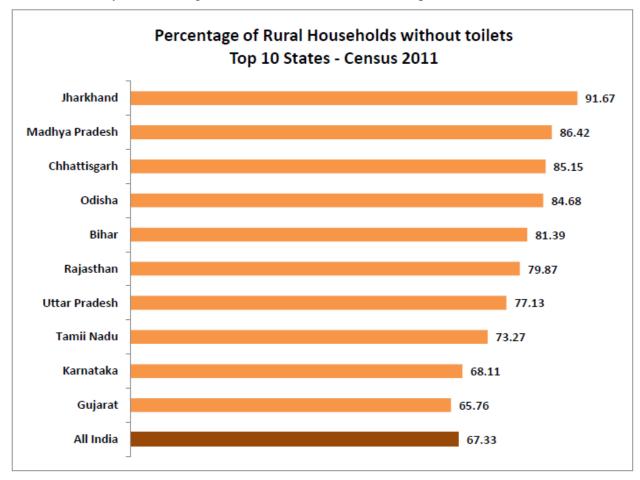
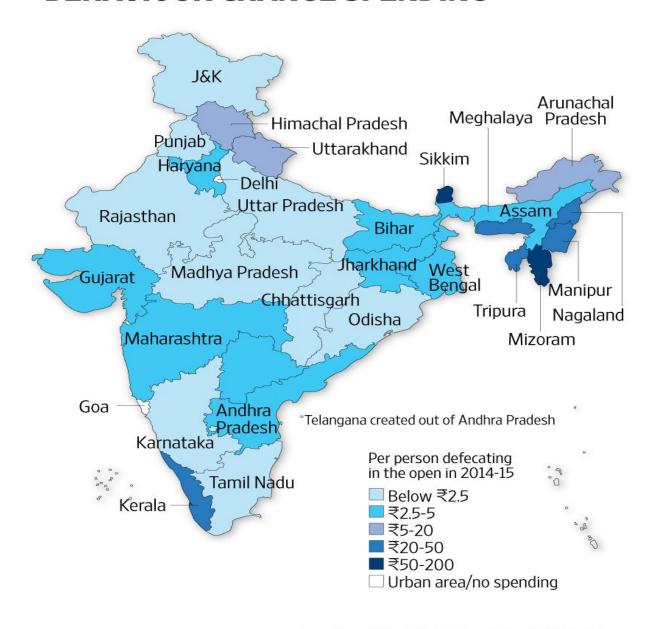


FIG. 6:

### **BEHAVIOUR CHANGE SPENDING**



Source: Census 2011 and Administrative data from the SBM website

This Is The Govt. Spending In 2014-15 For Changing The Habit Of Rural People Defecating In Open.

**SDG goals for sanitation(2015-30):** Goal 6 of SDG calls for safe water and sanitation access to all, abolition of open defecation and proper management of fresh water ecosystem by 2030.

#### **HEALTH**

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#### Health issues in India from national point of view:

The health and sanitation being in state list, the constitution of India make the state governments, rather than central government more responsible for looking into public health, mainly rural people's health as rural peoples are worst sufferer of India's poor health condition, mostly stems out from poor sanitation condition.

#### Malnutrition:

Is the greatest curse of Indian children, in spite of various initiatives taken by government negligible improvement took place in eliminating the malnutrition among Indian children; mainly of age group 0-14? it is estimated that every one in three malnourished children lives in India and a major chunk of it lives in rural India. Worst scenario is from Odisha and Madhya Pradesh. 19 children died in village Nagada in Odisha's Jaipur district before the government could even find this remote village in India; in a span of three months. The place is inhabited by Juang tribes; there are no doctors to see them and no medicine to cure them. the children were mainly died due to malnutrition but due to measles in some cases the malnutrition augmented the very sad day. in Palgarh district of Maharashtra >254 children died due to malnutrition up to August in 2016-17, 195 foetal death due to malnutrition so far, figure for 2015-16 and 2014-15 is 626 and 565. Same thing happens in Kalahandi of Odisha, Dandakaraynna region of Odisha, Telengana and Jharkhand borders. In all these rural areas there is no transport link with modern civilization in true sense and in many cases governments try to put forward different reasons for death than actual scenario.

Malnutrition leads to anemic condition in mothers which lead to child mortality and poor health and ensures India's demographic debt.

In these respect condition of India is comparable with Sub-Saharan countries, China and Sri Lanka lies much ahead .

#### Agricultural pollution:

Due to rampant uses of fertilizers, pesticides, herbicides in a unscientific way and even use of some fertilizers legally; which were banned in the most of the developed and developing country changes the scenario towards more complex position.

- 1. The burning of crop residue in Punjab, Haryana and in some other state is nightmare for people of Delhi and adjoining places.
- **2.** Fertilizers which contain harm full materials when washed away by waters or enters in the sub-soil contaminate both surface waters and underground waters to a large extent, respectively. It also impacted to a great extent water animals. It causes nitrates in drinking water, loss of soil fertility, salination and desertification, loss of biodiversity and genetic diversity.
- **3.** Endosulfan pollution in Kasaragod of Kerala due to use as insecticide in cashew plantation without prior impact assessment for 20 years is a historic blunder. local doctors reported during use of Endosulfan congenital anomalies, delayed puberty, abortion, mental retardation and cancer were increased, but it decreased 2003 onwards after its ban.

**4.** Pesticide pollution killed 18 people in Yavatmal district of Maharashtra. PROFEX SUPER is insecticide for BT Cotton which is responsible.

#### Sanitation related disease:

Due to poor sanitation coverage in rural India various disease like Cholera, Typhoid , Hepatitis, Worm infection, Polio is rampant. Scrub Typhus which s a mite-borne disease affected specially to small children walk bare-footed in rural soil can in severe condition causes Encephalitis , recent deaths of > 50 children in Baba Raghavdas medical college in Gorakhpur ; to a large extent due to oxygen supply cut off of the children having Encephalitis and Acute Encephalitis due to Scrub Typhus , as per many expert and villages in eastern U.P for long infamous for Scrub Typhus but no government took adequate action. Open defecation is main reason for spread of these diseases.

#### Communicable and non communicable diseases:

Tuberculosis is a major disease in rural India due to poor economic condition, many cases are undetected by government, lack of awareness among peoples regarding its fatalness caused spread of drug resistant TB and MDR TB. Due to use of fertilizers, insectisides, etc. pollution Cancer and other disease affecting different parts of body like Kidney is rampant. Fluoride and Arsenic pollution is very fatal in several districts of India, like Purulia, South 24 Parganas of West Bengal and Pratapgarh of Uttar Pradesh. Inspire of government vaccination program Measles and Rubela is common in south India.

Mental disease is also take a serious turn in rural India, lack of adequate doctors for treatment increase the problem, but West Godavari district of Andhra Pradesh is an exception. AIDS which is another fatal disease without art is a concern in some places of India; due to its non-identification in rural area and if indentified art cannot be made available for them due to shortage. Wrong perception about this disease also obstruct its identification.

#### Rural health conditions from government's perspective:

Indias govt spending on health is 1.1% of gdp and 1.4% of gdp in 1995 and 2014 respectively. the national health policy 2017 promises to increase public health spending to 2.5% of GDP in a time bound manner and special emphasizes to underprivileged. For China 1.8% and 3.1% for same period and for Sri Lanka is 1.6% and 2.0%. Sri Lanka elimanate Malaria, India is far from it. In India out of pocket health ependiture is 89.2%, for China 72.3%. In India government hospitals in rural areas are in real place waste disposal places, lack proper medical egipments, adequate doctors and good hospital staff behaviour is scarce. Advanced equipments lying idle in big govt. hospitals of city and rural people fail to get basic medicines, there is negligible no of blood banks inrural India. Rural patients goes to fake doctors; takes wrong dose or wrong medicine by out of pocket cost and at fatal condition comes to good hospitals(private) of state and lost there hard earned money for profiterring attitude of good private hospitals. Very few nursing homes exist in rural India and there objective is not treatment but performing operation of patients irrespective of problem to earn money. Hysterectomy is widely performed by rural nursinghomes , where in most of the cases operation is not at all required, this leads to various problems in womans and leads to economic loss. Male sterilization is 1to 2% of total sterilisation due to wrong knowledge among people, though it is safe sterilization. Though maternal morality rate decreases due to various scmes for delivery in

Impact Factor: SJIF 2017 = 5.443

hospitals till it is far from many developing countries. It decline from 215 in 2010 to 174 in 2015 per 100000 live births, it is 30 for Sri Lanka.

India eliminate maternal and neo-natal Tetanus and delared Yaws-free in 2015, well before global target date Dec.2015. under 5 mortality rate of per 1000 life births is 61 in 2011, 46 in 2013 and 48 in 2015 and india failed to achieve millenium development goals of reducing under 5 death by two third between 1990-2015 to 42; but Bangladesh and Nepal achieve it. Rural india has a high neonatal mortality (within 0-27 days) rate compare to urban area due to poor health infrastructure.it is 34 per 1000 live births in 2011, 33 in 2012 and 31 in 2013. As per last sample registration system bulletin in 2013 Odisha has highest neo-natal mortality rate of 37. Recently CAG has scolded severely odisha government for its apathy towards this problem. Neo-natal deaths are highly skwed towards rural areas.

As per SRS bulletin India reduced infant morality rate (under 1 year old) from 37 in 2015 to 34per 1000 life births IN 2016. NCD disease and injuries are becoming major causes of death in rural people, previously it is mainly communicable diseae.

#### **GOVERNMENT INITIATIVES:**

Vaccination: Universal Immunization Programme launched by government in 1985. It later become part of Child Survival and Safe Motherhood program of 1992. The pogram contasins vaccination for 12 disease.

*Under UIP, following vaccines are provided:* 

- 1. BCG (Bacillus Calmette Guerin)
- **2.** DPT (Diphtheria, Pertussis and Tetanus Toxoid)
- 3. OPV (Oral Polio Vaccine)
- 4. Measles
- 5. Hepatitis B
- **6.** TT (Tetanus Toxoid)
- 7. JE vaccination (in selected high disease burden districts)
- **8.** Hib containing pentavalent vaccine (dpt+hepb+hib) (in selected states)

diseases protected by vaccination under uip:

- 1. Diphtheria
- 2. Pertussis
- 3. Tetanus
- 4. Polio
- **5.** Tuberculosis
- **6.** Measles
- 7. Hepatitis B
- **8.** Japanese Encephalitis (commonly known as brain fever)

- 9. Meningitis and Pneumonia caused by Haemophilus Influenzae type B
- **10.** Diarrhoea
- 11. Rubella

Under UIP Injectable Polio Vaccine, Adult Vaccine against JE is also intoduced. India recently started Measles Rubella vaccination programme for protecting 35 million childrens from Congenital Rubella Syndrome. It is administered between 9-12 months and 16-24 months. programme implementation in Tamilnadu is a set back due to spread of false news about after affect of vaccination and in some areas where vaccination programme has been completed new cases are arising.

#### Other programmes:

Indira Gandhi Matriva Sahyog Yojana:

The objectives of the scheme are:- To improve the health and

nutrition status of pregnant, lactating women and infants by:

i. Promoting appropriate practices, care and service utilisation

during pregnancy, safe delivery and lactation.

- ii. Encouraging the women to follow (optimal) practices including early and exclusive breast feeding for six months.
- iii. Contributing to better enabling environment by providing cash

incentives for improved health and nutrition to pregnant and nursing mothers.

Jananani Suraksha Yojana:

For institutional delivery, specially focused on underprivileged launched in 2005.

Pan India Benefit Of Pregnant And Lactating Mother For Institutional Delivery:

Government will provide Rs 6000 in 3 installment every prospective mother for first 2 live births, who does not get any benefit fro any place regarding this.

objective:

- (i) For the wage loss so that the woman can take adequate rest before and after delivery.
- (ii) To improve her health and nutrition during the period of pregnancy and lactation.
- (iii) To breastfeed the child during the first six months of the birth, which is very vital for the development of the child.

#### **SDG** for health:

- By 2030 reduce MMR to less than 70.
- BY 2030 reduce neo-natal mortality to 12 and under 5 to 25.
- By 2030 end the epidemics of AIDS, Tuberculosis , NMalaria and Neglected Tropical Diseases.
- Achieve universal health coverage, access to safe, quality and affordable health care to all.

- By 2030 substantially reduce deaths and illness due to chemical and air, water, soil pollution and contamination.
- Increase research and development in this field.

lindia ranked 154 th in GLOBAL BURDEN OF DISEASE STUDY published in medical journal Lancet out of 195 country published in 2017 on the health care index, it increased from 30.7 in 1990 to 44.8 in 2015. This dismal condition is mainly attributable to poor rural health condition as published in many news report and easily uderstandable from ratio of urban to rural population. For Sri Lanka 72.8, Bangladesh 51.7 Bhutan 52.7, Nepal 50.8 and Pakistan 43.1.

#### **ANALYSIS AND FINDINGS:**

The sanitation condition in India's rural area is truly pathetic, inspite of Swachha Bharat Abhiyan and total sanitation campaighn the rate of coverage of household and community latrine and availability of concrete sewage system outspaced by the population growth. The rate in increase of of household latrine is not high and the rate falls between 2009-2012 as compared to success in previous years. The data which are available are not always reliable as per various media reports and differ with the data created by independent international organization; because various governments tried to reduce the India's sanitation burden by manipulating the data for vote bank olitics, for eg. WHO's data and india's data on TB affected people in india at present differs.

The open defecation in india as per data of 2012 is worser than even Bangladesh ,Pakistan and also in respect of other South Asian countries. The reason for all these low value of sanitation paramtre is not only due to government's apathy; which leads to faulty planning, implementation and supervision of project and lack of awareness, but also due to people factor like low literacy among poor people cause failure to convince them about benefit of latrines, sweage system by various government authorities and ngos, coupled with this huge population pressure, low economic condition and lack of infrastucture guarantees the slow or negligible or even no growth in rate of sanitization. Small Soth Asian countries perform better than india mainly because they have much less population pressure than India. But for China logic is different; they have more planned, transpernt and technology based program implementation, they have larger spending than india and they have very good infrastructre which is no less than developed country.

Inspite of government spending increased at a high rate under Swaccha Bharat Scheme the allocation of funds among states are not wise apart from inefficiency in overall aspect of program implementation coupled with people's resistance regarding various issues like cleaning of dry latrines, superstitions made the success till now not at all promising.

Due to poor sanitation, negligible public expenditure on health, high out of pocket health expenditure and non availability of proper health care facilities in most of the villages make the rural health condition a curse of India.

Due to open defecation, which is still rampant in most of the villages disease like Worm infection, Scrub Typhus is common amnog rural childrens which retarded there growth. Poor drainage system coupled with fertilizers, insecticides pollution make the water used by the village people store house of disease causing germs.

Many neighbouring countries of india have much less incidence of many disease than india due to its higher spending on health as % of GDP and also due to less populations pressure.

Due to lack of regular medical chek-up by govt. authorities many contagious disease remain undetected and spread. Due to absence of good govt. hospitals people goes to quack doctors, which increases the chance of drug resistance. lack of adequate bdoctors in rural areas and various superstions on the part of rural people like going to *ojhas* for fatal diseases caused the problem more severe. Probably no village in india have nearby hospitals performing big operations coupled with poor transport system always delay the starting of patient's treatment which is very fatal for emergency cases. inspite of vaccination programmes the result is not prominent as many high incidence zone are not properly covered so disease areise after some years and there is also problems in convincing rural people for vaccination, but Polio eradication by India is a great achievement inspite of late success.

As per SDG MMR need to be less than 70 by 2030 India has 15 years to reduce from 174 to less than 70, it is not a tough job if proper attention is given. But it is tough for India to achieve target of under 5 death to 25 by 2030 due to this miserable rate of improvement.

#### RECOMMENDATIONS AND CONCLUSION:

- More pallend transparent and tecnology based implementation of all projects are must.
- Proper awareness regarding benefites of sanitation system, vaccination, etc need to be spread among rural people and they have to be convinced.
- Need to spent more money on health and special focus will be on maternal and child health and sanitation relate health problems.
- More better health facilities in rural govt. hospitals.
- More number of doctors in rural areas.
- Better transport infrastructure for rural area.
- Spreading of literacy.

#### **CONCLUSION:**

• Though India faced the problem of population pressure still it should make good use of money spent on sanitation and health care by more planned, transparent and tecnology based implementation of all projects, it directly or indirectly help in betterment of health and sanitation condition in rural India. Apart from it increase of spending and adoptation of international best practices are urgent. Above approach is for all direct and direct projects for health and sanitation conditions development as all projects are inter-linked.

#### **LIMITATIONS:**

- My study depends totally on secondary data.
- > I have time constraint.
- Lack of availability of current data.
- ➤ I have cost constraint.

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# Asian Journal of Multidimensional Research (AJMR)

(Double Blind Refereed & Reviewed International Journal)

**UGC APPROVED JOURNAL** 



## CAPITAL STRUCTURE ANALYSIS OF A SMALL ENTERPRISE - A CASE STUDY OF RAGHUNATH DYE CHEM Pvt. Ltd.

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#### **ABSTRACT**

Finance decision is one of the important decisions of financial management in any Enterprise. Capital structure refers to the combination of debt and equity. The financial manger has to strike a balance between various sources of funds so as to maximise return of an Enterprise without affecting risk composition in the business. An optimal capital structure is very much essential to maximise the owner's wealth of any Enterprise. In this paper, an attempt is made to analyse the capital structure in Raghunath Dye Chem Pvt. Ltd. Raghunath Dye Chem Pvt. Ltd. is a Small Enterprise located in Kurnool district of Andhra Pradesh state in India. Raghunath Dye Chem Pvt. Ltd., was established in 1975. It has been manufacturing and supplying optical whitener products to the Global market for the Paper, Textile and Detergent industries. The total assets of the company are Rs. 1086.5 lakhs. In this paper composition of capital structure in the enterprise for a period of ten years is analysed. Leverage analysis was also done. Debt- Equity ratio, Proprietary Ratio, Solvency Ratio, Fixed Assets to Net worth Ratio, Fixed Assets Ratio,

Current Assets to Proprietary Ratio and Interest Coverage Ratio are calculated for the study period. Chi-square test is used for testing Hypotheses.

**KEYWORDS:** Debt-Equity Ratio, Degree Of Combined Leverage, Degree Of Financial Leverage, Fixed Assets Ratio, Solvency Ratio

#### **INTRODUCTION**

Finance decision is one of the important decisions of financial management in any Enterprise. It deals with capital structure or finance mix of an Enterprise. Capital structure refers to the combination of debt and equity. The financial manger has to strike a balance between various sources of funds so as to maximise return of an Enterprise without affecting risk composition in the business. An optimal capital structure is very much essential to maximise the owner's wealth of any Enterprise. In this paper, an attempt is made to analyse the capital structure in Raghunath Dye Chem Pvt. Ltd. Raghunath Dye Chem Pvt. Ltd. is a Small Enterprise located in Kurnool district of Andhra Pradesh state in India. Raghunath Dye Chem Pvt. Ltd. was established in 1975 and has been manufacturing and supplying optical whitener products to the Global market for the Paper, Textile and Detergent industries. Raghunath Dye Chem Pvt. Ltd. is an ISO 9001 Company. This Enterprise has an annual turnover of Rs.2500 lakhs as per 2015-16 annual accounts. The total assets of the company are Rs. 1086.5 lakhs and the total liabilities are Rs. 1086.5 lakhs. The company has man power of 50.

#### REVIEW OF LITERATURE

J. H. Chua et al., (1993)<sup>1</sup> made a study on the capital structure of forty three private companies in Canada from 1993-1998. Shyam-Sunder, L. et al., (1999)<sup>2</sup> studied on the pecking order Models for corporate financing in one hundred fifty seven industrial units in US existed between 1971 and 1989. Kaur, R. et al., (2009)<sup>3</sup> investigated on the determinants of capital structure in eight best doing Textile units in India from 2003-04 to 2007-08. Bhayani, S. J (2009)<sup>4</sup> had conducted study on impact of Financial Leverage on cost of capital and valuation of Indian cement Industry. Dr. A.Vijayakumar (2011)<sup>5</sup> examined the trade-off and pecking order hypotheses in twenty automobile firms in India and found that more profitable companies had less debt. S. Ramaratnam et al., (2013)<sup>6</sup> examined the determinants of capital structure in Pharmaceutical companies in India. Thomas, A. E (2013)<sup>7</sup> examined the capital structure of twenty one units in Indian cement industry from 2003-04 to 2007-08.

Srivastava, N., (2014)<sup>8</sup> had examined the determinants of leverage in ten cement companies in India over a period of 2008-2012. Lyubomira Koeva-Dimitrova (2016)<sup>9</sup> had analyzed the capital structure of the medical diagnostic-consultative centres in Varna city for the purpose of assessing their long-term solvency and existence of financial risk. Radojko Lukić et al., (2016)<sup>10</sup> investigated the determinants of capital structure in Serbia's commercial sector.

Venkateswararao. Podile  $(2017)^{11}$  had examined the recent MSME policy of Andhra Pradesh. Venkateswararao.Podile et al.,  $(2017)^{12}$  examined working capital management in PL Plast Pvt Ltd. Venkateswararao.Podile et al.,  $(2017)^{13}$  had examined various Government schemes supporting MSMEs in India. Chandrika Prasad Das et al.,  $(2018)^{14}$  had conducted a study in India to find out the determinants of capital structure and their impact on financial performance by using secondary data taken from fifty top manufacturing companies and by using regression model. Venkateswararao.Podile et al.,  $(2018)^{15}$  examined working capital management in Sri

Rama Chandra Paper Boards Ltd. Venkateswararao.Podile (2018)<sup>16</sup> examined working capital management in Tulasi seeds Pvt.Ltd. Venkateswararao.Podile et al., (2018)<sup>17</sup> studied working capital management in Sri Nagavalli solvent oils Pvt. Ltd. Venkateswararao.Podile et al., (2018)<sup>18</sup> analysed working capital management in Naga Hanuman Solvent Oils Private Limited. Venkateswararao.Podile (2018)<sup>19</sup> examined working capital management in Cuddapah Spinning Mills Ltd. Venkateswararao.Podile et al., (2018)<sup>20</sup> studied working capital management in Kristna Engineering Works. Venkateswararao.Podile et al., (2018)<sup>21</sup> examined working capital management in Radhika Vegetables Oils Pvt. Ltd. Venkateswararao.Podile et al., (2018)<sup>22</sup> examined working capital management in Power Plant Engineering Works in Andhra Pradesh. Venkateswararao.Podile et al.,  $(2018)^{23}$  examined working capital management in Nagas Venkateswararao.Podile et al., (2018)<sup>24</sup> had studied working capital Elastomer Works. management in M.G.Metallic Springs Pvt. Ltd. Venkateswararao.Podile et al., (2018)<sup>25</sup> had studied working capital management in Sri Srinivasa Spun Pipes Company. Venkateswararao. Podile et al., (2018)<sup>26</sup>had studied working capital management in Raghunath Dye Chem Pyt. Ltd. Venkateswararao.Podile et al., (2018)<sup>27</sup> had examined working capital management in Maitreya Electricals Pvt. Ltd. Venkateswararao.Podile et al., (2018)<sup>28</sup> had examined working capital management in Laxmi Vinay Poly Print Packs Pvt. Ltd. Venkateswararao. Podile et al.,  $(2018)^{29}$  had done capital structure analysis of M.G.Metallic Springs Pvt. Ltd. It was found that most of the studies dealt with capital structure in large companies. Some of the studies dealt with MSME policies. Some other studies though dealt with MSMEs, they were confined to working capital management. There was no study on capital structure analysis of a small enterprise manufacturing and supplying optical whitener products to the Global market for the Paper, Textile and Detergent industries. Hence, this study is taken up.

#### **OBJECTIVES**

The general objective of the study is to analyze the capital structure of Raghunath Dye Chem Pvt. Ltd. The specific objectives include the following.

- 1. To examine composition of capital structure in Raghunath Dye Chem Pvt. Ltd during the period of study.
- **2.** To analyze the status of Degree of Operating Leverage, Degree of Financial Leverage and Degree of Combined Leverage in Raghunath Dye Chem Pvt. Ltd during the period of study.
- **3.** To investigate long term solvency position Raghunath Dye Chem Pvt. Ltd during the period of study.
- **4.** To examine the coverage of financial expenses in the small enterprise during the period of study.
- **5.** To offer suggestions for improvement of capital structure decisions, if required.

#### **HYPOTHESES**

 $H_{01}$ : Degree of Operating Leverage in Raghunath Dye Chem Pvt. Ltd is uniform during the period of study.

H<sub>02</sub>: Degree of Financial Leverage in Raghunath Dye Chem Pvt. Ltd is uniform during the period of study.

H<sub>03</sub>: Degree of Combined Leverage in Raghunath Dye Chem Pvt. Ltd is uniform during the period of study.

H<sub>04</sub>: Debt - Equity Ratio in Raghunath Dye Chem Pvt. Ltd is uniform during the period of study.

H<sub>05</sub>: Proprietary Ratio in Raghunath Dye Chem Pvt. Ltd is uniform during the period of study.

H<sub>06</sub>: Solvency Ratio in Raghunath Dye Chem Pvt. Ltd is uniform during the period of study.

 $H_{07}$ : Fixed Assets to Net worth Ratio in Raghunath Dye Chem Pvt. Ltd is uniform during the period of study.

H<sub>08</sub>: Fixed Assets Ratio in Raghunath Dye Chem Pvt. Ltd is uniform during the period of study.

 $H_{09}$ : Current Assets to Proprietary funds Ratio in Raghunath Dye Chem Pvt. Ltd is uniform during the period of study.

H<sub>10</sub>: Interest Coverage Ratio in Raghunath Dye Chem Pvt. Ltd is uniform during the period of study

#### **METHODOLOGY**

The present study is mainly based on secondary data. The data is taken from the financial statements including balance sheet, trading account and profit and loss account of Raghunath Dye Chem Pvt. Ltd. The period of study is ten years covering the financial years from 2006-07 to 2015-16. The data gathered is analyzed through the technique of percentages and certain appropriate ratios relating to capital structure of the enterprise. Degree of Operating Leverage, Degree of Financial Leverage and Degree of Combined Leverage are calculated during study period for leverage analysis. The ratios covered include Debt – Equity Ratio, Proprietary Ratio, Solvency Ratio, Fixed Assets to Net worth Ratio, Fixed Assets Ratio, Current Assets to Proprietary Ratio and Interest Coverage Ratio. Chi-square test is used for testing the hypotheses formed.

#### COMPOSITION OF CAPITAL STRUCTURE

The data in table-1 represent the fact that Share capital as a percentage of total equity capital has varied between 76.5 during 2015 and 88.0 during 2007. It is also observed that reserves and surplus as a percentage of total equity capital had varied between 12 during 2007 and 23.5 during 20115. Total equity capital as a percentage of total capital has varied between 36.3 during 2014 and 57.7 during 2011. It is also observed that long term debt as a percentage of total debt had varied between 35.2 during 2016 and 94.6 during 2011. On the other hand, short term debt as a percentage of total debt has varied between 5.4 during 2011 and 64.8 during 2016. Total debt capital as a percentage of total capital has varied between 42.3 during 2011 and 63.7 during 2014.

TABLE-1: STRUCTURE AND COMPOSITION OF CAPITAL STRUCTURE IN RAGHUNATH DYE CHEM PVT. LTD. DURING 2006-2007 TO 2015-2016 (FIGURES IN LAKHS)

Particulars	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Equity capital										
Share capital	98	168	247.2	287.1	386	386	386	376	376	376
% of Total Equity										
capital	88.0	84.5	77.0	77.5	81.1	80.3	80.2	81.5	76.5	76.7
Reserves & Surplus	13.4	30.7	73.9	83.3	90.1	94.7	95.1	85.6	115.3	114
% of Total Equity	12.0	15.5	23.0	22.5	18.9	19.7	19.8	18.5	23.5	23.3

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capital										
Total Equity Capital	111.4	198.7	321.1	370.4	476.1	480.7	481.1	461.6	491.3	490
% of Total										
Capital	53.6	51.7	54.4	53.8	57.7	44.2	41.6	36.3	41.8	45.1
<b>Debt Capital</b>										
Long Term Debt	69.5	158.3	244.1	291.6	330	294.8	287	347.2	316	209.8
% of Total										
Debt capital	72.1	85.3	90.8	91.6	94.6	48.6	42.4	42.9	46.2	35.2
Short Term Debt	26.9	27.2	24.6	26.6	19	311.5	389.6	461.7	368.3	386.7
% Total										
Debt capital	27.9	14.7	9.2	8.4	5.4	51.4	57.6	57.1	53.8	64.8
Total Debt Capital	96.4	185.5	268.7	318.2	349	606.3	676.6	808.9	684.3	596.5
% of Total										
Capital	46.4	48.3	45.6	46.2	42.3	55.8	58.4	63.7	58.2	54.9
Total Capital	207.8	384.2	589.8	688.6	825.1	1087	1157.7	1270.5	1175.6	1086.5

Source: Annual Reports of Raghunath Dye Chem Pvt. Ltd. from 2006-07 to 2015-2016.

#### Leverage Analysis

Leverage analysis is useful for understanding the ability of the enterprise to magnify the effect of changes in sales on operating profit, the effect of changes in operating profit on Net Income and the effect of changes in sales on Net Income.

#### **Degree of Operating Leverage**

The Degree of Operating Leverage has varied between -0.35 and 14.99. Operating leverage is favourable during 2007, 2008, 2009, 2010, 2014 and 2016 as DOL is greater than one. Operating leverage is un-favourable during other four years as DOL is less than one. It is found in the significance test that Degree of Operating Leverage is not uniform during the period of study.

TABLE-2: DEGREE OF OPERATING LEVERAGE (FIGURES IN LAKHS)

Years	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Percentage change in				-						-
EBIT	22.1	119.9	114.0	39.3	4.2	10.9	-7.8	25.9	-2.0	50.4
Percentage Change in				-		-				
Sales	21.4	8.0	54.9	19.6	23.5	31.1	53.6	18.8	17.1	-5.6
DOL						-	-		-	
	1.03	14.99	2.08	2.01	0.18	0.35	0.15	1.38	0.12	9.00

Source: Annual Reports of Raghunath Dye Chem Pvt. Ltd. from 2006-07 to 2015-2016

Calculated value of  $\chi 2$  for Degree of Operating Leverage = 75.5. The Critical value of  $\chi 2$  at 9 degrees of freedom at 5% level of Significance is 16.919. Calculated value is greater than Critical Value i.e., 75.5>16.919, Hence,  $H_{01}$  is Rejected.

#### **Degree of Financial Leverage**

The Degree of Financial Leverage has varied between -45.80 and 145.75. Financial leverage is favourable during 2007, 2008, 2009, 2010, 2013, 2014 and 2016 as DFL is greater than one. Financial leverage is un-favourable during other three years as DFL is less than one. It is found in the significance test that Degree of Financial Leverage is not uniform during the period of study

TABLE-3: DEGREE OF FINANCIAL LEVERAGE (FIGURES IN LAKHS)

Years	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Percentage change				-	_	-				1
in Net income	73.3	121.8	147.4	78.0	27.7	32.4	-91.3	3775.0	91.6	104.4
Percentage change				-						
in EBIT	22.1	119.9	114.0	39.3	4.2	10.9	-7.8	25.9	-2.0	-50.4
DFL					-	-			-	
	3.32	1.02	1.29	1.98	6.60	2.97	11.71	145.75	45.80	2.07

Source: Annual Reports of Raghunath Dye Chem Pvt. Ltd. from 2006-07 to 2015-2016

Calculated value of  $\chi 2$  for Degree of Financial Leverage = 1995.4. The Critical value of  $\chi 2$  at 9 degrees of freedom at 5% level of Significance is 16.919. Calculated value is greater than Critical Value i.e., 1995.4>16.919, Hence,  $H_{02}$  is Rejected.

#### **Degree of Combined Leverage**

The Degree of Combined Leverage has varied between -1.70 and 200.80. Combined leverage is favourable during 2007, 2008, 2009, 2010, 2012, 2014, 2015 and 2016 as DCL is greater than one. Combined leverage is un-favourable during other two years as DCL is less than one. It is found in the significance test that Degree of Combined Leverage is not uniform during the period of study

TABLE-4: DEGREE OF COMBINED LEVERAGE (FIGURES IN LAKHS)

Years	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Percentage change				-	-	-	-			-
in Net income	73.3	121.8	147.4	78.0	27.7	32.4	91.3	3775.0	91.6	104.4
Percentage Change				-		-				
in Sales	21.4	8.0	54.9	19.6	23.5	31.1	53.6	18.8	17.1	-5.6
DCL					-		-			
	3.43	15.23	2.68	3.98	1.18	1.04	1.70	200.80	5.36	18.64

Source: Annual Reports of Raghunath Dye Chem Pvt. Ltd. from 2006-07 to 2015-2016.

Calculated value of  $\chi 2$  for Degree of Combined Leverage = 1401.8. The Critical value of  $\chi 2$  at 9 degrees of freedom at 5% level of Significance is 16.919. Calculated value is greater than Critical Value i.e., 1401.8>16.919, Hence,  $H_{03}$  is Rejected

#### **Capital structure Ratios**

Capital structure ratios are useful for understanding long term solvency of the Enterprise. Long term solvency means ability of the enterprise to meet long term obligations.

#### **Debt-Equity Ratio**

The Debt-Equity ratio of the Enterprise varied between 0.73 during 2011 and 1.75 during 2014. It is found in the significance test that Debt-Equity ratio is uniform during the period of study. Debt- Equity ratio is maintained at reasonable level during the period of study indicating good long term solvency. It is less than one during first five years indicating high margin of safety to lenders.

**TABLE-5: DEBT-EQUITY RATIO (FIGURES IN LAKHS)** 

Years	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Outside funds	96.4	185.5	268.7	318.2	349	606.3	676.6	808.9	684.3	596.5
Share Holders funds	111.4	198.7	321.1	370.4	476.1	480.7	481.1	461.6	491.3	490
Debt-Equity Ratio	0.87	0.93	0.84	0.86	0.73	1.26	1.41	1.75	1.39	1.22

Source: Annual Reports of Raghunath Dye Chem Pvt. Ltd. from 2006-07 to 2015-2016.

Calculated value of  $\chi 2$  for Debt-Equity Ratio = 0.9. The Critical value of  $\chi 2$  at 9 degrees of freedom at 5% level of Significance is 16.919. Calculated value is less than Critical Value i.e., 0.9<16.919, Hence,  $H_{04}$  is accepted.

#### **Proprietary Ratio**

The Proprietary ratio of the Enterprise varied between 0.36 during 2014 and 0.58 during 2011. It is found in the significance test that Proprietary ratio is uniform during the period of study. Proprietary ratio is maintained in reasonable range during all the years of the study.

TABLE-6: PROPRIETARY RATIO (FIGURES IN LAKHS)

Years	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Share										
Holders	111.4	198.7	321.1	370.4	476.1	480.7	481.1	461.6	491.3	490
funds										
Total Assets	207.8	384.2	589.8	688.6	825.1	1087	1157.7	1270.5	1175.6	1086.5
Proprietary										
Ratio	0.54	0.52	0.54	0.54	0.58	0.44	0.42	0.36	0.42	0.45

Source: Annual Reports of Raghunath Dye Chem Pvt. Ltd. from 2006-07 to 2015-2016.

Calculated value of  $\chi 2$  for Proprietary ratio = 0.1. The Critical value of  $\chi 2$  at 9 degrees of freedom at 5% level of Significance is 16.919 Calculated value is less than Critical Value i.e., 0.1<16.919, Hence,  $H_{05}$  is accepted.

#### **Solvency Ratio**

The Solvency ratio of the Enterprise varied between 0.42 during 2011 and 0.64 during 2014. It is found in the significance test that Solvency ratio is uniform during the period of study. Solvency ratio is comparatively high during last five years of the study.

TABLE-7: SOLVENCY RATIO (FIGURES IN LAKHS)

Years	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Total										
Liabilities to	96.4	185.5	268.7	318.2	349	606.3	676.6	808.9	684.3	596.5
outsiders										
Total Assets	207.8	384.2	589.8	688.6	825.1	1087	1157.7	1270.5	1175.6	1086.5
Solvency										
Ratio	0.46	0.48	0.46	0.46	0.42	0.56	0.58	0.64	0.58	0.55

Source: Annual Reports of Raghunath Dye Chem Pvt. Ltd. from 2006-07 to 2015-2016

Calculated value of  $\chi 2$  for Solvency ratio = 0.1. The Critical value of  $\chi 2$  at 9 degrees of freedom at 5% level of Significance is 16.919 Calculated value is less than Critical Value i.e., 0.1<16.919, Hence,  $H_{06}$  is accepted.

#### **Fixed Assets to Net worth Ratio**

The Fixed Assets to Net worth ratio of the Enterprise varied between 0.48 during 2013 and 1.59 during 2008. It is found in the significance test that Fixed Assets to Net worth ratio is uniform during the period of study. Fixed Assets to Net worth ratio is greater than one during first three years of the study. During the last seven years of the study, it is less than one, indicating that owner funds are more than fixed assets in the enterprise.

**TABLE-8: FIXED ASSETS TO NET WORTH RATIO** (FIGURES IN LAKHS)

Years	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Fixed Assets	141.2	316.0	355.2	330.1	312.9	261.3	229.9	383.7	363	323.9
Share Holders	111 /	198.7	321.1	370.4	476.1	480.7	481.1	461.6	491.3	490
funds	111.4	190.7	321.1	370.4	4/0.1	460.7	401.1	401.0	491.3	490
Ratio	1.27	1.59	1.11	0.89	0.66	0.54	0.48	0.83	0.74	0.66

Source: Annual Reports of Raghunath Dye Chem Pvt. Ltd. from 2006-07 to 2015-2016.

Calculated value of  $\chi 2$  for Fixed Assets to Net worth ratio = 1.3. The Critical value of  $\chi 2$  at 9 degrees of freedom at 5% level of Significance is 16.919 Calculated value is less than Critical Value i.e., 1.3<16.919, Hence,  $H_{07}$  is accepted.

#### **Fixed Assets Ratio**

The Fixed Assets ratio of the Enterprise varied between 0.30 during 2013 and 0.89 during 2008. It is found in the significance test that Fixed Assets ratio is uniform during the period of study. Fixed Assets ratio is always less than one indicating that part long term funds are also available for financing working capital requirements. This is good for the enterprise.

TABLE-9: FIXED ASSETS RATIO (FIGURES IN LAKHS)

Years	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Fixed Assets	141.2	316.0	355.2	330.1	312.9	261.3	229.9	383.7	363	323.9
Total Long Term										
funds	180.9	357	565.2	662	806.1	775.5	768.1	808.8	807.3	699.8
Fixed Assets										
Ratio	0.78	0.89	0.63	0.50	0.39	0.34	0.30	0.47	0.45	0.46

Source: Annual Reports of Raghunath Dye Chem Pvt. Ltd. from 2006-07 to 2015-2016.

Calculated value of  $\chi 2$  for Fixed Assets ratio = 0.6. The Critical value of  $\chi 2$  at 9 degrees of freedom at 5% level of Significance is 16.919 Calculated value is less than Critical Value i.e., 0.6 <16.919, Hence,  $H_{08}$ is accepted.

# **Current Assets to Proprietary Funds Ratio**

The Current Assets to Proprietary Funds ratio of the Enterprise varied between 1.25 during 2016 and 3.01 during 2007. It is found in the significance test that Current Assets to Proprietary Funds ratio is uniform during the period of study. Current assets to proprietary ratio has shown a declining trend year by year and reached the lowest during the last year of the study.

TABLE-10: CURRENT ASSETS TO PROPRIETARY FUNDS RATIO (FIGURES IN LAKHS)

Years	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Current Assets	335.0	389.7	503.6	543.0	704.6	695.4	797.5	737.4	673.6	614.2
Share Holders funds	111.4	198.7	321.1	370.4	476.1	480.7	481.1	461.6	491.3	490
Ratio	3.01	1.96	1.57	1.47	1.48	1.45	1.66	1.60	1.37	1.25

Source: Annual Reports of Raghunath Dye Chem Pvt. Ltd. from 2006-07 to 2015-2016.

Calculated value of  $\chi^2$  for Current Assets to proprietary funds ratio = 1.4. The Critical value of  $\chi^2$  at 9 degrees of freedom at 5% level of Significance is 16.919 Calculated value is less than Critical Value i.e., 1.4<16.919, Hence,  $H_{09}$  is accepted.

# **Interest Coverage Ratio**

The Interest Coverage ratio of the Enterprise varied between 1.12 during 2013 and 6.15 during 2007. It is found in the significance test that Interest Coverage ratio is uniform during the period of study. Higher interest coverage ratio is good for long term creditors. It is relatively higher during 2007, 2008, 2009, 2015 and 2016.

TABLE-11: INTEREST COVERAGE RATIO (FIGURES IN LAKHS)

Years	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
EBIT	16.6	36.5	78.1	47.4	49.4	54.8	50.5	63.6	62.3	30.9
Interest	2.7	12.9	28.9	33.5	37.3	46	45.2	39.2	28.4	8.3
Interest Coverage Ratio	6.15	2.83	2.70	1.41	1.32	1.19	1.12	1.62	2.19	3.72

Source: Annual Reports of Raghunath Dye Chem Pvt. Ltd. from 2006-07 to 2015-2016.

Calculated value of  $\chi 2$  for Interest coverage ratio = 9.1. The Critical value of  $\chi 2$  at 9 degrees of freedom at 5% level of Significance is 16.919 Calculated value is less than Critical Value i.e., 9.1<16.919, Hence,  $H_{10}$  is accepted.

# **CONCLUSION**

To conclude, Operating leverage is favourable for six years, financial leverage is favourable for seven years and combined leverage is favourable for eight years during the period of study. Degree of Operating Leverage, Degree of Financial Leverage and Degree of Combined Leverage are not uniform during the period of the study. All capital structure ratios are uniform during the period of study. Debt- Equity ratio is maintained at reasonable level during the period of study indicating good long term solvency. Proprietary ratio is maintained in reasonable range during

all the years of the study. These are the signs of good long term solvency. During the last seven years of the study, Fixed Assets to Net-worth ratio is less than one, indicating that owner funds are more than fixed assets in the enterprise. Interest coverage ratio is maintained in a reasonable way. Capital structure in the enterprise is good.

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**UGC APPROVED JOURNAL** 



# BRAND PREFERENCE OF PRE-OWNED CARS – WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT, TAMILNADU

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## **ABSTRACT**

The study of consumer attitude is vital in the changing scenario of consumer market in India. The study focuses on Brand preference of pre-owned car owners in Coimbatore district, Tamil Nadu. This study is significant as the pre-owned car consumers are prospective new car buyers and their involvement with a pre-owned car will have a definitive influence on future car purchase choices. The analysis has been attempted with two purposes; to evaluate the socioeconomic and demographic profile of pre-owned car owners in Coimbatore region and to consider the brand preference of pre- owned car customers. The Primary data have been collected from 120 respondents using structured questionnaire based on Judgement Sampling. Descriptive statistics and Garrett's ranking techniques used for data analysis. The study adjudicated that the individuals were dominating the market of the study area.

**KEYWORDS:** Car, Pre-Owned/Used Car, Information Search, Brand Preference.

#### I. INTRODUCTION

An existence without vehicle is simply past nowadays. It isn't just a marker of national economy, however a person's advance diagram can be estimated on the grounds of the car vehicle utilized by him for everyday work and furthermore for delights and fortunes biggest on the world and one of the quickest developing all around. It is likewise seen as the utmost lucrative industry. India's passenger car and commercial vehicle manufacturing industry is the 6th biggest on the world, with a yearly manufacturing of in excess of 4 million units in 2015. Now, Indian car industry is making a noteworthy commitment in expanding the nation's GDP by 7.1% in consistently. In January 2015, add up to car deals in the residential market achieved 1114157 units, the figures demonstrate an augmentation of 44.9% contrasted with the business units of 7, 68,698 of same period a year ago. Annually, the Indian automobile industry is growing at an average rate of 30% and making itself as one of the fastest industries in India. According to the reports of society of Indian Automobile manufactures (SIAM), Annual car sales are estimated to reach 5 million vehicles by 2016 and more than 9 million by 2020. To trust New York Times reports, a few vehicle organizations like Hyundai Motors, Nissan, Toyota Volkswagen and Suzuki have grown their assembling offices attributable to India's solid building base and aptitude in the assembling of minimal effort, fuel-proficient cars.

# II. PRE-OWNED CAR MARKET: PRESENTSCENARIO

Not at all like before (the pre- liberalization period), the desire to supplant one's car all the more frequently and move up to a four-wheeler from a bike are factors that determined the development of the pre-owned car market. A 'Pre-owned car' is a vehicle that has already had at least one proprietors. The pre-owned car market keeps on being divided and sloppy. Regardless of the quick development of the sorted out pre-owned car merchant and producer possessed pre-owned car market keeps on being overwhelmed by composed players (Muralidhar 2006). The pre-owned market deals in India contacted a figure of one million of every 2007, out of which the pre-owned car market represents more than 70% of all pre-owned car deals inside the nation. The major players in the pre-owned car business are Maruti, Hyundai, Honda, Ford and Mahindra and Mahindra. The unorganized market constitutes offers of pre-owned cars through relatives or friends, car bazaars. The composed market incorporates makes, organization possessed outlets, pre-owned cars merchants and dealers. Pre-owned car market is set to develop at a Compound Annual Growth Rate(CAGR) of 18-20% till 2015.

# III. REVIEW OF LITERATURE

Purohit (1992), investigated the connection between primary markets for used cars and found that devaluation of utilized cars is impacted unequivocally by the kinds of changes in the new model cars. Mohon at al. (2000) (2001) (2002) examined the impact of internet car referral benefits on merchant valuing of cars in California, and contrasted the online exchange costs with standard road costs.

Ewing (2000), explored mark reliability by analysing real past conduct and its effect on future conduct and its effect on future social aims, and also readiness to prescribe the brand to another client known to him. Finding showed that buy desire/goal remains a substantial research metric.

Raja and Suresh (2006), ranked the small cars on sales supports, vehicle design, purchase support, cost of proprietorship and enjoyment includes as fundamental variables of customer satisfaction.

Guiles (2008), identified that fuel economy and lower maintenance cost have an influence on the consumers' behavior's towards the passenger car.

Florien Zettelelmeger (2013), Autotobytel.com in mix with exchange information from J.D Powers and Associates (JDPA) the appropriate response is yes contingent on the car, buyers that presented a buy ask for pay by and large two percent not exactly disconnected client of these savings, one quarter (0.5%) come from the reality the autobytel.com steers customers to low-value dealerships moulding on the car, online shoppers pay another 1.5% not exactly offline consumer.

Edgar A (1959), passenger way to deal with mark exchanging conduct depended on the value factor. He underlined the way that cost increment in the most favored brand, in respect to the cost of alternate brands, is fundamental to instigate mark exchanging conduct in buyers.

Jagadish's (1968), definition on mark dedication depends on the factor explanatory approach which identifies with the recurrence of buys of a brand to examples of these purchases.

Brand cognizance look into was explored by Frank (1967), and he watched that brand loyalty as an example of market division which isn't exceptionally promising. He underscored that the cognizant purchasers were essentially not quite the same as those of non-loyal purchasers when new brands were attempted.

Joseph and Richard (1973) underlined the well-established certainty that brand dedication rises up out of brand fulfilment. They watched that a generally solid relationship exists between mark dependability and fulfilment with a present result of that brand. He found that there exists a cozy connection between mark unwaveringness and the fulfilment inferred in the wake of utilizing the specific brand obtained.

Weinberg (1973), in his examination turned out with the accompanying discoveries: Competing brands involving the market shelves contribute to disloyalty. This is a result of one's personal understanding and data increased through attempting these brands.

# IV. OBJECTIVES OF THE STUDY:

- 1. To survey the socio-economic and demographic profile of pre-owned car owners in Coimbatore district
- 2. To study the brand preference of pre-owned car customers

## V. RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve research problem. Data and information were gathered from both primary and secondary sources. The primary data have been collected during the period from March 2018 to July2018 through structured questionnaire. Judgment sampling method was adopted to select 100 used car owners in Coimbatore districts. The data were analysed with the help of SPSS 20.0. Statistical tools and techniques used for data analyses were Descriptive Statistics and Garrett's ranking technique.

# VI. RESULTS AND DISCUSSION:

The result of the analysis and related discussion are presented below

# 6.1 Socio-Economic and Demographic Profile of the Respondents

# TABLE 6.1: SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.No	Profile Variable	Particulars	No. Of Respondents	Percentage
1	Gender	Male	72	72
		Female	28	28
		Total	100	100
2	Age	Below 25 years	23	23
		26-35 years	45	45
		Above 36 Years	32	32
		Total	100	100
3	Education	Illiterate	18	18
	qualification	School	17	17
		College	40	40
		Professional	25	25
		Total	100	100
4	Occupation	Agriculturist	12	12
	•	Government Employees	26	26
		Private Employees	41	41
		Professional and Business	21	21
		man	21	21
		Total	100	100
5	Family Income per	Up to Rs30000	38	38
	annum	Rs 3,00,000-Rs 5,00,000	34	34
		Rs 5,00,000-Rs 8,00,000	22	22
		Above Rs 8,00,000	6	6
		Total	100	100
6	Marital Status	Married	74	74
		Unmarried	26	26
		Total	100	100
7	Size of the family	Up to 3 members	30	30
		3-6 members	57	57
		Above 6 members	13	13
		Total	100	100
8	Nature of family	Nuclear	54	54
		Joint family	46	46
		Total	100	100
9	Area of residence	Rural	48	48
		Urban	52	52
		Total	100	100
10	Purchase outlet	Organized dealer	59	59
		Un-organized dealer	41	41
		Total	100	100

It is found out from Table 1 that 72 percent respondents were male owners, 45 percent of the respondents belonged to the age group 26-35 years, 40 per cent of the respondents were educated up-to UG level and Around 41 percent of the respondents were either private or Government employee.38 percent of the respondent's family had a monthly income of below Rs 3, 00,000 and 54 percent of the respondents were married. 57 percent of the respondents were size of 3-6 family members. The type of family of the respondents revealed that 54 percent of the respondents lived in a nuclear family and 52 percent of the respondent's areas of residence were urban. 59 percent of the respondents were Purchase a pre-owned car in the organized dealer outlet.

## 6.2. Brand Preference of Pre-owned cars:

Multiple brands of cars available in the pre-owned passenger car market in the study area. This gives an opportunity to the buyers to own the desired brand of a pre-owned car. Table 2 shows the Brand of the Pre-owned car owned by the respondents.

	IADLE	0.2. DI							
S.No	Brand Preference	1	2	3	4	5	6		
	Score(X)	77	63	54	46	37	23	Total	Rank
1	Maruthi (F1)	22	24	7	21	23	3		
	XF1	1694	1512	378	966	851	69	5470	1
2	Hyundai (F2)	19	25	20	11	8	17		
	XF2	1463	1575	1080	506	296	391	5311	2
3	Ford (F3)	7	15	35	2	16	25		
	XF3	539	945	1890	92	592	575	4633	5
4	Toyota (F4)	23	13	8	19	23	14		
	XF4	1771	819	432	874	851	322	5069	4
5	Tata (F5)	23	12	9	28	22	6		
	XF(5)	1771	756	486	1288	814	138	5253	3
6	Honda (F6)	6	11	21	19	8	35		
	XF(6)	462	693	1134	874	296	805	4264	6

TABLE6.2: BRAND PREFERENCE

It is exhibited from above table that the foremost reason for owning a pre-owned car for personal purposes by the respondents was to select it as a Maruthi with the highest score of 5470, thus given first rank. The Second rank was given to Hyundai with the score of 5311. Tata with score of 5253 has given third rank. The fourth rank was given to Toyota with the score of 5069. Ford with the score of 4633 has been given fifth rank and Honda with the score of 4264 was ranked the least by the respondents.

#### VII. FINDINGS AND CONCLUSION

# 7.1 Finding of the study:

The following were the findings of the study:

1. The socio-economic and demographic profile of the respondents revealed that middle-aged, unmarried, males, educated up to UG level, living in nuclear type of family, employed and earning less than Rs. 3,00,000 per annum, 3-6 members in an urban family and Customer

buying pre-owned cars through organized dealer were the predominant buyers of pre-owned cars in the study area.

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- 2. Majority of the respondents have evaluated two or three brands before owning a brand of pre-owned car. The pre-owned car owners in the study areaevaluated Maruti as the most considered brand before making the final choice.
- 3. Maruti brand of pre-owned cars have been preferred by a higher number of respondents and it is inferred that the Maruti brand of cars has good re-salevalue and has good scope in the pre-owned car market in the study area.
- 4. The pre-owned car market in the study area is dominated by Organized dealers than Unorganized dealers.

# 7.2 Suggestions:

- 1. The pre-owned car market can be made organized by proper registration of dealers, granting license and legal status to the pre-owned car dealers. The accountability of pre-owner car dealers shall remove the anxiousness of rural pre-owned car buyers towards the authenticity of the car. The pre-owned car dealers can have their own service centers for good after-sales service.
- 2. As brand image influences the choice of cars, manufacturers can create brand image for their products through service networks and frequently conductconsumer surveys with the help of dealers to create a confident customer base.
- 3. The companies should ensure availability of complete information about the pre-owned car online.
- **4.** Friends/colleagues owning a car have been rated as very important source of information. Marketers need to tap this powerful source of influence byannouncing attractive referral schemes. This will motivate opinion leaders to give valuable references of potential car buyers in their area.

## 7.3 CONCLUSION:

The study highlights that the important factors influencing the purchase of pre-owned car were budget constraints, low cost, upgrading of driving skills, desire to own a car and company image and easy availability of spare parts. Marketer should offer better prices, keeping in mind the new small cars available in the market. The study infers that the passenger car sector is flourishing in India. Car owning potential is high in Coimbatore district. A study of the pre-purchase behavior of pre-owned car buyers has been felt essential as they are potential buyers of new cars. The preowned car market in Coimbatore district is organized. The Maruti brand dominates the brand preference of the Pre-owned car owners. To overcome the challenges in reaching pre-owned car consumers and studying consumer behavior, the car marketers can formulate effective marketing strategies, besides creating a database of potential pre-owned car buyers with the help of existing car owners and organised dealers. Also, families who need to upgrade from two-wheelers to four-wheelers can be targeted for sale.

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# WORK OR FAMILY: TOTTERING ON THE BRINK OF AN INTER-ROLE CONFLICT

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#### **ABSTRACT**

The study attempts to apprehend Work-family conflict, an inter-role conflict, and scrutinise the relationship inter-role conflict has with demographic factors – gender, age, and marital status. It also aims to bring forth the repercussions of inter-role conflict by reviewing the enduring literature. The data for the study were collected from the employees of a state-owned organisation in the energy sector (n = 57) using self-administered questionnaires. The results demonstrate while various age groups and marital status significantly influence the level of inter-role conflict faced by the employees, gender doesn't. Moreover, the two forms of Workfamily conflict – work to family conflict and family to work conflict – are positively correlated. Eventually, the study of extant literary works shows that the numerous undesirable conditions and experiences accompany and follow Work-Family conflict. Organisations struggling vigorously to progress in a competitive and unpredictable business environment don't have the resources to bear the physically and psychologically exhausted work force owing to the interrole conflict. Therefore, organisations must fulfil the ethical responsibility of ensuring wellbeing and health of the employees in the organisation, by curbing the menace of work-family conflict.

**KEYWORDS:** Work-Family Conflict, Organisation, Inter-Role Conflict, Age, Gender, Marital Status

# Impact Factor: SJIF 2017 = 5.443

#### INTRODUCTION

Work and family are the notable components of an individual's life (Netemeyeret al., 1996; Fu and Shaffer, 2001; Boyar et al., 2008; Zhang et al., 2012; Rathi and M., 2013). The simultaneous pressures springing from incompatible roles of work and family lead to work-family conflict, an inter-role conflict (Greenhaus and Beutell, 1985). Work-family conflict consists of two dimensions – work to family conflict and family to work conflict, the former occurs when work roles impedes family roles while the latter occurs when family roles impedes work roles (Netemeyeret al., 1996; Rathi and M., 2013).

Indians give priority to familial roles and responsibilities, therefore high job demands may result into work-family conflict (Rathi and M., 2013). According to the findings of the Employment and Unemployment Survey (EUS) 2011-2012 (68th round) by National Sample Survey office, total workforce in Indiais 472.9 million. The considerable figure of employed Indians further enhances the significance of prompt action to study and address the inter-role conflict. Moreover, the study seeks to find the association of work-family conflict with demographic factors gender, age, and marital status.

The unwanted repercussions that follow work-family conflict thwart productivity by leaving employees emotionally exhausted (Yavas et al., 2007) and deteriorating physical health (Greehauset al., 2015). To further worsen the state, job dissatisfaction, turnover intentions, stress, and absenteeism also accompanies the conflict (Anderson et al., 2002). As a result, the cost of actual turnover of the employees may impact the organisation inordinately (Yavas et al., 2007).

#### THEORETICAL BACKGROUND AND HYPOTHESES

Work-family conflict

Greenhaus and Beutell (1985) define Inter-role conflict as "a form of role conflict in which the sets of opposing pressures arise from participation in different roles" (p.77). The conflict arises when involvement in one role becomes tough owing to demands and responsibilities of other role. The conflict is experienced when - a role impinges on the time to be devoted to another role, a role's involvement develops strain that hampers the participation in another role, and behavioural requirement of a role makes it difficult to requirement of another role (Greenhaus and Beutell, 1985).

Work-family is a type of inter-role conflict, initially believed to be one-dimensional, being studied lately to further refine the concept (Rotondoet al., 2003). Netemeyeret al. (1996) studied two forms of work-family conflict: work to family conflict as "a form of inter-role conflict in which the general demands of, time devoted to, and strain created by the job interfere with performing family-related responsibilities" and family to work conflict as "a form of inter-role conflict in which the general demands of, time devoted to, and strain created by the family interfere with performing work-related responsibilities" (p.401).

Work-family conflict and demographic factors

The study includes three demographic variables that are believed to be associated with workfamily conflict. These are:

Work-family conflict and gender

Though women have become part of workforce now, but the conventional division of labour restricts them to familial responsibilities. Hence, in response to contrasting role demands of work and family, women are bound to suffer from work-family conflict (Fu and Shaffer, 2001).

H1: There is no statistically significant difference in the level of work-family conflict based on gender.

Work-family conflict and age

Employees may experience different level of work-family conflict owing to age difference (Huffman *et al.*, 2013)

H2: There is no statistically significant difference in the level of work-family based on age groups.

Work-family conflict and marital status

Single individuals owing to less familial responsibilities experience less work-family conflict than married individuals (Fu and Shaffer, 2001)

H3: There is no statistically significant difference in the level of work-family conflict based on marital status.

Work-family conflict and repercussions

Work-family conflict deteriorates individuals physically as well as psychologically (Greenhaus et al., 2015) and affects individual's work roles, home roles, and well-being (Allen *et al.*, 2000). In an empirical study of Zhang *et al.*, (2012), it was found that work to family conflict is positively associated with emotional exhaustion. The individual's incapability to meet demands of family and work roles leads to psychological stress and burnout (Zhang *et al.*, 2012). Juvenile delinquencies, broken marriages/families, and an unhappy workforce are alarming repercussions of work-family conflict (Adsia*et al.*, 2016). Greenhaus*et al.* (2015) summariseswork-family conflict is positively related to depression, anxiety, and emotional strain, and is negatively related to overall life satisfaction (p.69)

Work-family conflict reduces job satisfaction (Rathi and M., 2013) and is positively associated with turnover intentions (Yavaset al., 2007; Zhang et al., 2012). Hence, work-family conflict impacts the employee's performance by causing psychological strain and ultimately, hampers the work-related rewards and one's relation with organisation (Zhang et al., 2012). However, work-family conflict is more positively associated with dissatisfaction and turnover intentions in Western individualistic countries than eastern collectivistic countries (Zhang et al., 2012).

## **METHOD**

Sample

The survey was provided to around 100 employees: 57 completed the questionnaire, providing a 57 percent response rate. The respondents were the employees of a state-owned organisation in the energy sector.

Procedure

Data for the study was collected over a week period. Potential participants were provided with hard copy of questionnaires and were collected after a week from them.

#### Measures

All items, other than demographic, were captured using a seven-point likert type scale with responses raging from strongly disagree (1) to strongly agree (7).

Work-family conflict was measured with Work-family conflict (WFC) and family-work conflict (FWC) scales developed and validated by Netemeyer *et al.* (1996) with five items each. The average construct reliability estimates for WFC and FWC were 0.88 and 0.86, respectively.

Participants were also asked for demographic details (gender, marital status, and age) using closed-ended questions.

## **RESULTS**

Table I, II, and III depicts inferential statistics. All analyses were tested at the 0.05 significance level.

TABLE I INDEPENDENT SAMPLE T-TEST BETWEEN WORK-FAMILY CONFLICT AND GENDER

	Gender	•						
	Male		Female	;				
Work-family conflict	M	SD	M	SD	t(55)	p	95%Cl	Cohen's d
	3.65	.96	3.39	.92	.99	.329	[27, .79]	0.27

Note: n=57

A perusal of results presented in Table I indicates, an independent sample t-test showed that the difference in level of work-family conflict between male (n = 37, M = 3.65, SD = .96) and female (n = 20, M = 3.39, SD = .92) was not statistically significant, t(55) = .99, p = .329, p = .3

A perusal of results presented in Table II indicates, an independent sample t-test showed that the difference in level of work-family conflict between single (n = 12, M = 2.68, SD = .61) and married (n = 45, M = 3.79, SD = .88) was statistically significant, t(55) = -4.31, p = .000, 95% Cl [-1.66, -0.58], d=1.11.

TABLE II INDEPENDENT SAMPLE T-TEST BETWEEN WORK-FAMILY CONFLICT AND MARITAL STATUS

	Marital Status							
	Single	:	Married					
Work-family conflict	M	SD	M	SD	t(55)	p	95%Cl	Cohen's d
	2.68	.61	3.79	.88	-4.13	.000	[-1.66,58]	1.11

Note: n=57

TABLE III ONE WAY ANALYSIS OF VARIANCE TEST BETWEEN WORK-FAMILY CONFLICT AND VARIOUS AGE GROUPS

	Age Groups										
	21-30		31-40		41-50		51-60				
Work-family	M	SD	M	SD	M	SD	M	SD	F(3,53)	p	η2
Conflict	3.17	.78	3.61	.96	3.99	.86	4.53	1.13	3.85	.014	.179

Note: n=57

A perusal of results in Table III indicates, one way ANOVA showed that the difference in level of work-family conflict among age group 21-30 (n = 23, M = 3.17, SD = .78), 31-40 (n = 21, M = 3.61, SD = .96), 41-50 (n = 9, M = 3.99, SD = .86), and 51-60 (n = 4, M = 4.53, SD = 1.13) was statistically significant, F(3,53) = 3.85, p = .014,  $\eta 2 = .18$ .

For 57 respondents, the level to work to family conflict (M = 4.53, SD = 1.16) and the level of family to work conflict (M = 2.59, SD = 0.99) were strongly and significantly correlated, r(55) = .549, p = .00.

# **DISCUSSIONS**

In this study, we studied the relation of work-family conflict with demographic factors. The results demonstrated that the level of work-family conflict is influenced by difference in marital status and age but not by gender differences. Married individuals are bound to face more work-family conflict than single individuals. One possible explanation is that single individual has fewer responsibilities than a married one. Gender was found to have no association with level of work-family conflict may be because of changing gender roles where males and females work cooperatively. The level of work family conflict varies significantly between age group 21-30 and 51-60, p = .031 (at the 0.05 significance level). The work to family conflict is strongly positively correlated with family to work conflict.

## **CONCLUSIONS**

Individuals and organisations are continuously struggling along with human resource professionals to evolve to cope with work-family conflict. It is needful for individuals to have a harmonious balance between work and family. The present study tries to bring forth the relation of work-family conflict along with demographic factors, which may help managers to zero in on the individuals suffering from conflict. The associated repercussions are detrimental and permeate deeply to damage the health of businesses in evolving and uncertain social/economic environment. Therefore, organisational leaders and human resource professionals must understand the exigency to address the inter-role conflict.

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# FORERUNNERS OF ZIONISM: LAYING THE GROUNDWORK FOR IMMIGRATION TO ISRAEL

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# **ABSTRACT:**

The state of Israel since its inception in 1948 has remained in a tumult to establish its existence acceptable. The very idea of Israel is linked to the theory of, 'Return to the Zion.' As Jews claim Palestine as their promised land, they started migrating into the territory which they call the present day Israel. The rise of nationalism with the emergence of French Revolution instilled among the Jews an urge to have a homeland of their own. Later, the pogroms of Russia introduced in 1881 gave a flip to Jewish Writers, Essayists, Rabbis, and reformers who started advocating the idea of either assimilation or nationalism. This paper traces the precursors and the mechanism of Zionism in order to find out the foundational basis of the Jewish immigration and the formation of state of Israel. It deals with the ideas of various advocates from Rabbi Yehuda Hai Alkali and Rabbi Zwi Hirsch Kalischer to Leo Pinsker and 'Lover of Zion' group, who talked about the restoration of Jewish homeland in Palestine. There by, laying the groundwork for Immigration to Israel.

**KEYWORDS:** Forerunners, Zionism, Judaism, Return To Zion, Homeland, Immigration, Palestine

# **INTRODUCTION**

It is evidently hard to do justice to the origins of a movement of any effect in a one-sentence definition. Political Zionism as a movement was launched by Theodore Herzl in 1897. The idea of nationalism, as a result of French revolution, gave way to two tendencies among the Jews. Some of them who were influenced by the wave of emancipation, believed in assimilation, while others comprising of the orthodox Jews, still believed in the messianic dream of Judaism and wanted a nation of their own. Thus, it was only with the rise of nationalism, that the Jews started

thinking of a Jewish national homeland of their own. However, the concept of Zion has been present throughout the Jewish history, even before Herzl thought of a Jewish state. The 'lure for Zion,' never disappeared among the Diaspora Jews. However, they believed that the return to Zion will only take place when the Messiah will come and lead them to their 'promised land.' Any intervention in this religious belief was considered nothing less than heresy. Jews till then in fewer numbers used to go to Jerusalem but that was only for the religious purpose. According to them, it was the divine Judgment, which should determine how the Jews will be redeemed from exile and return to the Zion. Therefore, an active movement for the Jewish immigration to Palestine never had a political overtone to it, until the second half of the nineteenth century, when the modern Jewish nationalism started in the Eastern Europe.<sup>2</sup> the newly introduced pogroms by Czar Alexander III in 1881 further added to these nationalistic tendencies. However, the groundwork for immigration to Israel was laid down by several Jewish Rabbis, reformers, writers and Intellectuals who advocated either of the two-pronged tendency of assimilation or nationalism.

#### The Forerunners

Origin of Zionism finds its root in different tasks of British and French statesman to set up a Jewish state; pronouncements issued by obscure East European Rabbis; production of romantic books by non-Jewish essayists; groups to advance settlement in Palestine, and to spread Jewish culture and national awareness.<sup>3</sup> Due to growing assimilation, Jews were less interested in the implementation of such projects. It was only with the demise of the Ottoman Empire, which was a refuge for Jews from Europe; the question of the Jewish state was put forth towards the middle of the 19<sup>th</sup> century.

Since 1840's, discussions on return to Palestine frequently occupied spaces in the Jewish Newspapers. However, due to growing assimilation of Jews with the European community, it was never taken to be one of a practical scheme. The same year saw a number of projects proposing the restoration of the Jews to their ancient homeland. There was a strong romantic element in all these visions. In its earliest stage, Jewish nationalism drew heavily from the Messianic dream. The projects of these times were far from reality as it was based on romanticism and utopia. None of it provided an answer to the most important question: who would carry out these projects, who would lead the Jews in their return to homeland? The anonymity of the writers of these projects signaled towards their unwillingness to volunteer any of such missions. However, most of these projects were not devoid of political vision but was far away from its realization and therefore they were bound to have no effect.

Both messianism and humanism on one hand, and nineteenth century nationalist movements on the other hand kindled a Zionist spark among Russian Jewry. Slogans like 'America has been liberated,' 'the Russian serfs have been emancipated,' 'Bulgaria is freed,' occupied spaces in the Zionist pamphlets circulated in Rumania in 1883.

# Rabbi Yehuda Hai Alkali and Rabbi Zwi Hirsch Kalischer

Thus, while most of the rabbinical writers of that time, went on taking forth a more traditional and passive approach towards the problem of redemption, the writings of Rabbi Yehuda Hai Alkalai, a Sephardi, and Rabbi Zwi Hirsch Kalischer, an Ashkenazi, gave a slightly secular and an action oriented bend to the long-established messianic dreams. Both of them came from typical multiethnic border areas where contending nationalisms were fighting each other and the Jewish communities found themselves on the crossroads of these conflicting movements. This

played on the psyche of both of them, giving a trace of activist element in their thoughts. Judah Alkalai, a preacher born in a little Sephardic community, Semlin near Belgrade was the first one to give this messianic prophecy a more contemporary framework. He published a Ladino-Hebrew textbook, Darchei Noam (Pleasant Paths), in which he called everyone's attention towards the need for establishing Jewish colonies in Palestine as a necessary overture to redemption. Later, in 'Sh'ma Yisrael' (Hear, O Israel), he justified self effort toward this spiritual achievement on grounds of existing proof texts of tradition. In his booklet, Minchat Yehuda, (The offering of Judah), issued in 1843, Alkalai declared:

"It is declared in the Bible: Return O lord, into the tens of thousands of the families of Israel." . . [But] upon what should the divine presence rest? On sticks and stones? Therefore, as the initial stage in the redemption of our souls, we must cause at least 22,000 to return to the holy land. This is the necessary precondition for a descent of the divine presence among us; afterward, He will grant us and all Israel additional signs of his favor." <sup>10</sup>

Another reaction to the Jewish national revival as a reaction to the success of other nationalities could be seen in Alkalai's 'The third redemption' in 1843 that reflected his response to the Greek war of independence.<sup>11</sup> In the remaining years of his life, he kept on writing and publishing his ideas extensively. And later he himself settled in Palestine to set forth an example for his fellow beings. By 1878, before his death, he had managed to establish a small group of his followers. Interestingly, one of his followers from this group was the grandfather of Theodore Herzl, Simon Loeb Herzl.<sup>12</sup>

**Zvi Hersch Kalischer**, the orthodox Rabbi, had almost similar views to that of Alkalai. <sup>13</sup> He was born in Posen and was well acquainted with Polish national strivings and therefore asked his people to "take to heart the examples of the Italians, Poles and Hungarians." <sup>14</sup> Both Kalischer and Alkalai shared similar predicaments and looked for new answers because of the analogous situations of their respective communities. <sup>15</sup>

He preached before a large congregation in the Polish speaking city of Thorn, East Prussia. He gathered a good number of followers there, emphasizing the need of messianic redemption in the holy land which will be possible only with the triumph of Western Jewish emancipation. <sup>16</sup> In Emunah yesharah (An honest faith), a two volume work published by Kalischer in 1843 and a final volume, Drishat Zion (The search of Zion) that was completed in 1862, had in it a three principal thesis, supported by an array of biblical texts. These were:

- 1. Jews require self help rather than any advent of Messiah for their salvation as being told by the Prophets. Their salvation could take place only by natural means.
- 2. The colonization of Palestine should take place the soonest possible.
- **3.** The revival of sacrifices in Palestine was allowed. <sup>17</sup>

## In words of Kalischer:

"Pay no heed to the traditional view that the messiah will suddenly loose a blast on the great shofar and cause all the inhabitants of the earth to tremble. On the contrary, the Redemption will begin with the gathering of support among philanthropists and with the gaining of the consent of the nations to the gathering of the scattered of Israel into the holy land."

According to him, the creator would listen to the prayers of the Jews and bring the day of redemption, only when the learned and pious Jews will come forward and volunteer to live in Jerusalem. <sup>18</sup> He held that it is foolish to believe that a Messiah will be sent from heaven and he

will blow his trumpet to make the people tremble, leading to a miraculous redemption of Israel. Nor will he surround Palestine with a wall of fire or lead the holy temple to descend from heaven. No wise men will believe in any of such nonsense, rather they know that redemption of Israel will take place slowly and only through self help. He also maintained that it was highly meritorious to live in the holy city from a religious point of view. <sup>20</sup>

He was writing in the year 1862, a time which is believed to be a boon for the Jews of the West. As a result of liberalism and nationalism, the Jews residing in the West were enjoying their long denied freedom by centuries of segregation and also learning modern technology. Whereas the Jews in the East were the real sufferers, living a miserable life out of poverty, unaware of the incipient current of liberalism and nationalism. Therefore, according to Kalischer, It is the responsibility of the Jews in Europe who are both politically and economically sound, to take forth the needed steps for the colonization and resettlement of Palestine. Due to this stance of his, in which he moved far beyond traditional orthodoxy, many of his colleagues branded him as heretic. He considered it to be a perfect timing for the resettlement of Palestine as the Jews of Eastern Europe were homeless and needed shelter and the Jews of Western Europe have had enough money and political influence to make the influx happen.

Furthermore, he wanted the Jews coming from all background to settle in the holy land, called for the training of younger Jews in self defense, establishment of an agricultural school to train the Jews in farming and other applied subjects.<sup>25</sup> Kalischer's Practical messianism worked for him in appealing and gaining support of small but influential contemporaries who together with him founded a society for the colonization of the holy land. For similar reasons he could also gather initial subsidy by the Alliance Israelite Universelle (French Jewish philanthropy) for a Jewish agricultural school, called Mikveh (Hope of Israel), that was established near Jaffa in 1870.<sup>26</sup>

It has to be noted that both Alkalai and Kalischer were writing during the zenith of mid nineteenth century liberalism. A time when the impact of modernization was deep rooted on the traditional Judaism and the wave of secularization and emergence of nationalism motivated the emancipated Jews to redefine their identity. however the lack of urgency and traditional Jewish resentment resulted in an inactive response to the proto-Zionist vision. But the ideas of the two Rabbis continued to influence Jewish life in Eastern Europe.

In 1855, Alexander II took over the Tsarist throne and adopted a more humane approach towards the Jews as against his Father's notion of enforced conversion. He launched various domestic reforms, whereby Jews were allowed in great number to move into Russian interior, participate in a new scheme of zemstvo local government, to attend universities, and to practice their professions. With these opportunities opening for Jewish enterprise, the Jewish bourgeoisie wondered whether the time had come for all the Jews of the Tsarist empire to modernize and productivize themselves by moving into a more useful and dignified livelihoods and by setting themselves free from the lock-step of parochial Jewish education.

This secularist awakening is known in the Jewish history as the **Haskalah**, the mid nineteenth century period of East European Jewish enlightenment. "Be a Jew at home and a man in the street," as argued by Gordon became Haskala's most radical credo.<sup>28</sup> By placing its faith in cultural emancipation and secular activity on Russian soil, Haskalah literature at first seemingly deemphasized the traditional messianic yearning for Zion.<sup>29</sup> However, it did lay the foundation of labor Zionism, emancipated a Jew from religious obscurantism and most importantly

revitalized the Hebrew language, all of which became a key feature later in the mainstream Zionist ideology.<sup>30</sup>

Zion then as envisaged by the Haskalah writers like Kaman Schulman and Abraham Mapu, was projected as the terrain of ancient glory, inhabited by robust farmers and soldiers, by epic heroes and men of action. The journals of Hebrew language drew upon this theme in a form of pre outlined Zionism. However, at the same time, these writings also raised the concern of the Jews towards enlightenment which was diverting the new generation of the secularly educated Jews from a basic identification with their people's fate and fortunes.<sup>31</sup>

#### Peretz Smolenskin

The next contributor in line to the notion of Jewish national revival was Peretz Smolenskin. A Hebrew author and journalist who was a firm believer in the resurgence of Jewish culture along modern lines. He traveled a lot and observed Jews living in both Central and Western Europe, which warned him about the menace of Haskalah movement.

He was certain that Haskalah is endangering the future of the Jews. He founded a magazine named Ha-sha-har (the dawn), in Vienna and made it a means to fight the self destructive forces in the life of Jews. According to him, assimilation did not work for Jews; it had been a failure.<sup>32</sup> Jews have lost their spontaneity and affection and their inner calm; they have made great effort in emulating others but have not achieved the identification they so much desired.

In strong defense of Jewish nationhood, Smolenskin published his essay, 'Am Olam' in 1872, one of the most widely read among his six novels and innumerable essays.<sup>33</sup> He believed that time has come for the Jews to recognize themselves as a nation once again. If the Greeks, the Romanians, and other small people could restore themselves, the Jews too could restore themselves as they have all the pre requisites of nationhood.<sup>34</sup>

He found that the West European idea of Judaism as a religious confession was hollow and bankrupt. Hence, he also criticized Gordon's concept of the duality of the Jew- 'in the home' and 'in the street.' Therefore, the revival of the Jewish people as a national entity is the very solution. He held the notion that the Jewish nationhood is a progressive force and compromising on its culture will ultimately hurt humanity. Although Smolenskin regarded Palestine as the national Jewish homeland, yet until the pogroms 1881-1882 he did not consider it essential. He provided a counter against the ongoing Haskalah illusion and held that national revival rather than secular modernism would act as the only solution to the Jewish problem persistent in Europe. The secular modernism would act as the only solution to the Jewish problem persistent in Europe.

## **Moses Hess**

The most original response to the nationalist awakening was that of Moses Hess's Rome and Jerusalem. However it was also of similar genre and had no immediate effect after its publication in 1862, yet it stands out in literature of the time for obvious reasons. Moses Hess, the son of an orthodox Jewish family of Bonn, was a Spinozist, Hegelian, anarchist, communist, and then socialist. He was associated with Karl Marx for many years. Also played a major role in the German revolution of 1848 and when the revolution failed, he fled to France. However, the horrors of Anti-Semitism caused by the spread of the virus of superior race theories and reactionary, aggressive, predatory political nationalism made him realize the predominance of political nationalism and gave the old 'love of Zion' a new twist and transformed it into a new yearning for nationalistic realization according to the context of the times. <sup>39</sup>

He minutely studied the works of the Italian nationalist Mazzini, and was greatly influenced by his effort of uniting Italy. It was the combination of these social and intellectual influences that resulted in Hess's second volume, Rome and Jerusalem that was published in 1862. As an "ultra Jewish" political nationalist, he wrote: "Here I stand again in the midst of my people after being estranged from it for 20 years." <sup>40</sup>Rome and Jerusalem anticipated the ideas of Ber Borochev and other labor Zionists.

#### He wrote:

"We Jews shall always remain strangers among the nations. . . . It is the fact that the Jewish religion is above all Jewish nationalism. . . . Each and every Jew, whether wishes it or not, is automatically, by virtue of his birth, bound in solidarity with his entire nation. . . . Each has the solidarity and responsibility for the rebirth of Israel. . . . If it were true that Jewish emancipation in exile is incomplete with Jewish nationality, then it is the duty of the Jews to sacrifice the former for the sake of latter. . . . The European nations will never respect us so long as we place our own great memories in the second rank and accept as our first principle "Ubi Beni Ibi Patria" [wherever I am well off, there is my homeland].

One must be a Jew first and Human being second. <sup>41</sup>Hess was an authentic visionary of Zionism and his book contained ideological prophesy. Emancipation can solve the Jewish problem only if Judaism is kept within the confines of a religious sect. <sup>42</sup>

## Leo Pinsker

The idea of Jewish national revival in the form of reinterpretation of Jewish life on lines of nationalistic tendencies of the age, the revival of the Hebrew language and of Jewish culture, and the desire of establishing Jewish agricultural colonies in Palestine was already present primarily in Eastern Europe, since a very long time now. However, one more step had to be taken in order to express one more idea; which was done by Leo Pinsker, a Russian Jewish physician. He strongly believed in the Jewish assimilation to Russian culture, but the pogroms and May laws of 1881-1882 completely disillusioned him.<sup>43</sup>

Year 1881 witnessed the grimmest period in modern Russian history. Alexander III took over the throne as a result of his father's assassination at the hands of revolutionaries. <sup>44</sup> Jews being the most suspect and vulnerable of the empires minorities had to face the brunt of it. They were subjected to exploitation and discrimination once again. A chain reaction of official pogroms took over the dense Jewish vicinity of Southern Russia and Ukraine. This took away dozens of lives and caused widespread physical damage. <sup>45</sup>

This wave of new pogroms forced Enlightened and middle class Jews of Russia to reach a conclusion that both liberalization and equality of citizenship for the Jews residing in Russia was a futile hope. <sup>46</sup> For Pinsker, the pogroms served as a turning point, he was in deep shock seeing the participation in the riot coming from the 'cultured' elements. Students, seminarists, left wing intellectuals and role played by the newspapers in arousing the mob against each other, were all a part of it. <sup>47</sup>

The massacre of 1881 had a great impact on Pinsker's psyche and he ended up publishing one of the seminal essays in modern Jewish thought which later became a milestone in the evolution of modern Jewish nationalism. This was published in German in September 1882, by the name Selbstemanzipation (Auto-emancipation). The essay makes it quite evident that Pinsker regarded respect more concrete basis for the normal dealings between peoples rather than love. The

central thesis of his work was that Jewish people could never be attributed with such respect and hence the primary requiem for sustaining as a healthy society is lacking. This debate is further narrowed down to the lack of Jewish national equality which could have commanded respect. He argued that although Jewish people had many of the characteristics of nationhood, yet they had no fatherland, no government, no official representation, and no land of their own. Moreover, they are like phantom people who have created a fear among non-Jewish majority; and it is an established fact that whatever is feared is hated.<sup>49</sup>

According to him, Jewish emancipation through education and assimilation has failed. Even Jewish faith in the value of enlightenment has withered away. The pogroms of 1881 got etched into his mind a conviction that it is not the chauvinisms of the uneducated people or the notions of the medieval times carried over till today which is the root cause of the Jewish problem. For the first time hatred toward Jews was viewed as a severely complex social phenomenon, having little or no relationship to education or development in usual terms. It is the contemporary societal set up and its structural problems that are responsible for it. This calls not merely for tolerance, love, universal brotherhood, and kindness; rather for an immediate and radical solution. On that solution rests in the Jewish attempt for the restoration of their national homeland. This will only be achieved by self help. The Jews must not depend on others for their emancipation rather they must make every effort for auto-emancipation.

"Let 'now or never' be our watchword" was the famous maxim of Pinsker. He called upon the Jews, "Woe to our descendants. . . . If we let this moment pass by." Initially, he never emphasized that Palestine or some other territory would be the Jewish homeland. He did not propose a return rather his solution was a territorial solution. At a point, he is seen mentioning that Jews need a land, not the holy land. Later he clarifies that he does not object to Eretz-Israel but do not consider it suitable for settlement. Then he loosely mentions of a 'sovereign pashalik' in Asiatic Turkey, although he wishes the territory should rather be in the vastness of North America. Thus, it is fact of territory that is important for him: a single refuge is better than multiplicity of refuges which will only sustain the dispersion. Therefore, what was important for Jews was to free themselves from the self imposed chains of servitude to other nations; the rest would follow naturally.

Pinsker preferred west to establish the headquarters of the movement. He did not rely on Russian Jewry because of their poverty and lack of motivation due to tsarist restrictions. For him, it was only the Western Jews, especially German Jews who had much needed political and financial hold to secure a national territorial base.<sup>53</sup> He believed they had the institutions, the people, the experience, and the freedom to take action. The scheme could be accomplished only by proper planning and expertise which could come out only of the west. Therefore, the Westerners must launch a project by calling for a national congress. A directorate would be established from among this Congress which would look into the matter and find out the available territory. It would collect funds and purchase land in this available territory; and later would help in migration in a most descent and orderly manner. It would also take care of the migrants once they reach there.<sup>54</sup> However, Pinsker failed to influence Western Jewish Aristocrats and did not receive a meaningful response regarding his scheme. As a result, he had to turn towards his Zionist following in Eastern Europe. He admitted, "It is our most wholesome, most reliable element." Dr Max Mandelstamm of Kiev and Professor Hermann Schapira encouraged Pinsker, and later he launched a national movement with the help of a small group of his followers.<sup>56</sup>

#### **Lovers of Zion**

Even before Alexander III's pogroms, many Zionist study circles and clubs already existed. These functioned in hundreds of Pale's cities and towns and were known as 'Parties' or 'Assemblies.' These had different names such as Ezra or Maccabi, but all were generally known as Chovevei Zion- Lovers of Zion. All of them commonly believed that in order to achieve salvation, Jews have to have their own government in the land of Israel. Like other classical nationalist movements in Europe, few of these groups simply offered courses in Hebrew language and History. Other few emphasized the need of self defense organizations, and therefore established Gymnasium and choir groups. The meetings and gatherings of these groups were conducted very secretly as Zionism like other minority nationalisms were prohibited by the Tsarist regime. However, any central direction to the cause of 'love of Zion' was still missing. Due to Pinsker's reputation, popularity and recognition, his call for action was answered by many Jews and he emerged as a natural leader of the fast growing Zionist movement. <sup>57</sup>

In 1884, he called upon a national conference of the 'lovers of Zion' groups. Thirty four delegates went to the underlying gathering and arrived at an agreement on the financing of Jewish settlements in Palestine as their first need. Pinsker wanted to strengthen his movement by gathering more and more members in Western Europe, however could not stir a reasonable response. In the earlier stage, he overlooked the significance of Palestine. However, he soon realized that only by setting Palestine at the focal point of the doctrine, could the emotional drive of the illuminated Jews be turned towards the advantage of the movement. Notwithstanding this, it appeared to be strange that the enthusiastic longing for Palestine was missing among the Jewish masses. This longing for Palestine was the buildup of just a modest minority of middle class Jewish intellectuals, particularly the individuals who were youthful and had got the exercises of Hebrew language and were educated in conventionality. Zionism in its underlying stage sustained itself by appealing to a minor gathering of this sort of Jews only. <sup>59</sup>

The lovers of Zion separated themselves from different forms of Zionist movements by actually attempting to settle in Palestine. They had no political influence for building up a Jewish homeland; however, some of them had attempted yet failed to seek consent of the Ottoman authorities. Their commitment to the advancement of Zionism was the rule that the settlement in Palestine was a strategy for individual liberation, that every individual could tackle the Jewish issue for himself by immigrating to Palestine and striking roots there. Pinsker condemned the laws that stopped the Jews from owning lands in Palestine. He accentuated the need of agriculture as a fundamental prelude for a national life.

Pinsker offered the lovers of Zion with an intelligent belief system and an organizational structure before his demise in 1891. This gave solidarity to the colonization of Palestine and quickened the move to accomplish for itself quasi-legalization for the movement in Russia. The group spread rapidly in many parts of Europe and overseas. It also took strong hold in Rumania. In Austria and Hungary, the movement was driven by East European Jews living in Vienna. One of the prominent pioneers of this development was Smolenskin himself and the other was Dr Northan Birnbaum, who originally coined the term 'Zionism.' Lovers of Zion were established in Berlin by Russian Jewish students. Prominent among them were Leo Motzkin, Chaim Weizman and Shmaryahu Levin. This group was established also in England under the initiative of famous Sephardi Jews, Colonel Albert Goldsmid and Elid Avigdor. Their branches were called 'tents.' In early 1880s, even in the United States of America, several distinguished Rabbis and Russian Jewish immigrants established a philo-zionist group. 64

#### **CONCLUSION**

Following the death of Tsar Alexander II in 1881, and the resulting pogroms in Russia, the enthusiasm for enlightenment was taken over by the establishment of Lovers of Zion. Thus by the time Theodore Herzl actually appeared in scene, he found the loci of a reputable Zionist movement in Europe and America. Young enthusiasts in large numbers associated themselves with the lovers of Zion intending to go to Palestine as an immediate practical prospect; this also provided him huge number of followers, out of which majority attended the first Zionist congress in 1897.

The Zionists took their inspiration from European nationalism. As a result of the French Revolution leading to emancipation, Jews experienced the best time they had ever experienced either individually or collectively. For the first time they were placed on equal footing into the European society. They also enjoyed equality before law. They were allowed to participate in all walks of life, be it school, universities or other professions. It was at the same time, that the idea of nationalism also emerged. Thus, Jews began thinking about a Jewish national homeland of their own which was never seen earlier. Be it the first Diaspora that is in (587BCE) or the second Diaspora that is in (70 AD), they lived remembering Zion and continued to lament going back to Zion. This urge of going back was Palestino-Centric and it came to be known as Zionism. However, they did not go back as it was considered heresy, they were forbidden until a Messiah comes and leads them. Jews till then in fewer numbers used to go to Jerusalem but that was only for the religious purpose. Therefore, Zionism till then never had a political overtone it.

Rise of Zionism in the 19<sup>th</sup> century and its political program though hidden initially, led to the mass exodus of Jews to Israel from Eastern and Western Europe. From Haskalah, they received two fundamental highlights for their movement: the Hebrew language with its scriptural inspirations, and the conviction that Jews must tackle their problem intelligently and even-mindedly, as opposed to depending on fatalistic customary universality.

With the emergence of Jewish agricultural society as an initiative of lovers of Zion to promote the idea of Jewish return to Palestine, a transformation in the character of Jewish settlers was seen. The new immigrants went to Palestine no longer for the religious purpose rather for the establishment of their own Jewish nation. By the end of 19<sup>th</sup> century, Theodore Herzl gave way to a much more organized colonization of Palestine, leading to the formation of a Zionist state in 1948 exclusively for Jews making Palestinians the minority in their own country.

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# **BRICS NATIONS – A COMPREHENSIVE OVERVIEW**

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# **ABSTRACT:**

The aim of this paper is to present the main economic developments of emerging economies, brought together under the name of the BRICS, in the light of new economic and political positions in which these countries tend to occupy in the current global context. Over the last decade, BRICS have increased their financial as well as technical assistance and established distinct ways and means of economic cooperation, especially through south south-cooperation. This paper focuses on the prime objectives of BRICS as well as problems and prospects within and outside BRICS and also gives a clear account of BRICS role in the developing world. This paper gives a brief summary of BRICS summit as well.

**KEYWORDS:** BRICS, Challenges, Opportunities, Developing world, International Issues

## **INTRODUCTION**

The acronym "BRICS" was initially formulated in 2001 by economist Jim O'Neill, of Goldman Sachs, in a report on growth prospects for the economies of Brazil, Russia, India and China — which together represented a significant share of the world's production and population. In 2006, the four countries initiated a regular informal diplomatic coordination, with annual meetings of Foreign Ministers on the footprints of the General Debate of the UN General Assembly (UNGA). This successful interaction led to the decision that the dialogue was to be carried out at the level of Heads of State and Government in annual Summits. As of the First Summit, held in Yekaterinburg in 2009, among four nations BRAZIL, RUSSIA, INDIA and CHINA (BRIC) which later became BRICS in 2011 with the inclusion of South Africa. More than an acronym that identified countries emerging in the international economic order, BRICS became a new and promising political-diplomatic entity, far beyond the original concept tailored for the financial markets.

After the Yekaterinburg Summit, five annual Summits were held (Brasilia, 2010; Sanya, 2011; New Delhi, 2012; Durban, 2013; and Fortaleza, 2014). The leaders of the member countries have been holding at least one annual meeting. In 2013 Durban the first cycle of Summits was

completed, each member country having hosted a meeting of leaders. In this period, BRICS has evolved in an incremental manner, in areas of consensus amongst its members, strengthening its two main pillars:

- 1. Coordination in multilateral fora, with a focus on economic and political governance
- **2.** Cooperation between members.

Regarding the first pillar, the efforts towards reforming the structures of global governance, especially in the economic and financial fields – Financial G-20, International Monetary Fund, World Bank – receive a special emphasis, as well the reform of political institutions, such as the United Nations.

Intra-BRICS cooperation has also been gaining density: a broad agenda has been developed, comprising areas such as finance, agriculture, economy and trade, combating transnational crime, science and technology, health, education, corporate and academic dialogue and security, among others.

In that context, the financial sector receives a special focus as a new front of cooperation. At its 6th Summit, the BRICS established the New Development Bank, aimed at financing infrastructure and sustainable development projects in the BRICS and other developing countries. The new institution will count initially with a subscribed capital of US\$ 50 billion.

Likewise, the BRICS also concluded the agreement that creates the Contingent Reserves Arrangement (CRA), a fund with an initial sum of US\$ 100 billion, which the BRICS countries will be able to use to forestall short-term liquidity pressures. One of the objectives of the CRA is to contribute to international financial stability, by providing an additional line of defense to the BRICS nations.

The establishment of the Bank and the CRA conveyed a strong message on the willingness of BRICS members to deepen and consolidate their partnership in the economic-financial area. The Fortaleza Summit launched a new cycle for the BRICS. Brazil will follow up on the initiative, aiming at incrementally increasing existing cooperation. The meeting's particular focus on social inclusion and sustainable development gave visibility to policies implemented by member countries, and to the contribution of the BRICS' economic growth to poverty reduction. The theme "inclusive growth, sustainable solutions" is not only in line with the member countries' social policies, but also highlights the need to tackle challenges in the social, economic and environmental fields, and creates new opportunities for the BRICS in different areas, including the negotiations on the post-2015 development agenda.

For Brazil, BRICS has a special significance: it comprises four of the country's strategic partners, all of which have a strong regional leadership and growing participation in the global economy. Brazil is now in charge of the group's presidency, and will lead the implementation of the Plan of Action to be approved on the occasion. In view of BRICS' informal nature, the role of Secretariat is played by its pro tempore presidency. BRICS is cautiously and incrementally being consolidated, gradually moving forward the institution-building process.

# **BRICS Summit (Brief summary)**

# (i) First BRIC Summit 2009, Yekaterinburg, Russia

After the formation of BRIC the First summit was held in Yekaterinburg, Russia on 16 June 2009. All the leaders of the nations of Brazil, Russia, India and China were attended. The summit

focused on means of improving the global economic situation and reforming financial institutions, and discussed how the four nations could better co-operate in the future.

# (ii) Second BRIC Summit 2010 at Brasilia, Brazil

The second BRIC Summit was Held in Brasilia, Brazil on April 16, 2010. During the summit in Brasilia, leaders agreed to increase 'Intra-BRICs Cooperation' in an attempt to strengthen ties on different levels of government and civil society. The four nations included a suggestion that in order to facilitate trade and investment, the four nations will study feasibilities of monetary cooperation, including local currency trade settlement arrangement between BRIC nations. Moreoverthere was one problem with the BRIC is that no African countries was there, this was a little embarrassing. Overlooking Africa suggested that the continent was an economic irrelevance, good only for providing raw materials to the rest. It also cast doubt on the group's claim to speak for the emerging world. Two African countries might have been candidates, Nigeria and South Africa. But only one would keep the acronym intact. And so, in 2010, the club of BRICs became the BRICS. So finally South Africa was included and BRIC becomes BRICS.

# (iii) Third BRICS Summit 2011, Sanya, China

The third BRICS summit was held on 14 April 2011 in Sanya, China. The theme was based on "Broad Vision, Shared Prosperity" under the vision as the 21<sup>st</sup> century. The major issues discussed in the Sanya summit were security, economic, social and cultural matters together with a three-part action plan. The summit was attended by the leaders of all BRICS nations.

# (iv) Fourth BRICS Summit 2012, New Delhi, India

The fourth BRICS summit was held in New Delhi, India on 29 March 2012. This is the first time that India has hosted a BRICS summit. The theme of the summit was "BRICS Partnership for Global Stability, Security and Prosperity." The main agenda of the summit was the creation of a new development bank or BRICS bank. The idea for setting up such a bank was put forward by India as a sign of firming the power of the group and increasing its influence in global decision-making.

# (v) Fifth BRICS Summit 2013, Durban, South Africa

The fifth BRICS summit was held in Durban, South Africa on 27 March 2013. The broad theme of the summit was 'BRICS and Africa: Partnership for Development, Integration and Industrialization.' This summit also marked the completion of first cycle of BRICS summit. Finally in the summit all the BRICS nation agreed on the establishment of New Development bank or BRICS bank.

# (vi) Sixth BRICS Summit, Fortaleza Brasilia 15<sup>th</sup> and 16<sup>th</sup> July 2014

The sixth BRICS summit was held in Fortaleza, Brasilia on 15<sup>th</sup> and 16<sup>th</sup> July 2014. With the sixth summit new cycle of BRICS summit started. The broad theme of the summit was "inclusive growth, sustainable solutions". The main issues to be discussed in the summit were social inclusion and sustainable development gave visibility to policies implemented by member countries, and to the contribution of the BRICS' economic growth to poverty reduction. The theme not only address the member nations but also nations around the globe on the issues of social policies, but also highlights the need to tackle challenges in the social, economic and environmental fields, and creates new opportunities for the BRICS in different areas.

# **Objectives of BRICS**

- 1. The BRICS countries act as one to promote a more legitimate international system, including advocating reform of the UN Security Council.
- **2.** The BRICS group is a South-South framework for cooperation.
- **3.** The BRICS group will also play an increasingly important role in assisting developing countries in gaining an advantage in trade and climate change negotiations, as well as on issues related to the export of manufacturing products.
- **4.** Developing countries on the periphery of the group will be able to leverage the NDB and the CRA to increase their bargaining power.
- **5.** The group established the BRICS Business Council, made up of 25 prominent entrepreneurs from the five countries and representing many industries and economic sectors.
- **6.** The BRICS also formed an information-sharing and exchange platform that expands beyond economic cooperation to also involve educational, cultural, and environmental engagement.
- 7. They have a shared interest in challenging the current governance of Western financial institutions like the International Monetary Fund and the World Bank for that they have announce the establishment of the bank.
- **8.** They will advocate for the interests of middle powers on global forum.

#### **Problem within BRICS**

- > The main problem of BRICS groups remains in the divergence of interests and perceptions on various issues.
- ➤ India has a border dispute with China and china maintains close ties with India's hostile neighbour Pakistan, India will not want to see extension of Beijing's influence in the group, as a result when china wanted to promote Yuan as a common currency for BRICS development bank and proposed to create its headquarters in Shanghai, India vehemently opposed it.
- ➤ China also considers India's proximity towards United States as a security threat to it. South Africa also wants to have the headquarters of BRICS bank on its own soil and in south Africa, there are some groups which prefer proximity to west and united states and cannot rely fully on the other BRICS nations though situation is fast changing towards intention of having much more close ties with BRICS group.
- ➤ China's largest trade partner is the united states and Russia's largest trade partner is European Union. Both Russia and China do not want to remain as junior partners of each other. Russia sometimes feel insecure about China's growing influence in central Asia and possible land grabbing in Russian far east in distant future due to demographical imbalance.
- ➤ Brazil, Russia, India, South Africa wants to form an effective strategic partnership China is much more interested in promoting its low cost goods and importantly Yuan.
- ➤ India's export market is largely dependent on USA and Europe, India does not want to irritate the west and USA by no means.

- Russia's fate is much more tied with Europe and united states, as many Russian politicians favour Russia's European integration pointing out the fact that Russia is essentially an western country which has much more cultural proximity to west in true sense. Russian export is also limited in raw materials, nuclear industry and weapons.
- ➤ Brazil is also going to be a competitor to Russia in the field of aviation, military equipments and space industry.
- > India has also started to diversify its import of arms and space technology.
- ➤ The BRICSnations also could not agree about the individual contribution of fund in forming the BRICS bank as the debates goes on whether this should be done on the basis of size, population or forexreserve.
- > The alarming level of corruption among BRICS nations is also a contentious issue.

# **Positive Aspects of BRICS**

- BRICS nations can create a free economic space, liberal visa regulation, people to people
  contact, less or no import-export duty, regional reserve currency basket to avert any kind of
  financial breakdown, they will be able to do miracle.
- Economic situation of BRICS nations and future potential are so enormous that they can walk extra mile than their American and western counterparts.
- The population and public perception of BRICS nation are grossly anti-western and anti-American due to various historical reasons. Mahatma Gandhi himself conducted anti-racist non-violent movement in south Africa, many parts of Indian history are enlightened by the writings of Chinese visitors like Fa-hien, Hue-en sung, Buddhism entered Tibet and china from India-in fact historically India and china shared a friendly relationship which did not allow cultural aggression like spreading of American dreams but allowed mutual cultural exchanges between the two ancient nations, India's inclination towards leftist ideologies during Nehru period and establishment of non-align movement strengthened the ties with brazil and soviet union, soviet union helped India to maintain territorial integrity and saved from possible harsh measures through security council during the re-occupation of Goa from colonial Portuguese government, also soviet union actively helped India to contain Pakistan by giving indirect help for creation of Bangladesh. In fact Indians remember soviet friendship as productive due to soviet help in India's modernization of industrial sectors, defence and space industry and more importantly protecting democracy as for soviet support no groups dared to meddle into India's internal affairs(if we take a look back at the condition of other Asian and African countries at that time we will see how west and us supported dictatorships ruled the so called American allies who were supposed to be preventing communism), in fact many Indian students received education from the former soviet union at free of cost. In return Soviet Union got food grains and a market of its product in India. China also enjoyed significant co-operation from soviet union till Sino-soviet split in 1962-63. After the fall of soviet union, Russia actively supplied arms to Chinese military whereas west and the united states refused to supply arms to the Chinese citing security concerns. Soviet Union whole anti-racist, anti-imperialist, anti-colonial heartedly supported movements South Africa, Brazil also enjoyed co-operation from Soviet Union and soviet union also got a powerful ally in Latin-America. The Brazil-Russian relationship is also continuation ofthatIndo-Aryan group also immigrated from KYRGHYZ region during iron age.

- Impact Factor: SJIF 2017 = 5.443
- Most important factor among BRICS nations are that these nations have a large tradition of respecting universal diversity, pluralism. They do not meddle into each other's internal affairs and accept themselves as they are. This means that their respect to each other is intact though sometimes coldness prevailed.
- The BRICS nations are also the houses of many religions. The young vibrant demography always secure the labour market and economy. The large domestic markets of those nations serve a reliable alternative and fruitful market. Political stability which is very much important for any kind of development, is very much prominent.
- The forex and gold reserve combining together is probably the highest in the world. In near future all these countries are going to be within top ten economies though China, India and Russia are already in top ten right now and if we combine them, they will be by far the largest economy in the world. The recent interest expressed by Egypt, Mexico to become the observer states of BRICS affirm the solid ground of the group. Both the positive historical factors coupled with present situation can shape the relationship in a meaningful way.

# **Role of BRICS in Developing World**

BRICS are at the forefront of using their economic weight to induce change, which is challenging traditional western donors in general and the EU in particular. Among the five countries the role of South Africa is somewhat different as its economy is much smaller than that of the other four countries, and strictly speaking, the country does not comply with all the characteristics generally adopted to distinguish the country group:

- (1) The outstanding size of their economies
- (2) Strong growth rates, leading to increasing significance in world economy
- (3) The demand for a stronger political voice in international governance structures, which corresponds to their economic status.

Nevertheless, BRICS are a heterogeneous group with individual countries also forming other coalitions. Beside the differentiation made above for South Africa, China is in an exceptional position at the other end concerning most aspects of economic cooperation and Russia stands out as a former superpower. The impacts of BRICS' development policies are analysed in particular with regard to Low Income Countries (LIC). These relations follow the idea of South-South-Cooperation (SSC), which is based on solidarity, shared experiences and self-reliance of the South (Yamoussoukro 2008). Thereby, BRICS - LICs relations are not restricted to financial assistance. Trade, foreign direct investment (FDI) and development financing are often intertwined and come as a package. By and large, there are remarkable spillovers and positive impacts, especially regarding trade. These ties have helped lessening the effects of the recent financial crisis on LICs and contributed to economic development. However, many LICs still rely too much on exports of primary commodities and are in need of diversification and improved technologies for their industries. Overall, size, key areas and institutional settings of foreign assistance are differing among BRICS, yet a number of similarities can be identified: The overall focus of development cooperation lies on neighbouring countries and regional integration. Trade, investments and economic growth are perceived to be the main vehicle for improvement in development. Non interference and national sovereignty are guiding principles, whereas social standards and governance issues are not the main concern. BRICS are concentrating on technical rather than financial assistance and a considerable share of aid is

disbursed through bilateral channels. The high level conferences in Paris and Accra were attended by Brazil, India, China and South Africa both as recipient and donor countries. In the European Consensus on Development and the Agenda for Change the BRICS, however, are not considered as donors. The philosophy of approaching aid varies considerably between emerging donors and traditional donors. BRICS are not eager to join the Development Assistance Committee (DAC) but are influencing development policies through loose multilateral coalitions and international for ssuch as the G20. BRICS need to be taken seriously as increasingly important actors who are influencing EU development policies and should be included in dialogues on aid effectiveness and development strategies in a constructive way. The formulation of the Global Partnership by June 2012 represents a window of opportunity for the international community to credit the new donors with the right to their own opinion and agenda. Eye-to-eye level dialogue and trilateral settings of cooperation are ways of openly addressing BRICS as new stakeholders in 21st century development politics.

# Major Issues and Challenges faced by BRICSNations

The following are some of the challenges that BRICS as a grouping would have to address in the coming years.

- > The 'BRIC' seem to have coordinated their political stand on Libya (to implement a no fly zone over Libya) with the five abstaining votes being that of the BRIC countries and Germany (South Africa voted in favour of authorising use of force). While this may be read as the BRICS grouping being internally democratic, which is welcome, in order to allow flexibility on such issues in the future as well, there is a possibility that a lot of political cohesion that the group is being imbued with may just be overstated. Since the grouping is a self-professed coordination platform, explaining the lack of common coordinated positions in world politics would be the BRICS' Achilles heel in times to come. Even on the question of Indian and Brazilian aspirations to join the high-table of the UNSC permanent members, Russia and China actually need to dilute their own power to make this possible. There are other dyadic complexities, such as between India and IDSA Issue Brief 9 China for instance. However, many of the challenges may not be insurmountable.
- The grouping has suggested that it would not be another exclusive "club". Article 6 of the Sanya declaration highlights the desire that "cooperation is inclusive and nonconfrontational. We are open to increasing engagement and cooperation with non BRICS countries, in particular emerging and developing countries, and relevant international and regional organizations." How this plays out in spirit would be most vital to watch with big emerging economies such as Indonesia, Mexico, Turkey, Nigeria and Poland expecting to join ranks for more participatory roles in the world political and economic architecture.
- The BRICS economies share some domestic and socio-economic challenges that must be addressed independently of their group activism in order to accomplish their major goals as a group, viz. inequality (economic, social and political), corruption, improvements in health care and education, and human rights, to name a few.
- In addition to BRICS, there is the IBSA (another grouping of 'democracies' established in June 2003 named after its members, India, Brazil and South Africa). Unlike BRICS, which, as of now, has only outlined an action plan covering various tiers of intergovernmental cooperation, IBSA has moved towards practical cooperation programmes. One such example is the IBSA satellite programme, which helps South Africa to have high-tech space

technology where the satellite bus would come from South Africa, most instrumentation will come from Brazil, and India will execute the launch. With such parallel groupings already at work, a major challenge for BRICS is to neatly manage the overlap in mandates that can arise in such situations.

- ➤ The other major challenge for BRICS is to remove the vagueness about what should be changed about the world. Are the BRICS countries trying to strengthen the role of the United Nations and contribute to improving globally negotiated rules or is BRICS going to be a multilateral façade for China, India and Russia to continue emitting tonnes of greenhouse gases (they are among the top five emitters in the world) or scuttle free trade in the name of 'underdevelopment'? The BRICS have been not too far on the polluters' path a path set on historical emissions of the 'first world'. Hence, there is still tremendous potential for these countries to adhere to a greener development path and instil a 'green' architecture of development for the rest of the world to follow. It is in such areas that they should offer an 'alternate' model of development.
- The ultimate (and realistic) aim for the BRICS should be to take up a leadership role in reforming global financial and political institutions without rendering existing institutions null and void. BRICS need not be shaped as an 'us versus them' platform. The actualisation of the next 'sputnik' moment for the United States or 're-industrialisation' efforts in Europe cannot be taken lightly over a longer time-horizon. At that stage one would not want the developed world to become some sort of a 'BRICS' grouping. Instead, one would like to BRICS: Opportunities and Challenges e 10 see BRICS moving closer to the professed goals of the developed world (institutions of jurisprudence, human rights, fair trade, and other equitable forms of Western global norm setting). For now, the focus should be on generating more scholarship that could contribute to better understanding among the member states. As the Romanian-French playwright Eugene Ionesco wrote in his absurdist play Rhinoceros, "You can only predict things after they've happened."

# **Country wise Challenges**

## **Key Challenges for Brazilian Economy**

- > Its tradable goods sector is small when compared to other EMEs like China
- > Saving and investment rates have to increase as in other BRICSeconomies like China and India
- > Improvements are required in public sector management.
- ➤ It also needs to enhance the depth of the financial sector as well as improve long-term financing structures for the private sector.

# **Key Challenges for Russian Economy**

- > The key challenges are accelerating the implementation of structural reforms, particularly in inefficient and undercapitalized natural monopolies.
- > Strengthening the investment climate.

# **Key Challenges for Indian Economy**

Making the growth process more inclusive

- > Improving physical infrastructure
- ➤ Developing the agriculture sector
- ➤ Enhancing delivery of essential public services, such as education and health, to large parts of the population.

# **Key Challenges for Chinese Economy**

Policy changes are needed to address both domestic and external challenges.

- ➤ The policy challenge for China is to sustain rapid and stable economic growth, driven by both exports and domestic demand in a more balanced way.
- ➤ To facilitate restructuring of the economy, financial sector reforms are needed to improve the intermediation of China's large private savings.
- ➤ The government also needs to raise social spending in the areas of education, healthcare, and pensions, which will serve to reduce precautionary saving and boost consumption over time.
- ➤ There is also a need to improve executive summary the investment structure, advance reforms in the healthcare, pension, and education systems, and provide more support to rural areas and less-developed regions.

# **Key Challenges for South African Economy**

- > To achieve higher levels of inclusive growth that raises employment and reduces inequality.
- ➤ Low domestic savings, currency volatility, inadequate investment in productive sectors of the economy, skill shortages, and ensuring efficient government services delivery are other challenges.
- ➤ Policies proposed in the New Growth Path constitute the key means to address these challenges through a developmental state that places employment at the centre of the fight against inequality.
- ➤ Within a prudently managed macroeconomic framework, the government is prioritizing policy measures focused on the expansion of infrastructure networks, skills development, interventions to raise youth employment, industrial policy that promotes higher value added exports, the development of rural economies, small enterprise promotion, green economy initiatives, and regional integration.

# **Common Challenge for all BRICS Nations**

'One common challenge that BRICS economies face is the need for institutional development without which sustainable growth cannot be ensured. In a post-global crisis world largely shaped by financial instability and weak growth in the major economies, the BRICS countries have a remarkable opportunity to coordinate their economic policies and diplomatic strategies not only to enhance their position as a grouping in the international economic and financial system, but also to be a stabilization factor for the world economy as a whole. BRICS should increasingly harmonize and coordinate their policies with a view to sustaining their growth momentum and capacity to weather global turbulence. The benefit of cooperating among themselves is immense for the BRICS as well as for the executive summary global economy. A strategic agenda for forging closer links among the BRICS, as outlined in this joint report, may contribute to consolidating and expanding their roles in global affairs.'

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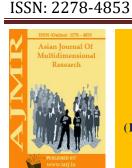
**CONCLUSION** 

This occasional paper surveys various debates around the emergence of the BRICS as economic and political players on the global stage in the last 15 years. BRICS economies can be described today as being highly integrated into international trade, thus enhancing their engagement in the world economy. There are many factors that will bolster co-operation among BRICS members. Firstly, the common need among developing countries to construct economic order that reflects current situation will drive the BRICS on for conjuring up their efforts towards global economic governance. In this matter, the idea of development bank and CRA are defining and will have a huge geo-economic and geopolitical impact. Secondly, the BRICS alternative idea in the landscape of global governance will attract support from other countries. Thirdly, the expansion of BRICS interaction to other sector will make it more strong partnership. Fourthly, the common interest for economic growth will drive co-operation among BRICS countries. Lastly, Chinese support to BRICS will make sure that group remains a force to reckon with in the future. With positive aspects of BRICS there are also some negative aspects as well: Firstly, all these countries aspire to be regional powers and hence at some point will compete with each other. Secondly, they have different political systems with Brazil, India and South Africa being democracies while Russia and China having authoritarian characteristics. Thirdly, Brazil and Russia are commodity exporting countries and thus benefit from high commodity prices while India and China are commodity importers that benefit from low commodity prices. Fourthly, China and India have outstanding territorial issues to resolve and India looks askance to any institution that has Chinese domination. Lastly China and Russia have little incentive to seek a change in the global political institutional fabric. They have a stake in preserving the status quo, while the remaining three India, Brazil, and South Africa are struggling to enter the hallowed confines of great power politics. This struggle is reflected in the debate over restructuring the permanent membership of the UN Security Council, as within BRICS China is one of the biggest obstacles for Brazil, India, and South Africa as China does not want to change the structure permanent membership of the Security Council and for this China off and on uses its "veto" power. For BRICS nations it's a long way to go but before moving further these nations has to remove the internal difference which are there among them in order to have a smooth and proper functioning of BRICS as a group.

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#### THE POETRY OF SAROJINI NAIDU: A PASSION FOR FREEDOM

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#### **ABSTRACT**

The poetry and other literature during any struggle or movement promote the revolutionary thinking of the society. Indian freedom Movement was also such a revolution for many poets which inspired them to use their literary talents to the liberation of their people and country. Sarojini Naidu was also inspired by the freedom movement of India. She was a woman of multiple skills and a poet of exceptional quality. She as a poetess inspired the whole generation of woman to participate in freedom movement. Love for motherland was a passion for Sarojini Naidu and throughout her life she was seen struggling with her urge to serve her country. It is because of this attachment towards the country she devoted herself to the motherland and her people .The sentiment of love and reverence for her country was intensifying in Sarojini Naidu's heart. Her poems are a grand album of Indian life. She concentrated on all major Indian religions, all segments of Indian society and all aspects and modes of Indian life. Sarojini Naidu is one of those great poets of India who combined in her an intense poetic temperament and strong patriotic desire. Many of her poems reflected the simmering anger against the British rule and she played a pivotal role in freeing India from British Imperialism. Sarojini Naidu first caught the attention of the public as a poet, but it was the beginning. Later, the patriot overpowered the poet and she became an active freedom fighter. The present paper focuses on the passion and emotions for liberty of India in the poetry of Sarojini Naidu.

**KEYWORDS**: Patriotic, Passion, Emotions, Freedom, Sacrifice, Motherland

#### **INTRODUCTION:**

Sarojini Naidu holds the foremost rank among the Indian writers of English verse. She is indeed a poet of remarkable power and thoughts. Her emotions were easily stirred by the sight of beauty of color or sound or both nature and man, mysteries of peace and tranquility of garden and hills and the sea; and last but not the least, by a nation's stir and upsurge for freedom. The present

paper focuses on thoughts, emotions and passion for liberty of India in the poetry of Sarojini Naidu.

Sarojini Naidu is one of the great poets of India who combines in her an intense poetic temperament and a strong patriotic urge. She longs to remain in her ivory tower of beauty and romance, but she is never indifferent to the social, moral or political issues facing her country and countrymen. She is a poet of beauty, but she never turns indifferent to the problems of her country. She, like her "wandering singers" wants to move around her country singing causelessly the timeless song of fundamental unity and universal brotherhood. It is a creative encounter with passion and purpose. Joachim Alva observes:

"She is the wandering minstrel of India singing the joys and sorrows of her motherland from the Himalayas to Cape Co Morin. She is the messenger of her master, whose supreme word she carried from town to village, from peasant to prince."

#### Love for motherland:

Sarojini Naidu is fully aware of her poetic gifts and wants to use it in a spirit of dedications for her motherland. That is the real mission of her life. She loves her country and is passionately interested in the sufferings of her people.

Prof. K.R.S. Iyengar rightly observes: like Rabindranath Tagore and Sri Aurobindu, Sarojini Naidu too was more than a poet; she was one of mother India's most gifted children, readily sharing her burden of pain, fiercely articulating her agonies and hopes, and gallantly straining to redeem the Mother and redeem the time."

Sarojini Naidu possessed with a sensitive heart of a woman and a genius's urge of a poet, loves to experience, enjoy, celebrate and worship her motherland. India is, to her, an ever present, ever felt reality. It is everywhere in the fields, gardens and sea beaches; it is in thoughts, feelings, crafts and pursuit of her people. Sarojini Naidu has displayed all the energy of passionate soul into the service of her motherland.

In one of her speeches she says,

"As long as I have life, as long as blood flows through this arm of mine, I shall not leave the cause of freedom. Come, my general! Come, my soldiers! I am only a woman, only a poet. But as a woman, I give to you the weapons of faith and courage, the shield of fortitude and as a poet; I fling out the banner of song and sound of bugle – call to battle. How shall I kindle the flame which shall waken you men from slavery?"

Scribbling poetry at a young age, Sarojini Naidu had hardly hoped to become a poetess and be called "Bulbul-i-Hind" by then President Rajendra Prasad. Her poetry found way in her patriotic speeches and debates in the Constituent Assembly. "I shall now request Bulbul-i-Hind, the Nightingale of India, to address the House not in prose but in poetry," said Chairman of the Constituent Assembly Dr. Sachchidananda Sinha addressing the third Assembly debate in 1946. Members of the Assembly cheered Naidu to take the microphone. Naidu recited then, "Bulbul ko gul mubarak, gul ko chaman mubarak, rangeen tabiaton ko range sukhan mubarak."

#### **Contribution in Freedom Movement:**

An active participant of the freedom movement, Naidu delivered fiery speeches across the country. She spoke of women's rights, labour rights and urged all to join the struggle. With Annie Besant's help she founded Women's India Association in 1917 and focused like many

others in the Constituent Assembly on women's education and abolishing child marriage. As part of the Swadeshi movement, Naidu urged women to give up foreign cloth.

The Gift of India is a tribute to the contribution of Indian soldiers in World War I. Over ten lakh Indian soldiers from the British Indian Empire served in the Allied forces in the First World War. A vast number of them sacrificed their lives. Indian troops fought in different locations of significance to the allied stronghold and had an important share in many of the battles throughout the course of the war. However, the contribution of the Indian soldiers is overlooked in the vast expanse of the War's history. These selfless sacrifices of the Indian soldiers for the western agitation are captured in Naidu's poem 'The Gift of India'.

The poem not only concentrates on the theme of soldiers making their ultimate sacrifice for someone else's war, but also talks about the numerous benefits the foreign countries reaped from India. The poet regards these benefits as gifts given by India to the colonizers. The poem can be regarded as a kind of reminder or appeal to the allied forces to remember the Indian contribution to their victory.

The poem as an entire piece has a subtle flow in it where Mother India herself proclaims proudly her gifts to the west. The first stanza introduces the various gifts India has bestowed upon the colonizers, which include both its riches and people. The second stanza focuses more on the wistful state of martyred Indian soldiers. The third stanza talks of the grief those deaths have brought. And finally, the fourth stanza is a sort of appeal to honor the sacrifices of the Indian soldiers for the cause of the war.

"Is there ought you need that my hands withhold,
Rich gifts of raiment or grain or gold?
Lo! I have flung to the East and West
Priceless treasures torn from my breast,
And yielded the sons of my stricken womb
To the drum-beats of duty, the sabers of doom"

The poem begins with Mother India asking if there are any more sacrifices left for her to make. She has given the world rich gifts of cloth, food grains, and precious things like gold. India has flung priceless treasures of her land to the countries of the East and the West. Moreover, she has sent her sons, that is, the youth of her land in distant battlegrounds to fight someone else's war. She questions what more can the nations of the world expect her to give them.

In order to understand these lines, we must look at India's history — especially the time around which this poem was written. It was 1915, in the middle of World War I, when India was still under the British rule. A lot of Indian soldiers employed in the British forces fought in the World War for the allies. The poem can be seen as the poet's homage for these soldiers. Under the British rule, India was exploited for its riches and resources. Here, the poet acknowledges this fact. The very first line of the poem shows India's sentiment of anger and the question 'Is it not enough that I have given everything?'

In *The Gift of India*, the speaker, Mother India, shows the sacrifice of the Indian soldiers from a different angle. These brave soldiers who fought and gave up their lives are buried in mass graves in the foreign countries where they died. They were away from their homeland, and even their bodies did not get the comfort of finally resting in their own motherland.

The speaker says that these dead soldiers "lie with pale brows and brave, broken hands", further intensifying the image of death and devastation. The bodies are scattered like carelessly trimmed flowers in the battlefields of Flanders and France. Her tender and sensitive soul leaps forward to sympathize with the heroes who displayed their valour on different battle fronts fighting for Allied forces. The boundless grief of mother India for her heroic sons, who were killed in alien lands, is poignantly expressed in the poem. The brave sons of India were killed in different climate and in strange lands. Their bodies were burnt in "alien graves' without any concern or love or a tear. They attained martyrdom in the World War I .It depicts the chivalry of the Indian soldiers killed in that war and it is a reminder to the world of the brave who fought and fell a prey for the cause of the allies:

"Gathered like pearls in their alien graves Silent they sleep by the Persian waves And scattered like shells on Egyptian sands".

It is hard to assuage and "measure" the grief and pathos of the mother who is compelled to send her beloved sons to the battle-field in the name of duty, to be killed in war. Her tone gets very pathetic:

> "Can ye measure the grief of the fears I weep Or compass the woe of the watch I keep?"

The poet is haunted by the great sacrifice India experienced in the First World War, and wants to remind the world of the blood of the "martyred sons" of India. A strong note of protest against the imperialists can be seen in the following lines:

"And you honour the deeds of deathless ones, Remember the blood of my martyred sons."

In another poem 'To India', India is personified as the Mother. Sarojini Naidu addresses her and appeals her to regenerate from the gloom of slavery and beget new glories from the ageless womb. There is intense patriotic fervour in the following lines:

"Thy Future calls thee with a manifold sound To crescent honours, splendours, victories vasts; Waken, O slumbering Mother, and be crowned, Who once wert empress of the sovereign past"

'To India' is a poem composed before the attainment of Independence. The poem is addressed to Mother India with a hope that she should rise from the bond of slavery as the other slave nations are looking at her with ardent hope and expectation and wish her to lead them in the struggle for freedom.

"Mother, O Mother, wherefore dost thou sleep?

Arise and answer for thy children"

In 'An Anthem of Love' Sarojini Naidu pledges her love and patriotism to the nation. It is a sincere expression of the poets' deep love and divine duty towards her land. She experiences an

intense patriotic urge and surrenders whole-heartedly to the cause of freedom. She was ready to undertake any amount of strain or sacrifice. Her deep respect for her motherland attains the intensity of love of a devotee in an undivided, invisible soul. The following line portrays the patriotic feelings:

"Bound by one hope, one purpose, one devotion

Towards a great, divinely-destined goal"

The sentiment of love and reverence for motherland is always surging in Sarojini Naidu's heart. The prayer of goddess Lakshmi, on the behalf of the motherland shows her intense love and sincere attachment with her land. There is also a note of patriotism in the last stanza of this poem:

"Prosper our cradles and kindred and cattle,
And cherish our hearth-fires and coffers and corn,
O watch o'er our seasons of place and of battle,
Hearken, O Lotus Born!
For our dear Land do we offer oblation,
O keeps thou her glory unsullied, unshorn,
And guard the invincible hope of our nation,
Hearken, O Lotus Born!"

#### **CONCLUSION:**

Love for motherland is a passion for Sarojini Naidu; and throughout her life she was seen struggling with the two equally powerful forces in her – her craving to sing songs of beauty, love and life, and her urge to serve her country. Because of this attachment towards the country she sacrifices the desire for personal fulfillment and dedicates herself to her country and her people. Her passion as a poetess is disturbed again and again until one fine day when she decides to ignore the urges of her poetic self for the call of her nation. In most of her patriotic songs which are in the form of prayers to mother India, She expresses her belief in all faiths living together, and through their acts of love and sacrifices building up a new image of united India. Sarojini Naidu will be always remembered for her notable contribution to the Indian Independence Movement

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# Asian Journal of Multidimensional Research (AJMR)

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#### FEMINISM IN KAMALA DAS'S POETRY

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#### **ABSTRACT**

Kamala Das is primarily a poet of feminine longings. Her poetry and prose reflect her restlessness as a sensitive woman moving in the male-dominated society, and in them she appears as a champion of women's cause. She raises here forceful voice against the male tyrannies. Kamala Das, is aware of the experiential realities which a woman faces in the world. Being highly perceptive, gender-injustice has become a disturbing concern for her, as she finds the society biased against woman, who is still enslaved, exploited and sold as a commodity. Hence, in her poems, the traditional concepts of feminine behavior and socialization vanish and the roles of woman as chaste daughter and dutiful wife collapse. In Kamala Das's poetry, one hears the voice of a wounded woman, who is ill-at-ease with this world, who lays bare the dangers that lurk and await woman in the world of male supremacy.

**KEYWORDS:** Imbalance Relation... Conventional Roles... Womanhood... Experiential Realities... Disturbing Concern... Feminine Behavior... Male-Dominated Society... Hollow Married Life... Confessional Poetry... Spiritual Fulfillment... Sexual Satisfaction... Mythical Love.

#### INTRODUCTION

Indian poetry in English is poetry of encounter and conflicts. The encounter is not merely with language but will all the content of religion, culture, values, thoughts, attitudes which it unfolds as challenges to our sensibilities. But the encounter in the poetry of Kamala Das belongs to different category as it is less philosophical than personal in man-woman relationship. This relation, whether it is of love-hate, of hate-hate, or empty without any compassion or sympathy, is beautifully explored and exposed by the poet. Without having healthy and fruitful relation, a person goes on the verge of losing mental equilibrium making the familial and social life hellish. That's why, Kamala Das, in her poetry castigates and rejects this unholy and imbalanced relation where there is no love, pity, emotions, care and concern for the better half.

Kamala Das's poems seek to expose how the old social values are repudiated and destroyed by new values of social justice and equality, which pose a challenge to the traditional values. Balamani Amma revitalizes India's past by assigning conventional roles to women in the family, whereas Kamala Das's poems expose the dichotomy between the conceptual and the existential aspects of womanhood in the country.

Kamala Das is aware of the experiential realities which a woman faces in the world. Being highly perceptive, gender-injustice has become a disturbing concern for her, as she finds the society biased against woman, who is still enslaved, exploited and sold as a commodity. Hence, in her poems, the traditional concepts of feminine behavior and socialization vanish and the roles of woman as chaste daughter and dutiful wife collapse. In Kamala Das's poetry, one hears the voice of a wounded woman, who is ill-at-ease with this world, who lays bare the dangers that lurk and await woman in the world of male supremacy.

Kamala is primarily a poet of feminine longings. Her poetry and prose reflect her restlessness as a sensitive woman moving in the male-dominated society, and in them she appears as a champion of women's cause. She raises here forceful voice against the male tyrannies in such poems as 'A Relationship', Summer in Calcutta,' 'An Introduction,' and 'Marine Drive', and in such essay as 'Why Not More Than One Husband?' and 'What Women Expect Out of Marriage and What They Get.' In them she comes out as an ardent spokeswoman of women's 'lib' movement. Kamala expresses the secret hopes and fears of womankind as seen in the poem 'Afterwards':

Son of my womb,
Ugly in loneliness.
You walk the world's bleary eye
Like a grit. Your cleverness
Shall not be your doom
As ours was.

The above-quoted lines highlight a mother's concerns for her son. And the following poetic passage reveals the monotony and tiresomeness of a hollow married life:

I shall someday leave, leave the cocoon
You built around me with morning tea,
Love-words flung from doorways and of course
Your tried lust. I shall someday take
Wings, fly around...

Before we start tracing features of confessional poetry in the works of Kamala Das, it would be proper to pause for a while here and take stock of this genre as a whole. All confessional poetry springs from the need to confess. As contrasted to Eliot's and Pound's impregnable 'objectivity', one finds deep subjectivism, even to the point of irritation, in him. The confessional poet does not accept restrictions on subject-matter, though they are usually personal. He may write as freely about his hernia as about his sweet-heart. Anything within his private experience may form his theme. He takes the help of an open language for an uninhibited expression of his

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emotions, and by open language is meant free verse or blank verse, as opposed to rhymed verse. It does not suggest, however, that the confessional poets are wild in their emotional outbursts. Furthermore, a confessional poet courts death and destruction in order to arrive at a higher level of perception. Personal failure as well as mental illness is his favourite theme. The protagonist in a poetic piece feels quite alienated from the surroundings. Lastly, this brand of poetry is more often than not anti-structural, anti-elegant, and anti-establishment.

There are no two opinions regarding the central thematic strand of Kamala Das's poetry which in the first and the final reckoning is concerned with man/woman's quest for ideal love which gives spiritual fulfillment through sexual satisfaction as exemplified in the mythical love of Radha-Krishna. This is what, Kamala Das means when she says in one of her poems, 'Vrindavan lives on in every woman's mind'. That means the poet's search for this ideal love led her to seek contentment even outside marriage, for the husband could not stand up to the requisite and expected level of personal and social fulfillment as is superbly illustrated through the poem, The looking Glass where by making an ironic indictment of the personality and behaviour of the husband, the poetess indulges in visiting the strangers for 'gratification' and fulfillment:

A living without life when you move

Around, meeting strangers.

A similar confession of seeking love outside marriage is also found in the poem. 'My Grandmother's House' where the poet declares that she 'beg now at strangers' doors to receive love. So, true to her confessional style and manner Kamala Das expresses rancor and remorse followed by her feelings of hate, love and lust in a powerfully effective manner which makes her poetry a therapeutic exercise with for reaching effects and consequences. The Sunshine Cat is also a poetic confession of the wife's relationships with so many males as the husband has curtly refused to give her love and security:

I do not love, I cannot love, it is not

In my nature to love.

Another poem, 'The End of Spring,' also symbolically articulates and end of happiness and cheerfulness and the approach of the old age, disease and decay. In The Descendants, the poem 'Substitute' is laden with the stings of 'blackmail and sorrow':

Life is quite simple now

Love, blackmail and sorrow

'The Conflagration' also highlights the poetess's silent suffering in the company of a cruel man. She asks herself:

Woman, is this happiness, this lying buried

Beneath a man?

In 'The Old Playhouse and Other Poems', the poem 'Gino' offers us the following lines:

Perhaps some womb in that

Darker world shall convulse, when I finally enter,

A Legitimate entrant, marked by discontent.

Examples of her discontent and resultant convulsions and shocks may be multiplied easily, and the reader is left to judge for himself whether she is sad and anguished or not.

The poem 'Glass' states clearly that finding no emotional identity or satisfaction with her man, Kamala is driven into others' arms:

I enter other's
Lives, and
Make of every trap of lust

A temporary home.

Consequently, her pure love degenerates into unwarranted lust, and here emotional urges remain unfulfilled. Again and again, she focuses our attention on herself; again and again, she resorts to 'I' and 'my' and 'mine'. What can be a stronger proof of her subjectivism than this. So, the wreathing passions of anger and frustrations coupled with here rueful wrath are directed more against the male dominated society than against any individual or race. As illustrated through Kamala Das's poem 'An Introduction' where the male chauvinism gets translated in terms of the stringent moral and ethical codes framed by the categorizer to be imposed on woman:

The a woman, a wife ---- Fit in, say the categorizer. However, Kamala Das instead of toeing that the dotted lines, raises a loud protest against this orphaned treatment given to the woman in the Indian society which finally culminates into the poet's artistic sojourn and pursuit for the spiritual fulfillment and purification. In this way, the poet tries to externalize, the injured psyche of the female the disfigured contours of the male along with the defiled and damaged bond of the man-woman relationships, with the helps a new 'objective correlative' of her personal bursting experiences in her poetry.

Kamala Das's poetry contains an acute concern for decay and death. Her autobiography, bordering on fiction occasionally, was actually written during one of her serious illnesses. It is not that she is afraid of death, and the last portions of My Story tell us that she was sometimes even ready to welcome it, but physical decay and destruction definitely haunt her inescapably. The poem 'Lines to a Husband' has two parallel strands in it – obsession with decay and death and obsession with love. The simultaneous pull of these obsessions renders the poetess hopeless and helpless, and in deep anguish she cries out:

From the debris of house wrecks

Pick up my broken face,

Your bride's face,

Changed a little with the years.

I shall not remember

The betrayed honeymoon;

We are both such cynics,

As a poet, Kamala Das makes ample use of images and symbols. Some of these images are so recurrent that they become symbols in her poetry, but it must be added here that they are not too

You and I.

In 'Sepia', the sun is presented as a source of scorching heat that dries up the very marrow of the bones. It is conceived as a destroyer of the real charms of life:

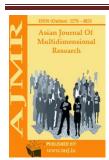
It's time to hold anger
Like a living sun
And scorch,
Scorch to the very marrow
This sad-mouthed human
Race.

The image of the sun as evoked here is not benevolent; it does not illumine the world of the poetess, but rather consumes it. The oppressive power of the sun is to be felt in 'The Dance of the Eunuchs' and 'Summer in Calcutta', its 'wildness' is to be witnessed in 'A Hot Noon in Malabar'. It contributes richly to the atmosphere of the poems – the pitiable condition of the dryribbed eunuchs, the misery and depression of the poetess herself, and her eventual relief through love and sex. The image of the sun in the poem 'Summer in Calcutta' is highly charged with sensuousness and sensuality. This is what we find in it:

What is this drink but
the April sun, squeezed
Like an orange in
My glass? I sip the
Fire, I drink and drink
Again, I am drunk,
Yes, but on the gold
Of suns
and further:
Dear, forgive
This moment's lull in
Wanting you, the blur
In memory.

Love for a woman is her life but for man it is a part of life. Thomas Gray in his famous elegy written in a country churchyard was deeply moved by the loss of so many precious lives in villages whose talents were not properly utilized. Kamala Das in The Freaks expresses her ideas against arranged marriages which are usually inspired by the parent's conveniences more than those of the couples. The poetess, therefore, paints an abhorrent picture of her man, with whom she has to enter into sexual intercourse willy-nilly for his satisfaction. The man puts his hand on her knee in an apparent gesture of love-making. And though they are inclined to make love to each other, they simply can't do so, because their minds, or at least the woman's, wander away. The phrase 'puddles of desire' denotes that the lovers are smitten by the arrows of love, but that their love is full of dirt and filth, and not pure and emotional. Where there is no meeting-point for the two hearts, the minds will definitely go astray. In such a situation, no partner feels

happy and jovial. Except for physical contact, it offers no emotional contact between agony and despair. Her situation becomes all the more pathetic because there is no escape from it. She is utterly helpless and hopeless. So, Kamala Das in her poetry expresses disenchanted love, her yearning for love and her search for an ideal man-woman relationships in the mystic pattern of Radha-Krishna. Self is the nucleus, from where all her poetry originates, which in the final analysis becomes the strongest quest for sexual-spiritual fulfillment in human relationships.



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# Asian Journal of Multidimensional Research (AJMR)

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#### INDIA-US RELATIONS: NON-SECURITY ISSUES UNDER TRUMP

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#### **ABSTRACT**

President Donald Trumphad an apparent transactional worldview. As witnessed in the case of the United States' relations with its allies and partners across Europe and Asia, Trump had often linked US defence commitments and partner nations' security dependencies with trade imbalances and immigration issues. In exacting "fair" deals, this transactional approach risked hampering the otherwise positive dynamic of the Indo-US relationship. New Delhi capitalised on this shift and used a tempered approach to dampen the prospects of President Trump linking security issues with inconsistencies on trade and immigration fronts.

**KEYWORDS:** *Immigration, Dampen, Transactional, Hampering, Inconsistencies.* 

#### INTRODUCTION

President Trump often pushed the US to the brink of trade wars, not only with strategic competitors such as China but also with US allies and partners across North America, Western Europe and East Asia. With the latter, the Trump administration's approach has been to link American security commitments and partner nations' defence requirements with inconsistencies in trade and immigration.

Trump's protectionist stance on trade and immigration matters presented serious challenges to Indo-US relations. His transactional approach threatened the otherwise strong Indo-US ties, regardless of India's crucial position in the US security calculus in the Indo-Pacific region and its relatively small trade imbalance with the US.

New Delhi's approach involved greater engagement with like-minded legislators at the Capitol Hill and administration officials that enjoy bipartisan Congressional confidence, and help set up communication channels at the bureaucratic/cabinet levels of the US security establishment.

The 21st century is considered crucial to the future of American power. At the core of such a hypothesis stands Washington's relation with rising peer competitor powers such as China. A natural corollary is the country's dynamics with like-minded nations in the proximity of possible

competitor powers. In the post-Cold War world, this corollary has, in large parts, influenced the development of the Indo-US relationship.

In 2017, the Indo-US bilateral trade of goods and services reached US\$140 billion from US\$118 billion in 2016, inching towards the Obama-era goal of US\$500 billion. In immigration, Indians continue to dominate the high-skilled visa category, at times making up over 70 percent of H1-B visa holders. On the diplomatic front, the Indo-US synergy at the Financial Action Task Force (FATF) to grey-list Pakistan was notable. However, despite this apparent continuity—especially on the security front—trade and immigration were emerging as areas of contention, stemming from President Trump's increasingly apparent transactional approach towards the mainstays of contemporary US foreign policy.

President Trump began his term with protectionist rhetoric, although some analysts were quick to downplay it. After all, for three-quarters of a century, the US had championed the cause of market economies in a globalised world — underpinned by its stewardship of global financial institutions and its security commitments with over 60 nations<sup>4</sup> dampening historical rivalries from Western Europe to East Asia.

Since Trump's inauguration, however, his administration appears to have gone beyond mere rhetoric to adopt a more "pugilistic approach," based on the president's "preference to punch first and negotiate later." On matters of trade, this approach has meant the transactional linking of the US' security commitments or partner nations' defence requirements to the president's fixation on exacting "fair" and "reciprocal" trade deals for an America that has been—in Trump's words—a "piggy bank that everybody is robbing."

Trump declared his decision to levy tariffs on Canada, stating that its North American neighbour poses a "national security threat." This raised doubts about the US' alliance commitments with Canada, a North Atlantic Treaty Organisation (NATO) partner and one of the five members of the Five Eyes multilateral intelligence-sharing alliance. Moreover, Trump had broken from the longstanding US foreign-policy precedent of keeping Washington's security partnership with its European partners (via NATO) separate from its trade relations (via the European Union).

Thus, in President Trump's conduct of US foreign policy, the country seemed keen to "zero in on an arbitrarily chosen economic metric, fixate on it, and no strategic concern or history of alliance strength can compensate." With respect to India too, the Trump administration linked security and defence interoperability matters with the inconsistencies in the countries' bilateral relationship vis-à-vis trade and immigration matters.

In the past, under both Republican and Democrat administrations, an understated dictum informed the development of the Indo-US bilateral relationship. Named after former Secretary of Defence Ashton Carter, it required Washington to be "patient as the Indian system works through its responses to U.S. templates, and be flexible." The Carter mantra thus focused on harnessing economic and defence ties beyond differences—on trade, diplomatic and strategic fronts—crowding out minimal-yet-positive developments. Thus, over the past decade, India and the US had developed a closer partnership, wherein India had gradually shifted from its historic dependence on Russia as its primary defence-import destination and started conducting more exercises with the US forces than with any other country.

In the Trump era, the impact of the Carter mantra stood diminished as the president often complains about India featuring in the top 10 countries with which the US registers a trade

deficit, 10 accuses India of seeking billions in exchange for committing to the Paris accords, and repeatedly brings up India's high tariffs on US imports such as Harley-Davidson motorcycles. 11

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The Trump administration also deemed that it expects "free, fair and reciprocal" trade, despite it having the potential to cause the "most friction" between the two countries' relations that are otherwise on a "very strong footing." 12

The Trump administration levied tariffs on steel and aluminium products. 13 To combat this loss, India toyed with the idea of levying equally high retaliatory tariffs on US imports, e.g. chickpeas and Bengal gram (at 60 percent), lentils (at 30 percent) and artemia (at 15 percent). 14

On Harley-Davidson motorcycles India cut tariffs substantially to 50 percent, <sup>15</sup> which reportedly received praise from the president himself. However, in view of the escalating tensions on the trade front thereafter, and despite the trade deficit between India and America being around US\$30 billion, the cut on Harley-Davidson tariffs failed to act as the proverbial magic bullet.

President Trump displayed no qualms in expressing his anguish over immigrants, arriving legally and otherwise. Indians stood in the cross-hairs of the Trump administration's oddly contradictory stance. The administration called for a "merit-based" immigration policy, whilst also clamping down on "chain migration" for their family members, reflecting President Trump's election dogwhistle decrying the loss of American "culture." As discussed earlier, Indians dominate the highskilled visa category. Unfortunately, Indians also dominate the illegal arrivals category and were becoming the "fastest-growing illegal immigrant group, nearing half a million in 2014." <sup>16</sup>

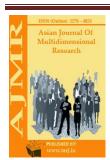
The American political system seems to be witnessing an unprecedented shift with respect to the division of power and responsibilities on the conduct of US foreign and security policy. Traditionally, the executive branch has enjoyed broad control on foreign-policy matters, by constitutional design as well as post-9/11 consolidation of powers in the hands of the US President. However, the Trump era has witnessed a shift away from the Oval Office. The legislative branch—the US Congress—had proposed bipartisan legislations, aimed at protecting the enduring tenets of the US foreign and security policy from the adverse effects of Trump's transactional approach. Therefore, a tempered approach was followed by India to pursue greater institutionalisation of the Indo-US dynamic.

The relationship between India and USA flourished despite setbacks from Trump Administration. This was possible due to bipartisan goodwill enjoyed by India among the legislatures and senior officials of the USA. India should continue to build on this goodwill to reap benefits of a robust relationship with USA.

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## NEW ROLE AND NEW CHALLENGES BEFORE SIKHISM: INDIA AND ABROAD

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#### **ABSTRACT**

This paper intends to make an assessment of future challenges for Sikhs in Punjab, India and at the global level, especially in the Western Hemisphere. This cannot be put into a proper perspective without first charting the growth and development of Sikhs at these levels. While understanding the future challenges before Sikhs, this paper is keen on setting a liberal agenda for Sikhs at global level.

**KEYWORDS:** Nanakpanthis, homeland, Chardham, Sikh political discourse.

#### **INTRODUCTION**

The birthplace of Sikh religion is the land of five rivers, but Sikhism did not confine itself to this region. During the 'Guru Period' Sikhism acquired a pan-Indian character. There were *Nanakpanthis* in far-flung provinces including Assam, Bengal, Bihar, Madhya Pradesh, Hyderabad, Orissa, etc. Some people converted to Sikhism under the influence of Guru Nanak's travels in these regions. Their faith in Sikhism was reaffirmed with the efforts of *Udasi* preachers sent by Guru Hargobind. Guru Tegh Bahadur also traveled extensively in the eastern parts of country and kept alive the spirit of Sikhism in these regions. In his last years, Guru Gobind Singh traveled from Punjab to Western India and the southern Deccan region (Grewal 1998). Some of the *Nanakpanthis* held prominent administrative and political positions in various Indian princely states. As a result, Sikh movement emerged intoa pan-Indian phenomenon during the Guru period. However, inspite of the fact that Sikhism's message has universal appeal, it developed a special bond with Punjab, something akin to Israel being the "homeland" for the Jews.

There are historical reasons behind this special bond between Sikhs and Punjab. While other non-Sikh Punjabi communities have pride in their Punjabi identity, Punjab is not the birth place

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of their religion. Punjabi Muslims have it in Mecca-Medina and Punjabi Hindus have it between Ganges and beyond, that is Kashi and Hariduar and the Chardham. Sikhs have their original seats of religion situated in Punjab, both EastandWest. Their prayer books are written in the language of this region. Although Sikhs were a microscopic minority in the 18<sup>th</sup> century Punjab, they mobilized their forces to fight against invasions of Ahmed shah Abdali on the one hand and the Maratha armed groups on the other. Punjab daulat sikhan ko ahi, dakhani pachnmi kim lut khahi was the reason Sikhs fought to save Punjab. According to Rattan Singh Bhangoo, when Guru Gobind Singh wanted to bless the Sikhs with rule over lands in the Deccan or the Rajputana or Kabul-Kandhar, Sikhs pleaded for rule over Punjab (Vir Singh 1998). This Sikhs rule over Punjab materialized very soon in the form of the Banda Bahadur revolt and reached its glorious height with the Lahore Kingdom of Maharaja Ranjit Singh. During the British rule, a new form of parliamentary politics was introduced and Sikhs found themselves at a loss in terms of franchise-based representative politics (Gill 2015). There were only two revenue units in the entire Punjab province where Sikhs were a majority. During the Partition, a vast exchange of population took place and East Punjab emerged as a Hindu majority state for the first time in history. In 1956, PEPSU was merged with East Punjab and the Sikh composition of population was further reduced. At the same time the Shiromani Akali Dal faced serious crisis because the constitution did not leave any scope for religion-based reservation or identity politics. As a result of the Regional formula, it merged itself with the Congress and Akali members contested 1957 election on Congress tickets. In the 1962 elections, they gained 19.8% votes in the Punjabispeaking region and a mere 0.4% votes in Hindi speaking region (Ibid.). In order to fight for the survival of Sikh-identity based politics, they demanded the creation of a Punjabi suba on the basis of linguistic reorganization. Due to census politics, the Punjabi-speaking region turned out to be Sikh majority region. The Punjabi suba became the only place on earth where Sikhs gained demographic majority for the first time in history.

There are varying number of Sikhs living in all states and union territories of India. Except Haryana and Delhi, their numbers outside Punjab arenot significant. Apart from agrarian settlers in Terai and Madhya Pradesh, majority of these non-Punjabi Sikhs belong to business or service classes. A significant majority of Sikhs have a refugee backgroundowing toPartition. Some are originally local, like the Asami Sikhs, Bihari Sikhs and Deccani Sikhs, who have inhabited these provinces for generations. The Indian constitution provides for special rights of hill-states and tribal people, but it has no provisions for political rights of religious minorities. As a result, Sikhs in Indian states have their rights as citizens, but they don't have a specific political platform to express their political aspirations as Sikhs in such states' politics. The unity of religion and politics as expressed in the concept of two swords of Miri and Piri simply does not seem to exist for Sikhs of Indian states. Consequently, their concerns are rarely voiced except in case of some emergency. In the mainstream Sikh political discourse, which is dominated by Punjab, Delhi and the Diaspora, Indian states' Sikhs have very little voice.

#### Challenges before Sikhs in Punjab

Sikhs across the globe have their roots in Punjab villages. It is from the village life that they have gained their strength and their love for simple, rustic life. Every successful Sikh citizen of American or European metropolitan has a longing for the good old days spent in the ancestral Punjab village during childhood. All poetry and literature of Sikh Diaspora has this feature as a recurring motif. But what is the condition of Punjab village today? It has better road connectivity, better streets, better drainage, etc. But these are without good schools, good

teachers, better medical services and the collective fabric of village life is crumbling due to migration either to cities or abroad. While first phases of migration brought new wealth in to villages and reflected in a better life in villages along with some acts of philanthropy like NRI-built schools, etc, second phase of migration has resulted in people leaving Punjab villages without care and concern. Majority of NRI Punjabi Sikhs have donated hefty amounts to political parties in Punjab, which have claimed much in Punjab welfare but all this has shown few results on the ground. Punjab villages turning into sleepy hollows shall weaken the prospects of future Sikh generations. Prof. Gian Singh has pointed towards this possibility of Punjab villages turning into uninspiring living spaces in an article published in Punjabi Tribune on 1 November 2017. This is also emphasized by the research findings of Ghuman (2008).

Sikhs are a majority in Indian Punjab and a majority of them practice farming, fulltime or part time. There is no data showing religious affiliation and socio-economic factors, but one can safely assume that Sikhs are the largest landowners of Punjab and agriculture in Punjab can be termed as agriculture by Sikh peasantry. The majority of Sikh Diaspora moving West in the first decades of the twentieth century came from this class. Till date, this class's biggest ambition is to be part of the international migrant labour market. Growth of marginal landholdings, reducing profitsand increasing input costs and above all increased mechanization has left little incentive for their children to stay home and practice farming. At the same time, it is true that this class is not abandoning farming. Farming has become highly capital intensive. Punjab's agriculture is food grain production at a gigantic scale. Farm activity is either chemical or mechanical. One can say that this class is driving a taxi in Melbourne with one hand and driving a tractor in Punjab fields with the other.

While Punjab is making enormous contributions to the food basket of India, it is doing so at the great cost of environmental damage. Punjab is using its underground fresh water reserve for producing rice to be sold at minimum support price. While Sikhs of Punjab are thumping their chest for making records of food grain production, they are making little efforts to ensure sustainability of agriculture for future generations of Sikhs.

#### **Sikhs and Human Capital Formation**

The literal meaning of the word 'Sikh' is disciple or student. A Sikh believes in lifelong learning. He is ready for learning and unlearning at any given stage of his life. The most important inspiration for learning amongSikhs comes from the daily reciting of Sikh scriptures written in Gurmukhi. Unlike the other major religions of world, Sikhs have their prayer books written in the language and script of their common use. There is no place for classical languages in Sikh religious tradition. The language of the rustic peasant, the shoe-mender, the calico-printer is also the language of Sikh scriptures. It means that Sikhs have basic literacy in their language since the times of Guru Nanak. Gurudwaras, Dharamshalas, Udasi, Niramals and Sewapanthi sants have done great service in teaching Gurmukhi to Sikh masses. As a result, Sikh women have had access to better education. During the Sikh rule, Punjab had a better education system imparting indigenous knowledge in Gurmukhi; Arabic and Persian (See a 2010 report by Dawn for details). Unfortunately, due to Sikhs's enthusiasm for the new and glittering, and due to legacy of colonialism, this glorious tradition has been lost in the shelf-miles of archives.

Currently, Sikhs in Punjab are facing a big challenge of steep decline of the education system. Government schools are suffering from multiple limitations like staff shortage and outdated syllabus and poor quality of books. Children in Punjab have spent their 2017-18 session in

schools without books due to a faulty system of book-printing by Punjab School Education Board, Mohali (Vasudeva 2017). Even when printed, these books have poor impact on the learning process of students. As a result, children of peasants, and farm labours living in villages are simply out of race for human resource development, and majority of them belong to Sikh religion.

#### Deraism and challenges before Sikhism

Recently, north India and Punjab-Haryana have seen the curious and rapid growth of Deras. Deras have traditionally remained very useful institutions in Indian society. These have been led by a venerable pious man or woman. Sometime a Dera has some land grant attached to it. These have served the village society by imparting education to children. These have been an important source of alternative medicine for men and cattle. Unfortunately, Deras today seldom play such a role. Rather than imparting education, providing medicine or offering shelter to destitute of the society, these Deras have converted themselves into brokers of political power, mobilizing their religious followers and converting them into readymade vote-banks (Jodhka 2008; Gill 2015). It is this readymade vote bank that compels the state power to ignore their illegal, antisocial and immoral activities, which are the natural consequence of devotees' blind faith on Deras. Recent developments related to the Dera Sacha Sauda have clearly shown the writing on the wall. While all Deras cannot be termed anti-social, their way of functioning, enormous concentrations of wealth, lack of accountability and blind faith of followers indicates towards the possibility that any Dera establishment with a clean record can turn for the worse at any given opportunity. I want to use this opportunity to appeal to authorities in Canada that Deras have no place in contemporary practice of Sikhism. So there should not be any identification of one or other Dera establishment with the standard practices of the Sikh faith. At the same time, the Canadian political system must remain aware of any possibility of political misuse of such Deras in Canadian democracy.

#### Challenges before Sikhs abroad

The present and future of the Sikhs cannot be assessed without an assessment of it's Diaspora. The Sikh Diaspora has a great global presence. Its estimated numbers vary form 2 million to 5 million (Ghuman 2012).

This Sikh Diaspora in the Western Hemisphere is not a uniform, monolithic entity. There are success stories and stories of frustration and despair, there is economic success and broken families, there is nostalgia for homeland and there is disillusionment with thepresent. One can see every kind of mood in the Sikh Diaspora. There is a general impression that Sikhs abroad have greater prosperity than their counterparts in Punjab. This impression may be true because of the difference between the exchange rate of Indian Rupee and the currencies of the Western world. This impression is main "push factor" behind the urge for migration.

Sikhs in India and Sikh abroad have some visible divergence of opinion over certain political and religious questions. Sikhs abroad are more inclined towards the idea of an autonomous future for the Sikh community in Punjab with or without regards to their constitutional obligations as citizens of India. Sometimes it is reflected in the full-fledged ideological support to so-called Sikh separatism. For a good number of Sikhs in the Western Hemisphere, Sikhs as a separate nation with an autonomous homeland is an idea that is still alive and relevant (Shani 2008). Now the tension arises out of the fact that an almost similar majority of Sikhs in Punjab and in India are lukewarm, if not dismissive, to this idea. Inspite of their long list of grievances against the Indian

political establishment of past and present, they have full faith in the Indian democratic system for getting a fair share in political power. This is something that the Sikh leadership of the Western Hemisphere does want to recognize. The future challenge before the global Sikh leadership is to find a common minimum agreement on the political role and aspirations of Sikhs in India and abroad.

In the religious sphere as well, Sikhs abroad have a slightly radicalized and inelastic approach towards the basic questions of Sikh canon and code of conduct. In terms of scholarship, Sikhs abroad have shown two kinds of concerns. One is that they have mobilized funds and opinion for promotion of Sikhs studies in Western universities. As a result there are 9 chairs of Sikhs studies abroad. Sometimes their research is too complicated, abstract and theoretical to make any useful contribution to new understanding of Sikhism. Sometimes, it is controversial and gives rise to certain conspiracy theories. Works of Hew Macleod, Harjot Oberoi, Pashaura Singh, Louis Fenech have been shown as controversial inspite of their high academic standards (see Mann 1989 and Mann 1995 for commentaries on such works). It is true that academic research has its own normative framework and the standards of academic rigor cannot be applied differently to different subjects. It means that Sikhs have to express their dissent over any such works through academic mechanism rather than demands for ban, or subscribing to conspiracy theories.

#### **Need for Liberalism and Toleration Among Sikhs**

Since the days of Guru Nanak, Sikhism has believed in the practice of dialogue and engagement with the contrarian view. As a result, Guru Arjan Dev and Guru Tegh Bahadur gave up their lives for protection of freedom of worship and professing a different belief. The creation of a new Khalsa identity by Guru Gobind Singh resulted in anobligation of observing a strict Khalsa code of conduct. Taking a cue from Semitic religions, Sikhism also believes in a closed set of religious text, sacred personalities and prescribed normative conduct. There is a great majority of Sikh people that follow such code of conduct. At the same time, migration into the Western Hemisphere and becoming part of a more globalized society has notpresented any major identity crisis before the followers of the Sikh faith. Sikhs have won many legal battles in the West for retaining the symbols of their faith at their work place and in their schools. Keeping unshorn and having a turban is no more a hindrance for them to avail of any job or profession. In the same way, it is the responsibility of Sikhs in the West to retain the liberal identity of their religion. Sikhism believes in toleration towards the people who follow different faiths and different cultural practices.

#### Sikh experience, multiculturalism and Assimilation

In the heydays of nation-building and early modernism, the idea of human sameness and unity was stressed upon. The differences based on language, culture, religion, place of origin, etc were considered superficial and dismissed as irrational pre-modern hindrances in the way of unification of mankind. It resulted into assimilation of minorities into the majoritarian culture. In response to this, the idea of multiculturalism came into existence. It challenged the idea of assimilation by the majority culture and stressed upon conserving the cultures of minorities. Sikh in Diaspora have gained much from the idea and policies of multiculturalism in Western Hemispheres, specifically in countries such as Canada, France, Australia, Netherlands, etc.

The glorious ideals of their religion as well as the empowering political traditions of these states enjoins on the Diaspora Sikhs to uphold these principles.

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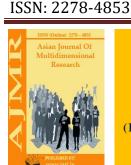
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#### **DESECRATION OF THE IMAGE**

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#### **ABSTRACT**

The present paper diagnoses a variety of imagery in the art of Drama and some proposals are made one the basis of concept of poetic imagery to the concept of dramatic imagery. The paper also throws light or the variation of the dominant symbols in different plays exhibiting that the governing Symbols can be an abstract idea or relationship or a preoccupation of the characters, a habit and can be represented in the play wholly or partially. The paper also refers to discuss the complex significance of the dramatic imagery. The universally acceptable communication-focus of our time is difficult to find; the vast range of symbolism of the Christian religion has been thrown overboard, and natural phenomena are accepted only as private hieroglyphs; classical myth, legend and religion have been given a little more than animal significance by Freudian psychology, and it is now dangerous to write of hills, valleys, birds, flowers, animals or even one's own parents because they all stand for something unpleasant. In a technological society it is almost impossible to find a simple common factor of experience which has not been debased by advertisement, repetition or some corruption by popularisation.

**KEYWORDS:** Communication, Image, Imagery, Symbolic Force, Freud, Forum, Poetry, Significance.

#### INTRODUCTION

IF we could say what is essential to poetry, and define its function, we should probably be much nearer to an acceptable definition of art, but there are few worthwhile pronouncements which are universally valid. Rhyme and metre can be dispensed with; content is a matter for perennial argument; language, on the whole, is what we are prepared to accept (a 'poetic' language is only false if it is insincere); the simile is an occasional intruder only, and may give an impression of prefabrication or of superficial ornamentation; the image alone appears to have a true poetic validity.

It seems too that the image is not an essential. We can think of whole areas of poetry from which images seem to be entirely absent, but this is probably because our concept or personal definition of the image is too narrow. Perhaps we think too narrowly in terms of Eliot's objective correlative, or Caroline Spurgeon's emotionally charged relic of childhood, a Freudian survival. But in fact, however it comes into being, the image is a point of reference between the author and the reader, valid only when it enshrines an emotional content of some kind for each, preferably similar for both. That in fact our responses are dissimilar explains much of the mystery of poetic inspiration', where the young poet, sensitive and perceptive, uses an image of universal validity, charged for him with an intense though simple content, but for the more experienced reader with a complexity of interacting emotions. Here the reader very frequently sees depths far beyond the vision of the writer. But the image is functional and not absolute, and because there are many varieties of poet and poetry, there are many types of poetic image. This paper will do no more than suggest a few of the many varieties and their origins.

Many people have puzzled over the strange evocative power of the opening to Arnold's *Rugby Chapel*, and wondered where its strength lay:

Coldly, sadly descends

The autumn evening. The field

Strewn with its dank yellow drifts

Of wither'd leaves, and the elms,

Fade into dimness apace,

Silent; hardly a shout

From a few boys late at their play!

The lights come out in the street,

In the schoolroom windows;
but cold, Solemn, unlighted, austere,

Through the gathering darkness, arise.

The chapel walls. . .

I remember reading this over worrying my supervisor with it. and over at Cambridge and Only now do I begin to think I see some explanation, and I may well be wrong.

This, it seems, was an image, integrated with, in fact functioning also as, a descriptive preamble. The true image, as I shall argue later, slides from the conscious symbol to the emotive analogy or substitute in which state it has its real existence. The importance of Shakespeare's blanket of the dark lies not in its origins in his own experience, but in its universality and the impact upon the worthy reader, whether or not he himself knows why it has such tremendous power. It often seems that there are layers of response among students of Shakespeare-those who do not recognise his power and have to be told about it, those who recognise his power but do not understand, and those who recognise and understand with a sort of wonder. Most critics come from the middle group, and spend their lives striving towards some sort of understanding; this is why there is such variety in interpretation, and why also, however little we may profit from the critics' interpretations, we should never begrudge them an alpha for zeal.

Arnold's opening lines to *Rugby Chapel* are a complete and moving picture for any Englishman. In the autumn, school has reassembled after a long vacation, the private summer is ended, a year of new personal relationships has just begun; a day has ended, or has reached the quiet pause between day and evening activity; the seasonal year has reached its conclusion has ended, the town is beginning its evening life, and there is in fact that rest in power' which Lessing saw as essential to great art.

But this is only one aspect of an image. It is unlikely that Arnold saw the origins and implications of his descriptive opening, any more than Shakespeare thought of his blanket.. To come to a physically similar example nearer our own time, Rupert Brooke could not explain his comfortable smell of friendly fingers': 'I should think I must have meant my nurse', he said.

The image of the Augustan age tended to be static authorised symbol, and poetry lay in the whole rather than the parts. That was the time of symmetry, scale and over-all design in building, and the gothic glory of the past was only later rediscovered. It was social and acceptable in a stable society in which the conscious processes of thought were the only ones respectable emotional freedom and release found themselves in religious enthusiasm among the uneducated or personal eccentricity among the higher strata.

The lifting of this authority resulted in the development of more personal outlines which a little study shows to have been inevitably closely related to the life and predilections of the poets themselves – a brief mention means over-simplification to the point of distortion, but must be made as an indication. Coleridge has already been dealt with in the admirable *Road to Xanadu*-Coleridge's was a retentive but not selective mind, and his terrifying conversation had the junkshop quality of his poetry without its order or genius. Wordsworth was always recalling-and trying to preserve by its images of early death, childhood, inviolate maidens and nuns--a halcyon time: Cam- bridge, the French Revolution and Annette Vallon introduced him to chaos. A sweep of cosmic and atmospheric imagery possesses Shelley; Byron moves within his classical reading and his personal proclivities and experience; the poetry of Hardy, still lamentably undervalued, sits in the microcosm of his own surroundings, with an occasional escape into music from the immense weight and menace of time and an implacable destiny. And so one may put labels on everyone, contributing some- times a little to understanding, but seldom going deeply into origins.

In the 1920's, a new and significant group of poets grew up in England against the collapse and passing of an old way of life, and against a whole range of new belief and experience-technological growth, Freudian psychology, Marxist economics-- and they felt that the old conventions of poetry were to them irrelevant. Quite rightly they abandoned old forms and old symbols, because they no longer had any content for them, and they used instead new symbols and images-pylons, aeroplanes, locomotives, and such like, drawn from their own lives. But although this was reasonable enough in theory, the process was both too conscious and too external, and in fact in an age of perpetual change the images were too ephemeral. Gradually the poets slipped into a less belligerent form of utterance: they did not necessarily change their ground, but those of them who were poets worked into an imagery which had connection with universals and a deeper level of awareness-less startling but more evocative.

This, however, is one of the great problems of the poet of our times. Never has man's spirit been under such continual and violent assault; never have the attacking forces been so strong, but never have they too been so ephemeral. Survival comes from standing fast, but it is more in the

nature of the artist to attack and assert, and he therefore responds with a disorder, a personal aggressiveness, which is without parallel in the past at any time. His reaction, too, is very personal, and frequently without wide appeal. Because his work lacks universality we others find little foothold in it and return to Shakespeare, for example, for some sort of spiritual companionship.

Shakespeare's imagery has been examined and analysed to an alarming degree with a sort of echo-sounding technique, finding first what it means in its context, and then where it springs from in his mind, deducing his personal lameness and his hatred of dogs. Both Caroline Spurgeon and Una Ellis Fermor have examined image prevalences and sequences, with brilliant results, and yet in most instances what they have unearthed has been less the deep, unconscious image, than the visual fable. Poetry demands a double image, an inner response keeping pace with, and illuminating what we may call the argument or narration. Frequently Shakespeare's visual narration was concealed within the moral argument; as frequently the cloth was turned, and his sun/light/gem sequences are often a concealed descriptive pattern. Without which, as he perfectly knew, his plays would lose a dimension, and it is therefore wrong to marvel at their presence: we should find his plays dull if they were not.

More has been written of Shakespeare's imagery than of any- one else's, but most of the writing is little more than a recognition of what makes his work appeal. Behind all this there are images which go much deeper than the overall climate or intention of the play. But how in fact are these to be sorted out?

Recognisable image-series exist in many of Shakespeare's plays light, disease, cruelty, the lower beasts but these are invariably appropriate even essential-to the plays themselves, and there is little to be gained from a detached study. We may, however, legitimately ask why these themes were chosen, demanding such fiery outlines, and it is perhaps here, with a full knowledge of origins, that the image has real significance in relation to the artist himself, and when we know the artist, we may know more about the significance of his work.

Yet our mechanical understanding of man has greatly increased. Edwin Muir found the instigation and manner of much of his later verse in psychology, embarking on the second segment of the circle round to an acceptable myth. Nevertheless, on the way certain facts have been discovered: we know the tensions and distortions of the neurotic and the psychopath. We know the peculiarities of anal fixations and inhibitions.

But as has been admitted by Görres, a Freudian psychologist, the attempt to explain human existence and experience by means of life instinct or Eros and death instinct or Thanates alone leads to an extension of the term 'sexuality' to cover all human. spiritual emotions, impulses and aspirations. This implies also a debasement of all awareness and perception, and narrows down the correlatives of communication.

Probably it is here that the reason lies for the literary' nature of much of Eliot's poetry-not because of the mental toughness of Donne or even of Eliot, but because in literature alone lay adequate undebased and still living material. Poetry had to become 'difficult' because the alternative was for it to become impossible. There was an awful rainbow once in heaven,' Keats wrote: he foresaw the problem, which is the problem of our time the problem of the image, which seems now to have no acceptable form at all. In English poetry today only Betjeman has broken new ground, reviving images from his childhood which have been overlain and forgotten by a later generation, but this appeal is narrow and ephemeral: it is hard to imagine anything 'permanent, though it is not improbable that poems of narrow but valid appeal may be made from doctors' prescriptions, mathematical formulae or building specifications. Poetry of some kind is essential, but it seems unlikely that the universal language in which great poetry can be written will be rediscovered for many decades: even longer if the necessary spiritual and moral renaissance can be held off.

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