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The Ill-Starred Queen: The Damned Existence of Anne Boleyn

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ABSTRACT

The age of Queen Elizabeth I is considered as the Golden age of England. She was the greatest ruler England ever had, and she became Gloriana, the pride of England. Then how could her mother Queen Anne be a witch? This paper titled "The Ill-starred Queen: The Damned Existence of Anne Boleyn" shows how Lady Anne was wronged at every point of her life and how her suffering finally ended with her beheading in Tower Green. With the application of a psychoanalytic device called defence mechanism and the theory of sexual politics this project tries to prove how Anne Boleyn who was said to be a witch was actually a chaste and affectionate woman."Defence mechanism, in psychoanalytic theory, is any group of mental processes that enables the mind to reach compromise solutions to conflicts that it is unable to resolve" (Def. 1a).

A woman never had a standing among men, this has been so since time immemorial. Women have always been instruments at the hands of men, either as playthings or as tools to soar high. Anne Boleyn was also a woman who was exploited and marred by men. Even women did not spare her, they accused her of witchcraft. But one can never deny whatsoever, had Anne not been there, England would have never had a golden age.

As per psychoanalytic theory, any set of mental processes that enables the mind to make compromise solutions is called Defence Mechanism. The two types of defence mechanisms that continually surfaced in Anne were denial and repression. The conscious rejection to perceive that painful facts exist is called denial. The withdrawal from consciousness of an unwanted affect, idea or desire by repressing it, or by pushing it down into the unconscious part of the mind is called repression.

The book by Caroline Meyer titled *Doomed Queen Anne* is in the first person narrative and it traces the journey of Queen Anne from childhood to adulthood and finally to her beheading in the Tower Green. Though the book shows her to be proud, impure and greedy, through the Psychoanalytic device called defence mechanism and theory of sexual politics, it can be proved that she was an intelligent, chaste and loving woman.

The cover page of the book *Doomed Queen Anne* states that "she risked everything to become Queen" (Meyer I). But when one tries to find a deeper meaning it is understood that Anne Boleyn risked her all to be loved, to give love and to save King Henry VIII's wealth and his kingdom. In the novel there are several instances wherein Anne is taunted and accused for no fault of hers. Thus she developed defence mechanisms like repression and denial, her constant efforts to change herself shows this, but when she found herself helpless in such situations she either felt agonized, spoke her heart out to the readers or she retorted angrily.

The following lines show the very first instances of repression and denial, ". . . I wished to show her how I had changed. She would see that I as no longer the ill-favoured child she'd once taunted. I was now a fine young lady of the court!" (Meyer 3).

Anne's agony of being considered imperfect surfaces in these lines: "Does he have plans for me? But I knew the answer: I am the ill-favoured daughter. He intends no such future for me"(9). Once Anne heard her parents talk of her, her mother was worried about what would become of her because according to her mother she was, ". . . ill-favoured, dark as a gypsy. . . [had a] blemish upon her neck, the little bud of an extra finger. . ." (17). Even her father agreed that Anne was ill-favoured. Her mother wanted to send her to the nunnery as she believed was done by other parents to daughters with unfortunate defects. Anne was painfully reminded of the fact that she was far from perfect. She seemed to repress these facts and deny that she had defects; she thus tried harder to change herself.

Anne and her elder sister Mary became a part of their father's scheme who wanted to make himself important in the court of the brilliant young King Henry VIII. This fact is understood gradually when Thomas Boleyn (Anne and Mary's father) is raised to higher positions. When Lady Anne learnt fluent French her sister Mary got jealous of her and she spitefully remarked that Anne had become too proud just because she knew French. In reality Anne was only happy as she was changing to a perfect woman without defects. Even her knowledge was taken as a symbol of pride.

As a punishment for courting with Hal Percy (son of the wealthy and powerful earl of Northumberland) Anne was banished from court and had to return to Hever. There her mother stayed with her but instead of being a support to her daughter, her mother Elizabeth was very complacent and uncaring, she went on with her life as though nothing was amiss, and this put Anne into a darker mood. It seemed to her that she was no good to her parents. Thus she kept finding ways to please her parents.

One of the maids of honour taunted her by stating that her laughter was vulgar and another of them said that she not only looked like a crow but also sounded like one. Hearing all these criticisms she felt that unless she proved herself to be worthy they will not stop. When Anne's father learnt that she had refused to become the king's mistress, he advised her not to spoil her chances by some act of prideful folly. Here her chastity was mistaken for pride, thus she consciously tried to repress and deny the fact that she was proud and tried to find ways to prove her humble self. Anne told her father that she would rather become the king's wife than his mistress. She wanted to do what was pleasing in the eyes of God and man, but this too was seen as pride by her father. She even told her brother, George that, "If it be God's will and the king's pleasure, I shall marry King Henry" (Meyer

109). Here too her humility and chastity is seen. On one occasion François, the king of France told her that he came to know that Anne had become Henry's mistress. To this Anne told him that she was only a loyal subject of the king and the queen, this proves that she was a just and humble woman.

Lady Anne earned the hatred of many. Princess Mary the king's daughter (by Catherine) for instance gave her hateful looks and everyone in the court knew that the king intended to leave his wife and marry her; therefore they despised her for that. Even Jane Boleyn, her sister-in-law (George's wife) spoke to her only when compelled by the customs of the court. She was again and again reminded that she was an imperfect, impure and greedy woman. Her family was loyal to her but no one loved her like her brother did, her sister was jealous of her, her mother advised her seek too much of the king's attention and her father only wanted to use her for his own gains and seemed to dislike her. In reality she was very lonely.

On the other hand, Cardinal Wolsey advised the king to marry Princess Reñeeso that the union would strengthen England's ties with France. He did not want the king to marry Anne as it would not benefit him in any way, but the king did not yield to his word. Anne was deeply hurt by all this as she would be acknowledged as the king's mistress had he married Princess Reñee. Anne told the king to put an end to these pleadings and told him how poorly Wolsey managed his affairs. Anne made sure that the greedy Cardinal did not succeed and she used her intelligence to save the king and his kingdom from the hands of the Cardinal. Thus the king angrily dismissed his chancellor and ordered charges to be brought against him. Anne was soon surrounded by people who wished her ill; chief among them was Cardinal Wolsey.

Mary (daughter of Catherine) told her husband, Charles Brandon to oppose Anne's marriage to King Henry and thus he told the king that Anne was not a woman of high reputation because she had given herself to both Hal Percy and Thomas Wyatt. This also wounded Anne as she was once again wronged and shown to be impure.

Anne's relations with the king grew more and more difficult as Anne was frequently losing her temper and she made mistakes. This was because she feared that she would only remain to be the king's mistress.

During another incident, Anne felt terrible when she saw that Mary wore a threadbare gown and her children were clothed in garments long outgrown and outworn and so she loaned her a robe to cover her shabby gown and petticoat. Also the sadness in the eyes of Mary's children made Anne gift her a large sum of money, thus this shows that she was kind-hearted.

For Anne only two things seemed to increase: her sorrow and enemies. George's mother-in-law said that "[s]he cling[ed] to him like a nettle" (Meyer 164). Others said that she was shameless because she wore her hair loose upon her shoulders, as though she was still a young virgin. This in reality was a truth but one which only Anne knew. Still others said that she was a witch and that the little extra finger was surely a sign of the devil. Also the blemish on her neck, always hidden beneath a jewel, was believed to be a pap which was sucked by a demon. Jane Boleyn believed that Anne had put a spell on the king. Even the common folk did not support her; they blamed her for the increase in taxes, crop failures which brought about a threat of famine, and for a number of other reasons that had nothing to do with her. They never wanted the king to marry Anne.

Once an angry mob gathered before Lady Sheldon's (Anne's relative) house where Anne was invited for supper. Anne was really troubled by what had happened thus she prayed to God saying that she could not bear to be so hated by those from whom she expected love. In her anguish she said, "But if God heard my prayers, he seemed not to soften the hearts of my enemies, and my despair deepened" (170).

Also no one in the Christendom believed that Anne was chaste although Anne continually said and proved the contrary. She persistently tried to repress such unwanted ideas but could not for long. Nobody thought her to be chaste thus in her insecurity she gave in to the king and welcomed him to bed. She also did this out of the fear that if the king discarded her the world would discard her too, an actuality which does come true.

Anne was soon found to be pregnant and the king secretly married her. From then onwards, she was worried whether she would really have a son because only the birth of a son would please the king or else he would be annoyed and would end up losing interest in her. Both these mechanisms surfaced in her once again when she feared giving birth to a daughter which could cause her downfall. Even her family seemed to resent her new position as the Queen of England. Her father was almost jealous of her position whereas her mother frowned and looked uncomfortable in her presence.

She became agonized when she learnt that she was called the 'Great Whore' by some of her enemies, and a witch by others. As the coronation day drew closer their slanders became more vicious and louder. All these situations made Anne worse, and she said, "The people hated me, and their ill will ate steadily at my soul" (Meyer 190).

The king showed great concern towards Anne till the unfortunate moment of the birth of her baby girl. On the infant girl's birth Anne was shattered, and she feared, ". . . that the king would not, could not, forgive her this fault" (200). This disturbed Anne, furthermore very few people offered her comfort. Even in the midst of such agony she helped her sister with money. Nothing cheered her except for the belief that in a few weeks she would present the king with a son. But while the king was away on summer hunting, the unthinkable happened; Anne woke to find herself bathed in blood and knew at once that she had lost the child. She blamed Henry for this and accused him of selfishness. She felt that he had already began the proceedings to rid him of her, thus her sorrow knew no bounds. The king was already in an affair with Jane Seymour, a lady-in-waiting to both Catherine and Anne. Cromwell decided to take this opportunity to remove the influence of Anne. Cromwell's biographer, Howard Leithead, has pointed out that, "Anne Boleyn was well known for conducting herself with her courtiers in an informal and flirtatious manner, and Cromwell calculated that he could twist the language of courtly love to support an accusation of adultery" (108).

Philippa Jones has pointed out that,

> Cromwell was careful that the charge should stipulate that Anne Boleyn had only been unfaithful to the King after Princess Elizabeth's birth in 1533. Henry wanted Elizabeth to be acknowledged as his daughter, but at the same time he wanted her removed from any future claim to the succession (25).

Once in a rage she cried out to the king "Do you care nothing for me?" (Meyer214). Often his harsh words plunged her into deep misery. She knew that if she bore the king a son, he would not put her aside. During the third time she conceived she prayed hard for a healthy boy. As usual the king went for hunting but was unhorsed and his enormous warhorse fell upon him, knocking him senselessly. But the shock was too great for Anne and she lost the child six days later. She was inconsolable when she was informed that the tiny life that she hadcarried had been a male. She blamed Henry and Jane for this. The king was furious and he turned away from Anne and she understood that the king had closed his heart against her, and she sank into fathomless despair.

She knew that the king would soon marry Jane. Anne sought to speak to the king but he gazed at her in a cruel manner and then walked away. One of her ladies-in-waiting told the king that there was never such a whore in the entire realm. She was also accused of having committed adultery with Mark Smeaton, Henry Norris, William Brereton, Francis Weston and even her own brother George. Once the king rode away with his friends on a May Day joust without even a word to Anne and soon after claimed that he saw her drop her handkerchief, which he chose to believe was a signal she had given to a lover. She did claim that these were all lies, but to no avail. She was arrested and tried for treason. She was allowed to offer no defence. Her own brother was condemned by the testimony of his jealous wife, who claimed that Anne had slept with several men to ensure that she would conceive a male child. No one wanted to hear the truth as Anne was envied by all. The five men were found guilty and were condemned to die as traitors. Two days before Anne's execution the men were beheaded.

Anne's marriage to the king was declared invalid and her daughter Elizabeth had been declared a bastard. Even on the day of her marriage she swore by all that is holy that she was never unfaithful to the king. Anne was such a kind woman that she thought of what would happen to her maidservant, Nell at the hour of her death. She was indeed a loving soul. She thought of her daughter about what would become of her and wondered if her daughter would ever know that her mother was the Queen of England or would the king erase all the memories of her. If she was granted one wish other than the wish for life itself it she would have used it to inform the truth to her daughter.

It is to be noted that patriarchy caused her doom. She was used by her own father and by the king and in the end discarded by these very men after her need was over. Patriarchy considered her intelligence, boldness and strength as symbols of pride and love as a motive for becoming the Queen.

Kate Millet's *Sexual Politics* shows several instances of how patriarchy and its rules made life bitter for women. "Traditionally patriarchy granted the father nearly totally ownership over wife or wives and children, including the powers of physical abuse and often even those of murder and sale" (33). Anne's father, Thomas Boleyn owned his children. He was never considerate to any of them. Young Anne and her elder sister Mary were a part of their father's crooked schemes. But when his elder daughter, Mary needed him the most when she became a widow he was cold to her.

For her father's soaring future Anne was sent to the Spanish Netherlands to join the court of Archduchess Margaret where she could learn courtly skills and can finally be married to some Italian or Spanish nobleman who would earn her father a good dowry and also may be a higher position in the court of King Henry.

It was pitiable because Anne was sent to the Spanish Netherlands not with new clothes but with Mary's outgrown wardrobe that was altered to fit her. Here one can make out the low status of a female, had Anne been a man she would have definitely been given new clothes even if she had defects.

Soon her father found the next way to use her daughter and Anne was summoned back to England as her father had arranged a betrothal for her. But this marriage would stand as a gain only to her father and to Henry as it would solve an inheritance problem and also keep England from being attacked. Anne disliked Jamie as he was, ". . . irresolute, fainthearted, and pusillanimous. . ."(Meyer 45). But since women did not have the right to choose their husbands her opinion would not even be considered.

She was happy in her relationship with Hal Percy. Hal Percy was true to her but this relationship did not last long as Wolsey and even Anne's father were against this relation. Men decided everything in the lives of women, it did not matter how these decisions affected the person concerned. Anne was banished from the court and she was even beaten up by her father who called her, "Brazen. . .impudent. . .hussy!"(Meyer59).Her father even told her that, "Your reputation is ruined, and there you stand, wilful and proud as a queen!"(60). Anne on the other hand wanted to please her father by the fine match she had made for herself. According to Millet in *Sexual Politics* men did not expect women to be proud or intelligent instead they were expected to be passive and ignorant.

King Henry should have been punished for he committed innumerable crimes against women but men were the rule givers, so if they violated laws nothing would happen. At the court a poet named Tom Wyatt was attracted towards Anne. Although she liked him she made sure not to get too close to him. Once when she was about to steal out of the banqueting hall she became aware of the King's eyes lingering upon her and it occurred to her that if she won the king's heart it would surely prove to her father that she was no longer the ill-favoured daughter. When a man wanted to use a woman he would do things that made her happy and would then buy her if necessary. Thus a woman was considered to be an asset that was to be used and even sold and bought.

Once Anne was summoned to the king's private chamber and was asked by the king whether she wanted to become his mistress but Anne being a chaste woman refused this offer and told him that she valued honour and virtue greatly and that she could not risk the loss of them. She also said that she needed time to think not completely refusing the king which could anger him, the king allowed her time but again kept persuading her to become his mistress. He told Anne that he was struck by the dart of love and that he was weak with desire to possess her. Thus, women were seen as a possession and not as a human being by men. Anne finally told the king that she could not come to him any longer as she would be found out and her good name would suffer. Anne was virtuous but the king was a man who always wanted a woman to satisfy his lust.

The king told her that like other men he too had appetites. His lustful nature is revealed here. Anne still kept her stand and told the king that no woman could give what he desired without the loss of her virtue and her self-respect and she also told him that he too would loss his respect as well. He told Anne that he believed that his marriage to Catherine was never valid and that because he committed incest by marrying his brother's wife he was punished by God for it and therefore had no sons. He somehow wanted to annul his marriage with Catherine. Here it is understood that he wanted Anne simply because he wanted an heir. A woman who did not produce a male heir was discarded as quickly as junk, but no one bothered to find out whether the man was incapable of producing or not.

The king tried hard to get his marriage annulled but once he understood that the Pope would never get his marriage annulled to Catherine he decided to break his ties with Rome and become the head of the Church of England. The king also tried to impress Anne by giving her brother George the position of the king's cupbearers. George made sure to tell Anne that it was Anne's whole person that entranced the king and not her heart. In the end this fact came to be true.

The king's frequent visitto Anne earned herCatherine's hatred. Finally the king proposed her to marry him, this delighted Anne as she would no longer be called the king's mistress. But when Anne shared this news with her father, he told her that she was making a joke of herself. The king did everything in his power to obtain Anne but once he got tired of her he tried all ways of getting rid of her. Thus woman had no value in the eyes of men.

When England was struck by the plague called the sweating sickness the king left for his manor house, and only sent a letter to Anne as to how to keep herself from contracting the disease. In reality this too revealed the king selfish nature as he merely wanted Anne to survive, as she should bear him a son.Henry was a cheating husband too because when the queen was away at her manor house in Hertfordshire the king publicly showed his affection for Anne. Men could thus commit adultery and be lustful, but women were required to remain chaste. Had it been Catherine who violated the marriage she would have been executed. So cruel were the rules set for women.

Anne's family was still raised higher, her father was made the Earl of Ormonde and Wiltshire and her brother, Viscount Rochford. During the celebration for the honours received Anne was told by the king to sit by his side for the banquet. The king wanted her so he did everything that pleased Anne but this same man did not come to her rescue when she was accused of crimes she had never committed.

As Anne was insecure she welcomed the king to bed with her and soon became pregnant. Thus on 25th of January, 1533 the king secretly married Anne. Henry was with Anne all the time and he even cancelled his summer progress, but all that he actually wanted was a son. Also soon his marriage to Catherine was also annulled and Anne was crowned as the Queen, even her father was jealous of the position Anne rose to. All went well till September when Anne conceived a daughter and not a son. The king was furious and the next time he shared her bed she understood that it was solely out of duty that he did so. When Anne got pregnant again the king did not pay any attention to her but went on with his summer progress and not long after that he also had a new mistress, Jane Seymour, a lady-in-waiting to queen Anne and he made no attempts to hide his affair. He was an adulterous husband.

Anne lost her child as she was saddened by the king's behaviour and when she asked the king whether she mattered to the king any longer. She was in turn accused of unjustifiable arrogance and he said, "Shut your eyes and endure what you must!" (Meyer 209) "Remember that it is I who have raised you from nothing, and it is I who at any time can lower you to where you were" (209). Thus the king could do anything he wanted but not Anne. A woman had to shut her eyes to her husband's wrongs. Further when she argued with the king she was told to be content with what the king had done for her and that he would do nothing to please her and would not give her a higher status. Thus a woman had to content with whatever she got.

She also lost her third child which was said to be a male; this too was due to the carelessness of the king. Anne tried to win the king's favour but to no avail. The king soon wanted to discard Anne and accused her saying that she had seduced him through witchcraft. Henry was once so enamoured by Anne that he dragged her to bed and wanted to sleep with her, but Anne stopped him. Actually it was the king who should have been accused of adultery, not with one woman but with several.

Anne was then in no time arrested and tried, along with her, her brother George and four others were arrested on charges of having committed adultery with Anne which was all false. At this time even her family did nothing to support her. Anne with five other men were sentenced to execution and the men were beheaded two days before her execution. She was thus ruthlessly beheaded on the 19th of May, 1536 and the selfish king married Jane Seymour the next day. Anne's father and her uncle, the Duke of Norfolk could have rescued her but they cared more for their status and less for the life of a woman who was discarded by all. The king did not feel ashamed to accuse Anne of deeds that she never imagined.

CONCLUSION

According to the rules of patriarchy a man could have an affair with any woman except for one who was of higher status than him. But a woman would be punished if she committed adultery with any man. If it was a case of cross-class adultery, wherein a lower class male committed adultery with a woman of higher status who was married, then both would be beheaded together.A woman's lifestyle was decided by her husband or father, they shaped her life. Anne was forced to do everything that her father and the king wanted of her, when she denied she was punished and discarded. According to Millet in *Sexual Politics*, Eve form the Bible was considered ". . . a mere sexual type and, according to tradition, either expendable or replaceable" (53). This was what happened of Anne too. She was used and then replaced once her use was over."Women entertain, please, gratify, satisfy and flatter men with their sexuality" (57). This was what was expected of a woman. Thus Anne had to play this role as long as the king wanted it. Thus Anne became a victim of the patriarchal society and was beheaded on charges that she had never done. Through the application of sexual politics one can understand that Anne, the woman was always wronged and was never even given a chance to justify herself.

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The Homosacerial Predicament: Exceptional Paradox in Giorgio Agamben's *The State of Exception*

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ABSTRACT

In his book *State of Exception*, Giorgio Agamben traces the concept of 'state of exception' used by Carl Schmitt. This leads him to a response to Carl Schmitt's definition of sovereignty as the power to declare the exception. Agamben's text investigates the increase of power structures governments employ in supposed period of crisis. Within these epochs of crisis, Agamben refers to increased extension of power as states of exception, where questions of citizenship and individual rights can be diminished, superseded and rejected in the process of claiming this extension of supremacy by a government.

INTRODUCTION

Agamben's *State of Exception* investigates how the suspension of laws within a state of emergency or crisis can become a prolonged state of being. More specifically, Agamben addresses how this prolonged state of exception operates to deprive individuals of their citizenship. It radically erases any legal status of the individual, thus producing a legally unnameable and unclassifiable being. The state of exception invests one person or government with the power and authority over others. Agamben refers to a continued state of exception in the Nazi state of Germany under Hitler's regime. The political power over others acquired through the state of exception places one government — or one form or branch of government — as all powerful, operating outside of the laws. During such times of extension of power, certain forms of knowledge shall be privileged and accepted as true and certain voices shall be heard as valued, while of course, many others are not. The process of both acquiring knowledge, and suppressing certain knowledge, is a violent act within a time of crisis.

The functioning of the government is that of a sovereign and is paradoxical. The paradox of sovereignty refers to the fact that the sovereign is at once outside and inside the juridical order. The sovereign has the legal power to suspend the validity of the law and in exercising the power it legally places itself outside the law. Suspension of law creates a state of exception. It is not the chaos that precedes order rather it is the situation that results when rule is withdrawn, a situation of abandonment. The sovereign does not need law to create law. It is authorized to decide if the situation is valid for the law to function. When the rule is suspended exception rules. Therefore exception occupies a place in between rule and its absence. The sovereign in this sense (where the rule does not apply) is like language. Language in an everlasting state of exception affirms that there is nothing outside the language and that language is always beyond itself. Agamben calls the exception an "inclusive exception". Language too maintains meaning through exception as demonstrated by the deconstructive enterprise.

Agamben's text *Homosacer* examines the relation between human life and political power in the modern state. The history of 'homosacer' is traceable to the classical political thought. Under the Roman Empire, an individual guilty of a certain crime was banned from society and consequently, all of his rights as a citizen were withdrawn. Such a figure came to be known as a "homosacer" (sacred man) who could be murdered by anyone with impunity but could neither be legally executed nor sacrificed in a ritual. In the ancient Roman religion, sacer carried a different sense. It meant anything 'set apart' from general social life. In the religious sense 'homosacer' signified a person isolated from society and deprived of all functions. Legally he was the one who could be killed without the killer being considered a murderer, even as a 'homosacer' was deemed a person who cannot be sacrificed. Agamben employs the notion of 'homosacer' to assert that the western political history has been a history of the production of a series of 'homosacer', which has presented human life as sacred life that may be destroyed with impunity. Agamben argues that the western philosophical tradition hardly had any notion of the 'sacredness of life.' Indeed life has never been considered sacred. If life was thought to be sacred, it was only when it got killed. Indeed the notion of holiness of life is alien to the western world.

In global pan-capitalism, we live in a society of control rather than a society of discipline. In the society of control, bio-political power comprises the whole of society; it produces the social body, and our individual bodies. It is the ground of all productivity and therefore the ground of life. Within the society of control "power is exercised through machines that directly organize the brains (in communication systems, information networks, etc.) and bodies (through welfare systems, monitored activities, etc) toward a state of autonomous alienation from the sense of life and desire for creativity." Under global capital, Bio-power mostly creates wealth and power for others and is not under individual control. Our labour and what we do for a "living"—whether manual or bodily (agricultural, factory), mental/ intellectual (knowledge work, immaterial labour), and affective (emotional, service, maintenance of self, family, community)—can be said to be a product or expression of bio-power.

In *Homo Sacer*, Giorgio Agamben criticizes Michel Foucault's distinction between "productive" bio power and "deductive" sovereign power, emphasizing that it is not possible to distinguish between these two. In his view, the production of what he calls "bare life" is the original, although concealed, activity of sovereign power. The vivid discussion around Giorgio Agamben's *Homo Sacer: Sovereign Power and Bare Life* can be seen as a sign that the book is little by little gaining the status of a "post modern political classic". As is well known, its point of departure is Michel Foucault's concept of bio political power or bio power that he elaborates in the end of *The History of Sexuality*. For Foucault, bio power is an essentially modern form of power and its purpose is to exert a positive influence on life, to optimise and multiply life, by subjecting it to precise controls and comprehensive regulations. In contrast to this power Foucault opposes the classical sovereign power that was exercised mainly as a means of deduction – the seizing of things, time, bodies, and ultimately the seizing of life itself. Although Agamben admits that our societies are bio political ones, he nevertheless sees the Foucauldian opposition between bio power and sovereign power as superfluous. According to him, in fact, these models of power essentially intersect, although in a previously concealed manner. Agamben calls "bare life" – the life of homo sacer that is exposed to an unconditional threat of death – the hidden point of intersection between the sovereign and bio political models of power.

According to Foucault, the sovereign power – or the juridico institutional power as he also calls it – can be summarized in the formula: power of life and death. However, to the extent that the sovereign exercises his right to life only by exercising his right to kill, or by refraining from killing, the sovereign right as the power of life and death is in reality the right to take life or to let live. Hence, the sovereign power is exercised mainly as a means of what Foucault calls deduction. It is "a subtraction mechanism, a right to appropriate a portion of wealth, a tax of products, goods and services, labour and blood, levied on the subjects." And although the law is the sovereign's principal means of ruling, the ultimate reference point is the sword: "Law cannot help but be armed and its arm, par excellence, is death."To those who transgress the law, it replies, at least as a last resort, with the absolute menace. Foucault points out that since the seventeenth century the West has undergone a very profound transformation in terms of mechanisms of power. Little by little, the violent sovereign power has been replaced by the power that Foucault calls bio power. In the case of bio power it is no longer a matter of bringing death into play in the field of sovereignty, but of distributing the living in the domain of value and utility. Its task is to take charge of life that needs a continuous regulatory and corrective mechanism. The logic of bio power is not deduction but production: "It exerts a positive influence on life, endeavours to administer, optimize, and multiply it." Bio power replaces the right to "take life and let live" with that of a power to foster life – or disallow it to the point of death.

Foucault is one of the few writers on power who recognise that power is not just a negative, coercive or repressive thing that forces us to do things against our wishes, but can also be a necessary, productive and positive force in society. Power is also a major source of social discipline and conformity. In shifting attention away from the 'sovereign' and 'episodic' exercise of power, traditionally centred in feudal states to coerce their subjects, Foucault pointed to a new kind of 'disciplinary power' that could be observed in the administrative systems and social services that were created in 18th century Europe, such as prisons, schools and mental hospitals. Their systems of surveillance and assessment no longer required force or violence, as people learned to discipline themselves and behave in expected ways.

Foucault was fascinated by the mechanisms of prison surveillance, school discipline, systems for the administration and control of populations, and the promotion of norms about bodily conduct, including sex. He studied psychology, medicine and criminology and their roles as bodies of knowledge that define norms of behaviour and deviance. Physical bodies are subjugated and made to behave in certain ways, as a microcosm of social control of the wider population, through what he called 'bio-power'. Disciplinary and bio-power create a 'discursive practice' or a body of knowledge and behaviour that defines what is normal, acceptable, deviant, etc. – but it is a discursive practice that is nonetheless in constant flux. A key point about Foucault's approach to power is that it transcends politics and sees power as an everyday, socialised and embodied phenomenon. This is why state-centric power struggles, including revolutions, do not always lead to change in the social order. For Schmitt, the sovereign is the one who decides in the state of exception. And if the sovereign decides whether or not the state of exception prevails, then it is obvious that he also decides on the normal situation, "whether a normal situation actually exists." In order to decide on the state of exception and thereby whether a normal situation exists, it is necessary, according to Schmitt, that the sovereign is "outside the normally valid legal system." The sovereign is outside because the validity of the normally valid legal system must be decided by someone, but the one who decides on it cannot be a part of it. According to Schmitt, the sovereign "nevertheless belongs" to the normally valid legal system, not as a part of it but in relation to its totality: "It is he who must decide whether the constitution needs to be suspended in toto."

According to Agamben, bare life is excluded from the political realm, from the realm of the normal situation, in the very same sense as the Schmittian sovereign is excluded from the normally valid legal order. Here lies the hidden bond between bare life and sovereignty, between bio power and sovereign power. Of course, bare life does not decide on the state of exception. The one whose existence is reduced to a bare life lives in the state of exception determined by the sovereign. And to the extent that in our age the state of exception comes more and more to the foreground as the fundamental political rule, as Agamben claims, then we are all living, at least virtually, in the state of exception.

On the other hand, when the state of exception becomes the rule, the legal order becomes in force only by suspending itself. That is, the rule applies to something in no longer applying it. This means that the rule has lost its content, that it is nothing but the empty principle, an empty form of relation. In the state of exception that has become the rule, the law is "in force without significance." Therefore, it is impossible that we would be protected by the law. On the contrary, we are banned and thereby abandoned by it. In a situation where the state of exception has become a rule, the law that is in force without signifying includes life in itself only by banning it.

CONCLUSION

The political consequence of Agamben's analysis is the need to refuse and resist the creation of states of exception, and by extension (since states of exception are inherent to sovereignty), to destroy sovereignty. As long as states claim an entitlement to 'decide the exception', to declare a state of emergency or to classify people as homo sacer, the risk of

Auschwitz is immanently with us.. Agamben calls this condition “sovereign ban,” which in the final analysis means that we, whose existence is reduced to the level of bare life and who are abandoned by the law that is in force without signifying, are at every instant exposed to an unconditional threat of death.

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Mainstreaming the Subaltern as Seen in Select Missionary Writings

Jolly Alex

The word Dalit is derived from the Sanskrit word *dal* which means to divide, split, break, scatter or crush. This term was probably used by the famous social reformer Mahatma Jyotirao Phule during the 19th century to express the utter helplessness, humiliation and crushing oppression faced by the Dalits down the ages. The Dalit experience of marginalization is not merely an exclusion from certain areas of life and society but it provokes retaliation because it denies them their basic rights to exist as human beings and leaves them to be utterly despised and disenfranchised. Previously labeled as the untouchables, the Dalits have been pushed to the margins by the Hindu caste system, the world's longest surviving hierarchy. This state of affairs would have continued forever, unless certain agencies interfered and disturbed the status quo and helped these subalterns in asserting themselves by various means like adopting a new nomenclature, converting to more egalitarian religions, celebrating their own culture and art and indulging in literary ventures to voice their despicable conditions.

One of the agencies responsible for ushering these changes was that of missions and missionaries. The Christian missions working alongside the subalterns , contributed a great deal in their struggle for identity and emancipation. For a long period of time, it was thought and erroneously propagated that the Dalits were the passive recipients to the missionary overtures and didn't play any significant role in the genesis of the emancipation movement which they were a part of. However a postcolonial review and rearticulating of missionary narratives , challenged this fallacy and brought to the fore the understanding that evangelization didn't merely entitle the conversion of the natives but the missionaries as well. The spreading of the gospel, was not a mere missionary venture, but in actuality villages turned to Christianity en masse due to a collaborative effort which included the native evangelists, Bible women and village elders working along with the pioneer missionary . IP Asheervadam emphasizing their role says, " Indigenous Christian workers-evangelists, village preachers, helpers ,Bible women, have had an important part in the early activities in the mission and of the Church. Dalit ministers were faithful in carrying on their mission, even though they received very low financial assistance." Though the missionaries served as a catalyst and were instrumental in bringing about major changes but they were aided in this endeavour by the locals who were also protagonist in this drama of conversion, but remained unacknowledged and were the unsung heroes. Postcolonial studies have been examining and reexamining the hybridities produced during the interaction of the colonizer and the colonized, the redefining of hierarchical structures and the emergence of new concepts and practices in the contact zone, where people from various religious, social and cultural background interact. The interaction between missionaries and the indigenous people was one such point of contact which resulted in a creative relation of cultures and lived experiences due to intercultural cohabitation for a prolonged period of time. The emergence of newer concepts and practices resulted in the demolition of the hitherto existing boundaries of mutual exclusivity leading to a transgressive merging of identities and cultural practices. This paper, hence attempts to envisage a historical and theological study of the perspectives and protagonists of the Dalits from a subaltern's purview and seeks to recover, the subaltern agency and their muffled voices which seem to have blurred with time and draw the implications of these renegotiating of spaces and bringing to the limelight the Dalit endeavors in facilitating this empowerment movement.

An attempt to understand the emancipation movements from the grass root levels, or from the margins, will bring about a paradigmatic shift in our perspectives of missions and the subaltern agency involved in birthing this fundamental empowerment movement. The communities on the margins were actually not waiting passively for the event of their emancipation, but were actively seeking the missionaries help, which they used as a springboard to further their cause, knowing that the association with the missionary gave them access to those establishments like schools, hospitals, hostels etc to which they have been hitherto denied entry .It was a strategic decision taken by the community to shift their allegiance to the missionaries, to further their efforts for emancipation. Aligning with mission work implied multiple advantages like relocating of their lived space, creating access to educational facilities, medical aid etc - all of which led to the breaking of the hegemonic yoke. The Dalits who were relegated to the margins, living at the outskirts of the villages were relocated and the establishment of a Church in their colonies, was for them a collective affirmation of a shift in the monolithic rigid caste hierarchical notions of space and purity. According to Felix Wilfred, "Power is something that belongs to the politics of everyday life and is implicated as a domination –subjugation in all forms and expressions of human inter-relationship. When domination is challenged there comes into being a new form of power as "resistance", which is the source of optimism for the subjugated."

Robert F Cook and Samuel Mateer were pioneer missionaries who employed the cultural knowledge of the Dalits in order to undo the distortions of their multifarious knowledge, practices and experiences and thereby challenge the domination by the upper classes. Felix Wilfred notes, "The dominating exercise of power takes an insidious form when the present order is internalized by the Dalits. Power emanates when this cocoon of a tacitly consented order of things is broken, and when imagination of alternatives takes wings. Resistance is the beginning of empowerment for the Dalits."

In his maiden book, *Half a Century of Divine Leading and 37 Years of Apostolic Achievements in South India* Robert F Cook highlights how he, fought assiduously for spatial appropriation of the Dalits, which was hitherto the bastion of the upper castes. The upper castes ,down the centuries employed various measures to maintain their status quo with regard to the hierarchial power pyramid. Hence Dalit empowerment was in a way , a battle for space, which was meant to destabilize the power equations and a decentring of the power equilibrium. Samuel Mateer in his pioneering work ,*The Land of Charity: A Descriptive Account of Travancore and its People, with Especial Reference to Missionary Labour*, lent his voice against the discriminatory customs of curtailing the mobility of the lower caste people residing in the Travancore region, by preventing them from using public roads, wells, temples, schools etc. and encouraged them to break forth from these spatial restrictions aimed at not only limiting them physically but also psychologically, thus subjugating them in entirety.

CONCLUSION

The missionaries raised their voice against the subjugation of the identity of the Dalits, by introducing dress codes, distance codes and in many cases social exclusion . This exclusion and derogatory humiliation, subject them to a life ,fit for and worthy of only menial tasks and farm labour. Samuel Mateer, was provoked to see that the Dalits were denied access to material resources like land, money (as they were paid wages in kind like rice or clothes) as well as to cultural resources like education, means of entertainment etc. Mateer tried to open new avenues for the marginalized people, which would empower them socially, culturally and materially, so that they would be able to shake of the shackles restricting them since centuries and take up their rightful place in society as a part of the mainstream rather than at the margins. Thus based on these experiences, as Joseph Prabhakar Dayam puts, "Missions were involving in a midwifery role- a role which involves both creating those conditions which give birth to new realities which people yearn for, as well as eliminating the various impediments which impose constraints on the flourishing of the communities on the margins."

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Analysis of Reaction Time of Male Sprinters at Different age Levels

Maya K.

ABSTRACT

The purpose of the study was to analyze the reaction time of male sprinters at different age levels of 15 to 18 years, 19 to 22 years and 23 to 26 years. It has been proved that strong muscles are capable of performing physical activity successfully. The nervous system and muscular systems are involved much on reaction time efficiently. Reaction Time is of great significance to sprinters. Experimental methodology was used to analyse the study and Electronic Reaction time Tester was used to collect the required data. There is significantly no difference in the age levels of the subjects relating to the Reaction Time. It was concluded that there is a positive relationship between exercise, participation in sports and games. The findings of this study are expected to enlighten coaches, physical trainers and sprinters to improve their performance by understanding and reducing the reaction time.

INTRODUCTION •

Reaction time is an important factor not only in sports performance but also in daily living. Reaction time is one of the determinants of the caliber of performance in physical activity. In most cases, it may spell the difference between success and failure or even life and death in emergencies. Performance in sports event depends on skill, endurance and speed.

"According to Frost, Reaction Time is the time between the presentation of stimulus and the initiation of the response". There are two types of reaction time such as (1) Simple Reaction Time and (2) Complex Reaction Time

Simple Reaction Time is the time taken by the subject to respond to a pre-set uniform (or simple) stimulus such as a sound or a touch or a light.

Complex Reaction Time has been further divided in to two on the basis of:

1. **Choice:** Here the subject has a choice on which part of the body is needed to respond to stimuli. Eg: Hand for Badminton player, upper extremis for a boxer, etc.
2. **Discriminative:** The subject is required to discriminate the stimuli and respond to one of them. Eg: Responding to the green signal in traffic.

William R. Pierson, Ph.D, FACSM (Fellow of the American College of Sports

Medicine), California College of Medicine, Los Angeles, conducted a study on 400 male subjects between age 8 and 32 years. He measured the reaction time and movement time and found that both are significantly related to all age levels.

The purpose of this study is to analyze the reaction time of male sprinters at different age levels. Reaction Time is of great significance to sprinters. The findings of this study are expected to enlighten coaches, physical trainers and sprinters to improve their performance by understanding and reducing the reaction time.

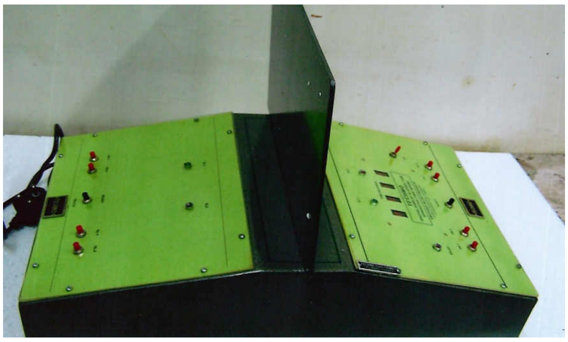

Figure 1 Reaction Timer

Methodology

Subjects

Subjects for this study were, physically healthy and normal, 10 inter-school boys (age 15 to 18 years) and 20 inter-collegiate male athletes (age 19 to 22 & 23 to 26 years)

Apparatus

Electronic Reaction Time Tester which is able to measure the time to 1/1000th of a second (milliseconds) directly.

The Reaction Time Tester is primarily intended to measure Simple Reaction Time. 3 colored (Red, White & Green) lamps are used for visual stimuli and a Tone Generator is used for Audio stimuli. Here, the investigator has decided to use only the visual stimuli. There are 3 switches marked S1, S2 & S3 on the examiner's side of the machine and these switches have 4 positions marked R, W, G & Au (Red, White, Green & Audio signal). By operating these switches, any of the visual signals may be connected to the switches that are going to be operated by the subjects.

After selecting the color of switch, the start button is pressed by the investigator and the subject reacts to this by de-pressing the switch that is lighted at his side (front panel). The impulse counter starts recording the elapsed time as soon as investigator presses the start button and automatically stops as soon as the subject presses the correct switch or switches.

Experiment

The subject was asked to keep his palm near the 3 buttons on the apparatus and was asked to press the button that the investigator selects to switch on. The measuring counter will run from the time the investigator presses the start switch till the subject presses the correct button on the other side. The counter measured the reaction time of the subject to 1/1000th of the second directly. Each subject was tested one after another. 10 trials were given to each subject and the average was taken as the actual reaction time.

Survey Method

The 10 sprinters selected from YMCA Sports School and 20 sprinters selected from YMCA College of Physical Education were tested in the reaction time by giving auditory stimuli and the visual stimuli using the electronic reaction time tester.

RESULTS & DISCUSSIONS

Data Analysis

The F-ratio method was used to analyze the data collected. The following formula was used:

$$\textbf{F-ratio} = \frac{\textbf{Mean Square Treatment}}{\textbf{Mean Square Error}}$$

The F-ratio for the reaction time for male sprinters at different age levels:

Source of Variance	Sums of Square	Difference of Frequency	Mean Square	F-ratio
Total	0.090	29	0.003	0.33
Treatment (between)	0.002	2	0.001	
Error within	0.088	27	0.003	

$$\textbf{F-ratio} = \frac{\textbf{Mean Square Treatment}}{\textbf{Mean Square Error}}$$

$$= \frac{\textbf{0.001}}{\textbf{0.003}}$$

$$= \textbf{0.33}$$

Table value for Error 27 and Treatment 2 is [0.01 = 5.49, 0.05 = 3.35]

Discussion

The analyzed Mean Square Treatment of reaction time of male sprinters at different age levels was 0.001 and Mean Square of analyzed reaction time was 0.003. The F-ratio significant difference was 0.33. As per the result obtained, there is no significant difference in reaction time among 3 different age levels because:

1. The athletes undergo their training regularly in all seasons and it includes exercises for reaction time twice in a week. Continuous training improves subject's eye-hand

coordination and ear-hand coordination which reduces reaction time.

2. Fast twitch muscle fibers for all three age groups are probably the same that proves no significant difference in reaction time.

CONCLUSION

Based on the results and discussions of the study, it is concluded that:

1. There is no significant difference for the reaction time for the male sprinters at different age levels as the obtained F-ratio value is 0.33.
2. The reaction time plays a vital role on the performance of sprinters.
3. The reaction time efficiency is improved significantly by regular exercise & training and participating in sports & games.
4. Neuro-muscular coordination is highly essential for reaction time, especially the nervous system is developed significantly due to the continuous physical training.

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A Study on the Effectiveness of Teaching Grammar Through FACEBOOK

Manjusha Susan George

ABSTRACT

The investigation titled A Study on the Effectiveness of Teaching Grammar through Facebook, is an attempt to introduce an innovative way to teach grammar. Though efforts are made to teach grammar from lower classes onwards, learners find it difficult to master its rules and thus grammar learning becomes the least appealing part in language acquisition. The study attempted to identify how teachers can explore the simple and the most commonly available tools of ICT to teach grammar effectively. It proved the effectiveness of teaching grammar with the aid of online games and exercises in a stress free environment using facebook . It also enabled the investigator to identify that learning becomes more active and meaningful when appropriate technology is incorporated in the teaching learning process and also to give recommendations and suggestions to make English grammar learning interesting.

Introduction

If a surgeon from the 1800s walked into an operating room today where arthroscopic is being performed, could that surgeon step in and perform the surgery? No way. The surgeon would not even understand what the procedure was, would not understand what the instruments were, and would be totally lost about what was going on. But if a teacher from the 1800s walked into a classroom today, could he or she substitute as a teacher?

(Carroll, 2000)

Technology has changed the way we go about in our day-to-day activities and has greatly influenced all spheres of our life. It has also proved to be a great leveller in many fields. Even though technology has made great strides in the field of education, its complete integration into the language teaching-learning process is yet to be attained. The effectiveness of technology in language teaching becomes greater, when we are able to harness and leverage the power of technology in tandem with the traditional classroom teaching as an aid to teaching.

The nature of English language teaching and learning is changing radically at a rapid space and this trend will continue with future technological innovations. The changes in the pedagogy on account of the findings of researches carried out in language acquisition and rapid technological advancement have resulted in revolutionizing language teaching and learning. The learning process will be active and appropriate, if the teaching process is individualized and personalized and the tools of Information and Communication Technology (ICT) enable a language teacher to combine different approaches, learning styles and needs effectively in a unique way to each learner. In India, with the introduction of smart classrooms in many of the urban schools, a visible change has occurred, in teaching and learning. But how far it is effective in teaching and learning English as Second language (ESL) is still to be proved. ESL or EFL acquisition takes a considerable time to complete as it requires the development of a language skill through a training. This study is an attempt to find out the effectiveness of integrating the most ubiquitous ICT tool like Facebook to teach grammar outside the classroom as a remedial intervention.

Research Design

The study adopted a survey research design integrating quantitative and qualitative methods to assess the problems in English language acquisition, especially in learning and applying grammar through the use of ICT in English language teaching and learning process. A self designed close ended questionnaire was administered for collecting the data. Based on the survey analysis a subsample was chosen and a pre-test was administered followed by a remedial intervention for two and half months. At the end of the remedial teaching, a post- test was conducted to check whether the study succeeded in bringing out the desired results.

Population

The population of the study comprised of the students of class IX from three different CBSE schools in Jaisalmer, Rajasthan. One reason for choosing class IX CBSE students was that the investigator had an experience in teaching English in high school classes in CBSE schools and hence she felt a need to teach grammar in a fun filled way, as grammatical errors are common in students while writing in spite of the fact that they manage to speak well. Another reason is the serious participation expected of the subsample since the remedial intervention was planned to give through facebook and mobile text messaging. Class X students were avoided as they are preparing for board exams and are very busy with their school schedule.

Setting and Participants

Students of class IX from KendriaVidyalaya Jaisalmer, Air Force School, Jaisalmer and St. Paul's English Medium School, Jaisalmer were given the survey questionnaire as the first step of the study. About 190 students including the subsample participated in the survey. On the basis of the data collected, the investigator met those who expressed willingness to participate in the remedial teaching programme for improving their grammar and explained to them the procedures of the programme. Twenty students, 10 Boys and 10 girls were selected from St. Paul's English Medium School, Jaisalmer for remedial teaching. The reason for selecting one particular school was for the easy coordination of time schedule. The remedial intervention was given through Facebook at a time frame of 5 days per week.

Tools Used for the Study

As stated in the beginning the tools employed for conducting the study are:

(1) Survey Questionnaire

(2) Pretest

(3) Remedial Intervention

(4) Post test

Survey Questionnaire

As the study started with the assumption that participants experience difficulty in acquiring grammatical skills, it was essential to confirm that the problem really exists. The tool used for collecting the data was survey method with the aid of a questionnaire. The questionnaire for survey, which comprised of 20 close ended questions, was aimed at to interpret and analyse various aspects of English language learning in schools and to identify students' attitudes towards using ICT tools for language learning. The objectives of the survey were to find out:

(1) Students attitude towards English language learning.

(2) Language learning difficulties that they face in the classroom and their worries.

(3) Their opinions on traditional teaching methods.

(4) Their attitude towards ICT and its tools.

(5) Willingness to participation in online learning.

Hence the questionnaire was designed with five dimensions.

- English language proficiency of students.
- Worries difficulties and suggestions on language learning.
- Opinion on course book and teaching methods.
- Attitude towards grammar.
- Knowledge about ICT and willingness to participate.

The investigator visited the three schools chosen for the survey and administered questionnaire to the students of class IX of each school chosen for study and collected back the filled questionnaire on the spot. Later statistical technique was used to organize, analyse and interpret the data collected.

The survey proved that most of the participants wanted to change the way they learned grammar. The sample for giving remedial intervention was selected based on the survey analysis. Out of those who showed interest in online grammar learning through fun-filled activities, twenty participants (10 boys and 10 girls) were selected from among those who marked almost all the following factors as their problem in the survey.

They all had:

- Worries about grammar mistakes when they speak and write.
- Difficulty in remembering grammatical items.

- Wanted a better understanding of grammar to improve their language.
- Bored with uninspiring activities in the book and lack of interesting way to learn and remember rules.
- Wanted to learn language through fun-filled activities.
- Wanted to have stress-free learning environment to make the language learning interesting.

Pretest

As the study was carried out to find out whether grammar can be taught effectively using the tools of ICT, it was essential to identify the grammatical knowledge of the sample. A pretest was conducted at the beginning of the remedial intervention to identify the grammar proficiency of the participants. The pretest comprised of two sections. The first part was a set of 10 close ended questions to check the attitude of the sample participants towards grammar learning. The second part contained 6 different sections to check the participants' proficiency in reported speech, tenses, conditionals, active and passive voices and common error corrections.

Remedial Intervention

Online remedial teaching was given to the sample for a period of two and half months. The tool used for remedial intervention was facebook. The tool was selected based on the participant's preference in the survey.

Facebook

Facebook, the world's number one social networking sites with millions and millions of followers all over the world, was selected as the medium to teach grammar with the intention to find out whether it can be used effectively for teaching learning activities outside the classroom. All the participants had their own facebook account and were active users. The investigator met the sample participants in person and the procedures of the programme were explained. All of them agreed to follow the instructions and were excited about the programme.

A new Facebook account was opened exclusively for teaching grammar and all the participants were invited to join. A portion of grammar was uploaded every day from Monday to Friday and the participants were encouraged to respond and show their presence through a like or a comment.

The online class started with parts of speech with the intention that knowledge of parts of speech is very important to have language proficiency. The parts of speech in general was given as the first class followed by explanation of each in the next days. Online videos, games and exercises were given as links at the end of each section to make the learning programme interesting and varied.

The parts of speech was followed by tenses as many opined in the questionnaire given in the first section of the survey that they had a problem with tenses. All the tenses were explained separately in a simple way taking examples from activities related to their life. Also, games and exercises were given by providing links at the end of each section. The same procedures were used to teach conditionals, reported speech and active and passive voices. Occasionally, students were met in person at school to encourage and motivate them to continue their responses.

Post Test

The post test was identical to the pre test in terms of structure. It had two sections. The first section consisted of 10 close ended questions to find out whether there is any variation in their attitude towards their grammar learning after the remedial intervention. 8 out of the 10 questions in the first part of the post test were the same. Two questions in the pretest were changed in the post test to collect their feedback on remedial intervention.

Analysis of Pre-test and Post Test

The study was aimed at to develop the grammar skills through fun learning and the interactions during the teaching-learning process were not face-to-face. Since the sample participants were students of class IX, it was hoped that the remedial intervention would help them to score good marks in their board exams. A comparative analysis of the pretest and the post test helped the investigator to analyse the effectiveness of the programme. Out of the ten questions three were intended to check the importance of grammar in English language acquisition, three checked the difficult part in grammar learning and four were intended to draw the participants opinion and suggestion to improve the grammar learning process.

The analysis of the first section of the pretest proved that participants face difficulty in mastering grammatical rules. All of them believed that grammar plays a crucial role in language acquisition. To the question which aimed at to find out the difficulty that the participants have in writing, most of them (55%) opined in the pretest that their problem is with the grammar . While 30% had problem with spelling mistakes, 5% had lack of vocabulary and 10% had a problem with the writing styles. However, the post test analysis proved that there was a change in their attitude towards grammar as only 10% marked grammar as the difficult part. In the post test the most difficult part was changed to lack of vocabulary (45%) and spelling mistakes (40%), which is a clear indication of the effectiveness of the remedial intervention.

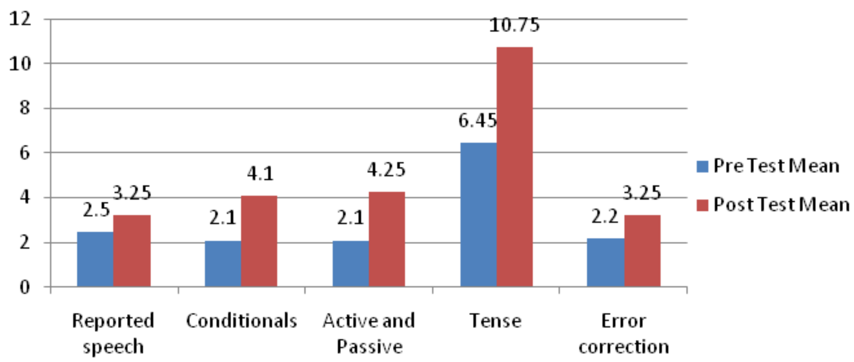
The analysis of the pretest questionnaire also proved that most of the participants (70%) wanted to learn grammar but they hadn't found any interesting way to learn it. While 5% believed that reading would help to develop grammar, 15% marked doing many kinds of exercises is a way to improve it. Only a few (10%) opined that by hearting grammar rules as a way to improve their grammar. A new option was added in the post test to know whether the participants liked the remedial intervention. Most of them (75%) opined that learning grammar through games and exercises is the best way to improve their grammar.

Theanalysis also showed that the participants believe that the grammar learning would not be boring if it is taught in an interesting way by giving inspiring activities and timely and proper feedback after doing exercises.It became clear from the analysis that at the time of the pretest the participants were not sure about the strategy that they are supposed to adopt to make their grammar learning effective. However, in the post test, majority opined that learning grammar with increasing intervals and doing lots of exercises by setting aside a regular time for learning grammar portions that they find difficult is the most effective strategy to reduce the problem of forgetting rules.

Analysis of Part II

The second part of the pretest and post test question papers was designed to analyze the grammar knowledge of the participants before and after the remedial intervention. The same kinds of questions were included in both the question papers. There were five sections and each section had a set of questions to check a particular grammar point. More questions on tenses were included to check whether the participants were confused of its usage. The first section of the part II was intended to check the sample participants' awareness on the usage of reported speech. It was followed by sections containing questions on conditionals, active and passive voices and tenses. The last section, error correction, was included to check the participants' general grammar awareness.

The analysis of pretest enabled the investigator to have an idea of the participants' grammar level which was helpful to determine the areas that needed more attention during remedial intervention. Analysis made it clear that the participants needed serious attention in the areas tested. Most of the participants performed poor in the area involving tense and hence more remedial classes were planned in those areas. The post test conducted at the end of the remedial intervention showed a visible change in the grammar knowledge of the participants. The performance of the students and its analysis proved that grammar can be taught effectively if it is done in a stress free and fun-filled environment through facebook.



Comparative Representation of Mean Scores of Part II of Pre test and Post test.

Limitations

The study was aimed at teaching grammar through facebook. However, there were a few limitations:

1. Since the remedial intervention was given through face book outside the classroom scenario, only those who had access to internet could participate. Lack of accessibility of technology dissuaded many interested participants.

2. As the investigator conducted the study outside the classroom environment, the only way to motivate students was by maintaining their interest through games and exercises after each section which was difficult and time consuming. A few were inconsistent in their response. If the remedial intervention was conducted by an English teacher to her students as part of curriculum, it would be more effective.
3. Technical problems like server and personal computer glitches, slow internet can hinder the participation of students.
4. Some websites on internet are not reliable as they may wound up any time. Proper care has to be taken while choosing websites and only credible websites should be considered as part of the learning programme.
5. The target groups' access to internet was limited as many of them had to depend on the electronic gadgets of their parents/guardians.
6. Projects, exams and the other activities given in the school hindered the smooth conduct of the programme as the participants were busy with their school works and tuitions.

Suggestions for Further Research

On the basis of the study the following suggestions for further research are given:

1. More studies need to be conducted on acquiring other language skills using facebook.
2. More studies can be conducted on the use of ICT tools at different levels of education.
3. Longitudinal studies on large samples may be conducted to confirm the results in different geographical areas.
4. More studies on grammar teaching can be initiated using other tools of ICT such as Bulletin boards, blogs, discussion forum etc.

CONCLUSION

Incorporating ICT into teaching language in schools is a challenging task for the educators. New instructional strategies that promote interactive learning environment need to be developed to produce meaningful results. However, technology oriented teaching is not an alternative method to conventional pedagogy. The need of the hour is to integrate pedagogy and technology effectively to enable the learners to face the ever evolving techno savvy world in their pursuit for excellence.

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Anna Karenina: One Story, Two Storylines and the Importance of Oblonsky

Athira S Kumar

ABSTRACT

Scholars have debated whether Tolstoy's masterpiece, Anna Karenina is a work consisting of two separate stories or is one coherent story. Not disputed is that the work entails two distinct storylines: that of the Vronskys and that of the Levins. It is argued that Tolstoy's two distinct storylines are part of a single story, not two. As such, this article supports Tolstoy's original presentation of the novel and argues against those who assert that Tolstoy should have presented Anna Karenina in two separate novels. By demonstrating why Tolstoy presents the novel in this manner and how he weaves the two distinct storylines together, the necessity of having presented the novel in its original, unified form is underscored.

Key words: Anna Karenina; Tolstoy; Oblonsky

INTRODUCTION

The debate over whether Tolstoy's masterpiece, Anna Karenina is a work consisting of two separate stories or is one coherent story is perhaps as dated as the work itself. There are certainly two distinct storylines: that of the Vronskys (Anna and Vronsky) and that of the Levins (Kitty and Levin). This is not commonly disputed. What is disputed is whether it was appropriate for Tolstoy to place these two storylines within one novel. Tolstoy could have easily separated this one work into two novels. However, in order to present characters of vivid realism and to effectively convey certain messages, it was essential that Tolstoy include the two storylines within the same novel. Indeed, these two storylines are part of one story and one novel, as they should be.

The following demonstrates both why and how these two storylines are parts of one story. First, it will be shown how the merging of the two storylines was used by Tolstoy place emphasis on specific elements of the novel. These elements include the characters, the settings, and the magnificent yet tragic climax. Emphasis is focused on these elements through means of contrast. This is the 'why' of Tolstoy's meshing of the two storylines. Second, it will be shown that Oblonsky is the thread with which Tolstoy connects his two storylines. This is the 'how' of Tolstoy's meshing of the two storylines.

Tolstoy ' S Reasons For Including Two Storylines

Anna Karenina has been praised for its brilliant characterization. The characters of Anna Karenina are read as "men and women of actual experience (Mirsky, 1958, p.764)." The chief characters of the novel have their traits accentuated when contrasted with other characters, namely characters from the opposing storyline with whom they seem to have little connection. Take for example, Levin. One cannot imagine Levin's morals, values, and struggle to uncover the meaning of life being as effectively presented without him being contrasted with characters from the opposing storyline. Levin's need for love and family is put into clear perspective when contrasted with Karenin's cold and rigid family life. Contrasted with Vronsky, Levin's connection to rural simplicity and pleasure in nature is impeccably conveyed to the reader. This is achieved by providing examples of contrasting lifestyles. Vronsky's (as well as Oblonsky's and Karenin's) aristocratic lifestyle provides a crisp contrast.

Anna is another character heavily relied upon to convey certain messages to the reader. This, as with Levin, is achieved by contrasting her lifestyle with those of other characters. In comparison to her sister-in-law Dolly, Anna is young, passionate and volatile. The reader is given this impression through Tolstoy's painting of Dolly as a tired and subservient wife, subject to the consequences of her husband's misguided actions. Yet, when juxtaposed with Kitty, Anna is a soul worthy of pity. She is a lost soul who never experiences the pure joy of a warm, caring family life. Not only are the characters of Anna Karenina put into contrast, but their living environments are subjects of direct comparison as well. Tolstoy's detailed narration, the type of which typifies the realist novel, helps the reader associate certain ways of life and morals with rural or urban settings. Levin's morals and his rural living environment are conspicuously associated with each other to suggest that the rural-living individual is on a path towards living a meaningful life. Meanwhile, the lives of Oblonsky, Karenin, Anna, and Vronsky all playout in urban settings. As such, urban-dwelling becomes associated with unclear morals and a life that is quite unnatural, holding misguided purpose.

The two storylines are juxtaposed for more than the sake of contrast between characters and indirect critique of urban lifestyle. The juxtaposition of the two major storylines of Anna Karenina leads to what becomes a powerful and emotional climax. The climax here is two-fold. It consists of the culmination of two separate spiritual crises which, when contrasted, deliver the novel's moral message with great clout. First, the reader experiences the resolution of a crisis driven by passion and worldly pleasures. This crisis is that of Anna and its resolution is suicide. Following this, the reader is struck with the resolution of a crisis driven by philosophical introspection and depression. This crisis is that of Levin and its resolution is his acceptance of God.

The characters of *Anna Karenina*, their lives and their psyches, are so effectively delivered to, and received by, the reader because of the contrast each has with one or more characters from the novel's opposing storyline. Without these two seemingly disparate storylines so beautifully packaged into one novel, the effectiveness of the story's characters, action, and moral messages would be infinitesimally diluted.

Providing evidence for the intricacy and effectiveness with which the storylines are linked is the debate that continues over Tolstoy famous opening quote, “All happy families are alike, each unhappy family is unhappy in its own way (Tolstoy, 1995, p.1).” Most have attributed this quote to the plight of each of the novel’s profiled families, however some (Meek, 2012, p.1) have attributed the quote too specifically to the Oblonskys. Not only does this line of thought mirror the debate over whether the novel should have been written as a single or two separate novels, it also supports the argument presented herein which emphasizes the importance of Oblonsky himself. Regardless, once the purpose and result of subsuming two storylines under one title are understood, how the story of the Vronksys and that of the Levins intersect can be explored.

Tolstoy’s Mechanism for Linking Storylines

Oblonsky is a constant throughout the novel. He undergoes little change and maintains the relationships he has with other characters, regardless of the family or storyline to which they belong. He is the character who sets the story’s action in motion. Not only is what he introduce the theme of adultery via his own infidelity, but his own infidelity sets off a chain reaction of critical events. The arrival of Oblonsky’s awe-inspiring sister, Anna, is directly connected with his actions. Anna comes to Moscow to console her sister-in-law, Dolly (Oblonsky’s wife), who is emotionally wounded by her husband’s affair.

While Levin’s trip to Moscow was unrelated to Oblonsky’s marital distress, it is through Oblonsky that he had met Kitty, the woman who he had come to Moscow to be seen. Thus, early on in the novel Oblonsky has drawn both Anna and Levin to Moscow. Upon arriving in Moscow, Levin learns of another suitor for Kitty: Vronsky. Of equal importance, Anna too learns of and meets Vronsky. During these early stages of the novel, Levin proposes to Kitty, only to be rejected, as Kitty has fallen for Vronsky.

Vronsky, meanwhile, falls in love with Anna. Literary critic, George Steiner speaks to the importance that Oblonsky’s adulterous act has on the plot of the novel:

The Oblonsky episode is more than a prelude in which the principal motifs are stated with consummate artistry; it is the wheel which sets the multitudinous wheels of the narrative in effortless motion. For the havoc wrought in Stiva’s [Oblonsky’s] domestic affairs leads to the encounter of Anna and Vronsky. (1955, p.59)

Upon reflection, the indirect implications of Oblonsky’s affair become quite clear. It is through Oblonsky that the two disparate storylines become connected from the very beginning of the novel. After Levin leaves Moscow, these two storylines rarely intersect. When they do, Oblonsky plays a large part in catalyzing their brief convergences.

For some time after Levin’s departure to his country home, the reader is unaware of the fact that Levin and Kitty will eventually reunite. It is Oblonsky, of course, who brings Levin the news of Kitty’s ill-health and the disconnect between her and Vronsky. When he visits Levin at home, Oblonsky repairs the link between the Scherbatskys and Levin, a crucial turning point of the story. This is an important event in the polarization of the two stories. The reader begins to see the development of the separate storylines of the Levins and the Vronskys. It is Oblonsky through whom this information is delivered to the reader and to Levin. Of note, Levin actually speaks of Vronsky during Oblonsky's visit. Levin distinguishes himself from Vronsky. Interestingly, Levin himself provides a direct and clear contrast between the two characters. He explains that the likes of Vronsky should not be considered to be aristocrats, as they have not worked as hard as he has for what their respective positions in society. Outside of Part I of the novel, rarely are the names of Levin and Vronsky mentioned in the same chapter.

Due to the seemingly tangential connections between the Levins and the Vronskys, it would be easier to gloss over the importance of Oblonsky's role. One could be forgiven for viewing him as a rather unimportant character. Unimportant that is, to both plots. It has even been said that the two storylines of Anna Karenina are not bound together in a single plot any more than they would be in real life. Even to suggest that Oblonsky's transience between the two storylines must be considered coincidental or happenstance understates the importance of his role. Such a perspective fails to appreciate not only the critical role that Oblonsky plays in both storylines, but the fact that he is the very thread that joins the two together.

In Part II, Chapter XXVII, Oblonsky is seen as a part of the Vronsky storyline. Oblonsky's name is not again mentioned until Part III, Chapter VII. This time, however, he is involved in the Levin storyline. Although not directly involved at this point, it is he who sends Dolly to the Oblonskys' country home, near Levin. This example gives evidence of Oblonsky's vascillation between the two storylines, and in doing so connecting the two. In the country, Dolly provides Levin with more information about Kitty. Hope for a life with Kitty is once again aroused in Levin. This is significant as it forwards the Levin storyline, bringing him emotionally close to Kitty once again. It is Oblonsky, by sending his wife to the country, who facilitates this communication between two different aspects of the story.

Unsurprisingly, it is Oblonsky who holds a dinner party (Part IV) in which characters from both storylines cross paths. Oblosnky and Dolly, Karenin, Kitty, and finally Levin arrive at the party. Oblonsky reunites Levin and Kitty, who had not spoken since the evening in Moscow on which Levin met Vronsky. Soon after, and very subtly, Kitty shows her feelings for Levin: "There was a prayer for forgiveness, and trust in him, and a caress – a timid tender caress, and a promise, and hope, and love for him in which he could not but believe and which suffocated him with joy (Tolstoy, 1995, p.350)."

Would Kitty and Levin have come together without Oblonsky's involvement? A quote from the novel provides insight into how Levin may answer the question. After he and Kitty confessed their love for each other, Levin told Oblonsky that he, "was happy and fond of him and would never, never forget what he had done for him (Tolstoy, 1995, p.363)." It is with such quotes, though few and far between throughout the novel, that Tolstoy masterfully hints at his own brilliance. This example conjures up images of Tolstoy cheekily inserting clues for critics to devour. Such clues, taken together, lead to the inevitable conclusion that Tolstoy's linking of the two storylines was wholly purposeful. In fact, it would be unfair, given Tolstoy's skill, to imagine that the linking of the storylines was haphazard. Surely such an author would not haphazardly link two seemingly disparate storylines. Further, an author of Tolstoy's stature would only subsume two such storyline within one novel if he believed that doing so would lend not only to the reader's enjoyment but also to the impact with which the novel's morals and principles are hammered home.

Tolstoy's planful and intricate linking is further evidenced by Oblonsky's connection to the Karenins. Along with playing a major role in Levin and Kitty's storyline, Oblonsky involves himself with both Anna and Karenin at many points. Oblonsky listens to Karenin's concerns and his lamentations regarding Anna and their potential divorce. Of course, Oblonsky consoles Anna as well, speaking with her about her relationships with both Karenin as well as with Vronsky. At this point in the novel, with mounting evidence for the role that Oblonsky plays in threading together the two storylines, it is difficult to wonder how any experienced and balanced critic could not plainly see the importance of Oblonsky and the justification for subsuming the two storylines within one novel. Further, it is surprising that there has not been universal appreciation and understanding of the reason for which Tolstoy linked the two storylines.

The commentary above not withstanding, critics of Tolstoy's linking of the two storylines have one possible alibi. That alibi is the fact that Anna Karenina is written in such a manner that Oblonsky moves from storyline to storyline almost imperceptibly. As such, it is possible that some readers, on the first pass, either do not perceive or do not fully appreciate the importance of linking the two storylines. That said, as evidence mounts for Oblonsky's role and its importance throughout the novel, Tolstoy's method of linking the two stories become increasingly transparent.

Ultimately, Oblonsky is used as a tool to justify the structure of Anna Karenina. Without him, Tolstoy would have been found it difficult to justify including both storylines within one novel. This is not to say that without Oblonsky there would not be the contrast between the characters that makes their personas and motives so vivid. What it does mean is that there would be little relevant connection between the two storylines. Thus, there would have been no grounds to subsume both of them under the title Anna Karenina.

CONCLUSION

Anna Karenina is a single story. It is a single story with two distinct storylines, each relating to separate romantic relationships. One of these is the love triangle that exists between Karenin, Vronsky, and the ill-fated Anna. The other is the loving relationship between Kitty and Levin. As has been demonstrated, these stories have one subtle common thread woven between them. This thread is the unchanging but adaptable Oblonsky. He is a friend to all. At some point in the novel each character confides in him, regardless of the storyline to which he or she belongs. He is seamlessly integrated into each of the main characters' lives, making the two storylines inseparable, as distant as they may appear.

Through Oblonsky, Tolstoy is allowed, in a sense, to present both storylines within one novel. It is through Oblonsky that these storylines are connected. Intentional or not, the effect of connecting these two storylines is clear. By letting the reader into the lives and minds of contrasting characters, each one's every action and every rait is contrasted, leading the reader to, naturally, more deeply analyze these traits and actions. Created by contrasting two storylines connected in chief by one character, Anna Karenina presents its reader with vivid characters. The reader develops relationships with these characters as this detailed story progresses. Knowing the story's characters so well allows the reader to comprehend the actions of each one, insofar as one can understand another's actions. This understanding between the reader and the characters allows the reader to see the cause and effect of characters' actions. Thus, the reader learns from the triumphs and mistakes of characters throughout the length of the story. No such effect could have been produced without linking the two storylines. Furthermore, the two storylines could not have been linked without one character common to each one. Tolstoy succeeds in linking the two stories, and does so in just this manner through. The result is a timeless masterpiece chronicling the lives of characters so lifelike that the reader cannot help but to identify the novel and reflect upon its greater meaning.

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മലയാള ഭാഷയും സൈബർ ആഖ്യാനങ്ങളും

ഡോ. ജോസ് കെ. മാനുവൽ

സംഗ്രഹം

നവമാധ്യമങ്ങൾ മലയാളികളെയും മലയാളി സമൂഹങ്ങളെയും സ്വാധീനിച്ചുകൊണ്ടിരിക്കുന്ന രീതി കാലികപ്രസക്തമായ സാക്ഷരതയു ടെയും ജീവിതനിർണ്ണയത്തിന്റെയും ഭാഗമാണ്. കേരളം ആഗോള ഭൂപടത്തിലെ വളരെ ചെറിയ പ്രദേശവും മലയാളം ശീലമാക്കിയവർ ചെറിയ സമൂഹവുമാണ്. മലയാളിയുടെ സ്വഭാവത്തിന് ബഹുസ്വരതകളെ ഉൾക്കൊള്ളുവാനും തനത് സംസ്കാരത്തെ കാലാനുസൃതമായി പുതുക്കി നിർത്തുവാനും കഴിയുന്നുണ്ട്. തൊഴിൽ തേടി ലോകത്തിന്റെ വിവിധ ഭാഗങ്ങളിലേക്ക് കുടിയേറിയ മലയാളികളും ഏറെയാണ്. ഇന്റർനെറ്റ്, മൊബൈൽ ഫോൺ എന്നീ മാധ്യമങ്ങളുടെ ആഗമനത്തോടെ ലോകത്ത് ആകമാനമുള്ള മലയാളികൾ ആശയവിനിമയത്തിലൂടെയും വ്യവഹാരങ്ങളിലൂടെയും പരസ്പരം ബന്ധപ്പെടുവാൻ തുടങ്ങിയ രീതികളും ശ്രദ്ധേയമാണ്. കേരളവും മലയാളികളുമെല്ലാം ആഗോള മാധ്യമ ശൃംഖലയുടെ ഭാഗമായതോടെ മലയാളിയുടെ മനോഭാവത്തിനും ഭാഷയ്ക്കുമെല്ലാം പരിവർത്തനം സംഭവിച്ചു കൊണ്ടിരിക്കുന്നു.

ആമുഖം

ഫേസ്ബുക്ക്, ഫേസ്ബുക്ക് മെസഞ്ചർ, സ്കൈപ്പ്, ടിറ്റർ, ലിങ്ക്ഡ് ഇൻ, വൈബർ, വിചാറ്റ്, വാട്ട്സ്ആപ് തുടങ്ങിയ സോഷ്യൽ നെറ്റ്വർക്കിങ്. സൈറ്റുകൾക്ക് മലയാളികൾക്കിടയിൽ പ്രചാരം ഏറെയാണ്. ഇതിൽ ഏതെങ്കിലും രണ്ടോ അതിലധികമോ സോഷ്യൽ നെറ്റ് വർക്കിങ് സൈറ്റുകൾ ഉപയോഗിക്കുന്നവരാണ് യുവതലമുറയേയും. ഇവർ ഇതിനായി വിനിയോഗിക്കുന്ന സമയവും ഏറെയാണ്. ഈ പത്രങ്ങളുടെ വായന, ബ്ലോഗ് രചനയും വായനയും, വിവിധതരം വെബ് സൈറ്റുകളുടെ ഉപയോഗം ഫേയ്സ്ബുക്ക്, വാർട്ട്സ് ആപ്പ് തുടങ്ങിയവയിലെല്ലാം മലയാളികൾ ഓരോ രീതിയിൽ സജീവമാണ്. ഇവയെല്ലാം മലയാളത്തിലും ഉപയോഗിക്കാമെന്നുള്ളത് ഭാഷയുടെ വിപുലനത്വത്തിന് കാരണമാണ്. പ്രാദേശികമായി ഒരു പ്രദേശത്ത് മാത്രം സജീവമായിരുന്ന മലയാളഭാഷയെ ആഗോളാടിസ്ഥാനത്തിൽ മലയാളികൾക്കിടയിൽ സജീവമാക്കുവാൻ നവമാധ്യമങ്ങൾക്ക് കഴിഞ്ഞു. മലയാളത്തിലെ ടെലിവിഷൻ ചാനലുകൾ വെബ് സൈറ്റിലുടെ ലഭ്യമാക്കുന്നതും സിനിമ ഉൾപ്പെടെയുള്ള കലാരൂപങ്ങളും ഗാനങ്ങൾ, ചിത്രങ്ങൾ തുടങ്ങിയവയും മലയാള പുസ്തകങ്ങളും വെബ്സൈറ്റുകളിലൂടെ ലഭ്യമാകുന്നതും വർത്തമാന കാലത്തിന്റെ സജീവത തന്നെയാണ്. ഓൺലൈൻ ബാങ്കിങ്, ഓൺലൈൻ പർച്ചേസിങ് തുടങ്ങിയവയും സജീവമാണ്. മലയാളികളുടെ പൊതുമണ്ഡലം സൈബർ സ്പേസി ലേക്ക് മാറിയതും കാലത്തിന്റെ സവിശേഷതകളാണ്.

കൂട്ടായ്മയുടെ മലയാളമുഖം

ഇന്റർനെറ്റിൽ മലയാളികൾക്കു മാത്രമായുള്ള പല സൗഹൃദ കൂട്ടായ്മകളുമുണ്ട്. ആഗോള

വിനിമയ സാധ്യതകളുടെ ചുവടുപിടിച്ച് മലയാളികളും സൈബർ മേഖലയിൽ സംഘം ചേരുന്നതിന്റെ പ്രത്യക്ഷ ഉദാഹരണങ്ങളായി ഇത്തരം കൂട്ടായ്മകളെ കാണാം.

സുഹൃത്ത്.കോം - www. suhruth. com
സസ്നേഹം - www. sasneham.net
ഇടയൻ - www. edayan.net
കൂട്ടം - www. koottam. com

എന്നിവയാണ് അത്തരത്തിൽപ്പെട്ട പ്രധാന സൈറ്റുകൾ. ഇടയൻ ക്രിസ്ത്യൻ സോഷ്യൽ നെറ്റ്വർക്കിംഗ് സൈറ്റാണ്. വർത്തമാനകാല കേരളീയ പൊതുമണ്ഡത്തിൽ സംഭവിക്കുന്ന വസ്തുതകളുടെ വിമർശനാത്മകമായ ചർച്ചകൾ ഇവിടെ സജീവമാണ്. ഇതിൽ കൂട്ടത്തിലാണ് ഏറ്റവും കൂടുതൽ അംഗങ്ങൾ ഉള്ളത്. യുവാക്കളുടെ പ്രാതിനിധ്യം ആണ് ഈ സൈറ്റുകളെ സജീവമാക്കുന്നത്. മലയാളികൾ ഈ കൂട്ടായ്മകളിൽ മലയാളത്തിൽ തന്നെ ആശയ വിനിമയങ്ങൾ നടത്തുന്നു എന്നത് ശ്രദ്ധേയമാണ്. ഇവരെ ഇതിന് പ്രാപ്തമാക്കിയത് വരമൊഴി, മൊഴികീമാൻ, ഗൂഗിൾ ഐ.എം.ഇ പോലുള്ള മലയാളം ടൈപ്പിംഗ് സോഫ്റ്റ് വെയറുകളാണ്. മംഗ്ലീഷ് ടൈപ്പ് ചെയ്യുന്നത് മലയാളത്തിലേക്ക് പരിവർത്തനപ്പെടുത്തുകയാണ് ചെയ്യുന്നത്. ഉദാഹരണത്തിന് "AMMA" എന്ന് ടൈപ്പ് ചെയ്താൽ അമ്മ എന്ന് മലയാളത്തിൽ ആകുന്നു.

സൈബർ പത്രങ്ങൾ

ദിനപത്രങ്ങളുടെ വായന മലയാളികളുടെ ശീലമാണ്. ഇന്റർനെറ്റിലും ഇത് സജീവമാണ്. മലയാളത്തിലെ മുൻനിരപത്രങ്ങൾക്കെല്ലാം ഇന്റർനെറ്റ് പതിപ്പുകൾ (e-edition) ഉണ്ട്.

മനോരമ - epaper.manoramaonline.com
മാതൃഭൂമി - epaper.mathrubhumi.com
മാധ്യമം - www.madhyamam.com/epaper
ദീപിക - epaper.deepika.com
ദേശാഭിമാനി - www.deshabhimani.com/epaper
ജന്മഭൂമി - www.janmabhumidaily.com
മംഗളം - www.mangalam.com

ഓൺലൈനായി മാത്രം പ്രസിദ്ധികരിക്കുന്ന പത്രങ്ങളും ഏറെയാണ്. ഓരോ ഓൺലൈൻ പത്രത്തിനും സവിശേഷമായ ഓരോ വീക്ഷണദിശ കാണാം. കാസർകോട് വാർത്ത(www.kasargodvartha.com)യിൽ കാസർഗോഡിലെ പ്രദേശികമായ വാർത്തകളാണ് പ്രാധാന്യത്തോടെ പ്രസിദ്ധീകരിക്കുന്നത്. സിംഗപ്പൂരിൽനിന്ന് ഒരു സംഘം മലയാളികൾ ചേർന്ന് മലയാളത്തിൽ പ്രസിദ്ധീകരിക്കുന്ന ഇ-പത്രമാണ് പ്രവാസി എക്സ്പ്രസ്സ് (www.pravasiexpress.com) അമേരിക്കയിൽനിന്ന് പ്രധാനമായും മൂന്ന് പത്രങ്ങളാണ് മലയാള വാർത്തകളുമായി സജീവമാകുന്നത്. അശ്വമേധം (www.aswamedham.com) ഇമേർജിംഗ് കേരള (www.emergingkerala. com), കേരള എക്സ്പ്രസ്സ് (www.keralaexpress.com) എന്നിവയാണ് അവ. പാലായിൽ നിന്നും ഇറങ്ങുന്ന ഈ പത്രമാണ് സത്യം (www.sathyamonline.com) ഇന്റർനെറ്റിലൂടെ വായിക്കപ്പെടുന്ന മറ്റ് പ്രധാന പത്രങ്ങളാണ്.

ജനറൽ - www.generaldaily.com
ഉത്തരദേശം - www.utharadesam.com
വർത്തമാനം - www.varthamanam.com
സുദിനം - www.sudhinam.com
എന്റെ വാർത്ത - www.entevartha.com

ല വാർത്ത	- www.evartha.in
മറുനാടൻ മലയാളി	- www.marunadan malayali.com

ഈ ഓൺലൈൻ പത്രങ്ങളുടെ രാഷ്ട്രീയം പലതാണ്. പ്രിന്റ് പത്രങ്ങളിലൂടെ കുത്തകകളായി നിന്നിരുന്ന വിഭാഗത്തിനെ പ്രതിരോധിക്കുക എന്ന നിലയ്ക്കാണ് പല ഇ-പത്രങ്ങളുടെയും പ്രധാന ലക്ഷ്യം. അതുകൊണ്ടുതന്നെ ജനപ്രിയ വാർത്തകൾക്കും സത്യസന്ധമായ വാർത്തകൾക്കും ഇവർ പ്രാധാന്യം നൽകുന്നു. അനുനിമിഷം പുതുക്കിക്കൊണ്ടിരിക്കുന്ന വാർത്തകൾ ഇത്തരം പത്രങ്ങളുടെ സജീവത വർദ്ധിപ്പിക്കുന്നു. മാധ്യമ സാക്ഷരത നേടിയ പുത്തൻ തലമുറകളുടെ അഭിരുചിക്കനുസരിച്ചാണ് ഇ-പത്രങ്ങളുടെ ആകെയുള്ള ക്രമീകരണം. മുൻനിര പത്രങ്ങൾ അവരുടെ അഭിപ്രായങ്ങൾ വായനക്കാരനെ കൊണ്ട് സമ്മതിപ്പിക്കുന്ന (manufacturing consent) കാലം ഇന്ന് അവസാനിച്ചുകൊണ്ടിരിക്കുന്നു. വായനക്കാരന് ആവശ്യാനുസരണം പല പത്രങ്ങൾ ഒരു മൗസ് ക്ലിക്കിലൂടെ തിരഞ്ഞെടുക്കുവാനുള്ള പരിപൂർണ്ണ സ്വാതന്ത്ര്യം ഇന്നുണ്ട്.

ഇ-മാസികകൾ

മലയാളത്തിലെ മുൻനിര അനുകാലികങ്ങളെല്ലാം ഇന്ന് ഇന്റർനെറ്റ് പതിപ്പുകൾ ഇറക്കുന്നു. മലയാളിയുടെ വായന രീതിയും ബോധവും ഡിജിറ്റൽ വേദിയിലേക്ക് മാറുന്നു എന്നതിന്റെ തെളിവായി ഇതിനെ കാണാം. മാധ്യമം, കലാകൗമുദി,നാന, സമകാലിക മലയാളം എന്നിവയെല്ലാം ഇന്ന് ഇന്റർനെറ്റ് എഡിഷൻ ഇറക്കുന്നുണ്ട്. ഇതിൽ മാധ്യമം അഡ്രോയ്ഡ് മൊബൈലുകളിലും ലഭ്യമാണ് അധികം താമസിക്കാതെ ഇതര അനുകാലികങ്ങളും മൊബൈലിൽ വായിക്കാവുന്ന അവസ്ഥയിലെത്തും. ആനുകാലികങ്ങളുടെ ഇന്റർനെറ്റ് പതിപ്പുകൾക്ക് ഉദാഹരണങ്ങളാണ്.

മലയാളം വാരിക	- www.malayalamvarika.com
കലാകൗമുദി	- www.kalakaumudi.com
മലയാള മനോരമ	- www.manormaonline.com
ഇൻഫോ കൈരളി	- www.inforkairali.com
നാന	- www.nanafilmweekly.com
വെള്ളിനക്ഷത്രം	- www.vellinakshathram.com

ഇ-മാസികകളായി മാത്രം ഇറക്കുന്ന അനുകാലികങ്ങൾ ഏറെയാണ്. ഇവയിൽ പലതിനും നല്ല വായനക്കാരും ഉണ്ട്. പ്രിന്റ് മാസികകളുടെ കുത്തക സ്വഭാവത്തിന് എതിരെയുള്ള പ്രതിരോധമെന്ന നിലയിൽ ഇ-മാസികകൾ വായിക്കുന്നവർ ഏറെയുണ്ട്.

പുഴ	- www.puzha.com
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തുഷാരം	- www.thusharam.com
ചിന്ത	- www.chintha.com

തുടങ്ങിയ ഇ-മാസികകൾ സവിശേഷമായ വിഷയങ്ങൾ തിരഞ്ഞെടുക്കുവാൻ കാണിക്കുന്ന ജാഗ്രത ഇതിനോടകം ശ്രദ്ധ നേടിക്കഴിഞ്ഞു. വായനക്കാരുടെ എഴുത്തുകൾക്കും അഭിപ്രായങ്ങൾക്കും ഇത്തരം മാസികകൾ മുന്തിയ പരിഗണനയാണ് നൽകുന്നത്.

വിക്കിപീഡിയ

ഇന്റനെറ്റിലെ സ്വതന്ത്ര വിജ്ഞാനകോശമാണ് വിക്കീപീഡിയ. ആർക്കും എപ്പോഴും വിഷയങ്ങൾ എഴുതാനും കൂട്ടിച്ചേർക്കാനും കഴിയുന്ന ഒരു തുറസ്സായ ഇടമാണ് വിക്കീപീഡിയ. പൊതുജനങ്ങൾക്കും എപ്പോൾ വേണമെങ്കിലും ഇതിലേക്ക് പ്രവേശിച്ച് വിവരങ്ങൾ ശേഖരിക്കാനാകും. ഇന്ന് പല ഭാഷകൾക്കും അവരുടേതായ വിക്കീപീഡിയ ഉണ്ട്. 2002-ൽ ആണ് മലയാളത്തിൽ ഉള്ള വിക്കീപീഡിയ ആരംഭിക്കുന്നത്. മലയാളം ടൈപ്പിംഗ് സോഫ്റ്റ് വെയറുകൾ ലഭ്യമായതോടെ വിക്കീപീഡിയയിൽ മലയാളികൾ സജീവമായി. സമൂഹം, ചരിത്രം, സാഹിത്യം എന്നിവ സംബന്ധിച്ച പ്രാഥമിക വിവരങ്ങൾക്കായി മലയാളം വിക്കീപീഡിയയെ ആശ്രയിക്കുന്നവരുടെ എണ്ണം ഇന്ന് നിരവധിയാണ്. മാത്രമല്ല പുസ്തകങ്ങൾക്കായി വിക്കി ഗ്രന്ഥശാല (www.wikisource.org) ശബ്ദാർത്ഥങ്ങൾ കണ്ടെത്തുന്നതിനായി വിക്കിനിഘണ്ടു (www.wikionary.org) ചൊല്ലുകൾ ശേഖരിച്ചു വയ്ക്കുന്ന വിക്കികോട്ട്സ് അഥവ വിക്കിചൊല്ലുകൾ (www.wikiquote.org) പഠനസഹായികളും മറ്റും ചേർക്കുന്ന വിക്കി ബുക്സ് അഥവ വിക്കിപാഠശാല (www.wikibooks.org) എന്നീ അനുബന്ധ സൈറ്റുകളും വിക്കിപീഡിയയിലുണ്ട്.

ബ്ലോഗ്

ആശയപ്രകാശന ഇടമെന്ന നിലയിൽ ഇൻർനെറ്റിലെ സജീവമായ മേഖലയാണ് ബ്ലോഗ്. മലയാളം ബ്ലോഗുകൾ എണ്ണംകൊണ്ടും വിഷയ വൈവിധ്യംകൊണ്ടും ഇന്ന് ശ്രദ്ധേയമാണ്. അച്ചടി പ്രസിദ്ധീകരണങ്ങളെ മാത്രം ആശ്രയിച്ചിരുന്ന എഴുത്തുകാരുടെ ഇടയിലേക്കാണ് പ്രസിദ്ധീകരണത്തിന്റെ പുതുഭാവുകത്വവുമായി ബ്ലോഗ് കടന്നുവന്നത്. എഡിറ്റിംഗിന്റെ ഭീഷണിയും പ്രസിദ്ധീകരണത്തിന്റെയും വിതരണത്തിന്റെയും നൂലാമാലകളിൽപ്പെടാതെ ആശയങ്ങൾ ആഗോള വ്യാപകമായി വിനിമയംചെയ്യാൻ ബ്ലോഗിനാകുന്നു. കവിത, കഥ, നോവൽ, യാത്രാവിവരണം, നർമ്മം, രാഷ്ട്രീയം, പാചകം, കൃഷി, സിനിമാ നിരൂപണം, ഫോട്ടോ, ജ്യോതിഷം എന്നിങ്ങനെ മലയാളിയുടെ ആസ്വാദനമനോഭാവവും വിശ്വാസവും തൊട്ട് നിത്യജീവിത വ്യാവഹാരങ്ങൾ വരെ ബ്ലോഗിൽ സാന്നിധ്യമുറപ്പിക്കുന്നു. ഇതിൽ കവിതാബ്ലോഗുകളാണ് എണ്ണത്തിൽ കൂടുതലുള്ളത്.

കവിത

മലയാളത്തിലെ ബ്ലോഗ് കവിതകൾ എണ്ണം കൊണ്ടും മികവുകൊണ്ടും ശ്രദ്ധേയമാണ്. മലയാളകവിതയിലെ അച്ചടി വാർപ്പ് മാതൃകകളോട് കലഹിക്കുകയും പാരമ്പര്യസങ്കല്പങ്ങളെ പിഴുതെറിയുകയും ചെയ്യുന്ന ആവിഷ്കാര രീതികൊണ്ട് ബ്ലോഗിലെ നിരവധി കവിതകൾ ശ്രദ്ധേയമാകുന്നുണ്ട്.

“ഞങ്ങളുടെ തലമുറ മലയാളകവിതയിൽ സ്ഥാനം ഉറപ്പിക്കാൻ ശ്രമിക്കുന്ന കാലത്ത് പ്രസിദ്ധീകരണം തികച്ചും ദുഷ്കരമായിരുന്നു. വിശേഷിച്ചും ഞങ്ങൾ എഴുതിയിരുന്നത് സാമ്പ്രദായിക വായനക്കാർ ആദ്യമാദ്യം അന്യമോ ആരോചകം പോലുമോ ആയി കരുതിയിരുന്ന രീതികളിലായിരുന്നതുകൊണ്ട് മുഖ്യധാരാ പ്രസിദ്ധീകരണങ്ങൾ അവയുടെ കതകുകൾ ഞങ്ങൾക്കായി തുറന്നുതരുന്ന പ്രശ്നമേയില്ലായിരുന്നു. അയ്യപ്പപ്പണിക്കരുടെ ‘കുരുക്ഷേത്ര’വും കടമ്മനിട്ട രാമകൃഷ്ണന്റെ ‘കാട്ടാള’നും മാതൃഭൂമി ആഴ്ചപ്പതിപ്പ് തിരസ്കരിച്ച കഥ ഇന്ന് ഏവർക്കും അറിയാമല്ലോ. പുതിയ ഭാവുകത്വത്തിനുള്ള ഏക ആശ്രയം ലിറ്റിൽ മാഗസിനുകളായിരുന്നു. അതുകൊണ്ട് പലപ്പോഴും എഴുത്തുകാർ തന്നെ ചെറുമാസികകൾക്കും ‘യഥാർത്ഥ’ സുഹൃത്ബന്ധങ്ങൾക്കും രൂപം നൽകി. ‘കേരളകവിത’ പോലുള്ള കവിതാ പ്രസിദ്ധീകരണങ്ങൾ അങ്ങനെയുണ്ടായതാണ്. മറ്റനേകം ചെറുമാസികകളിലും കവിതയ്ക്ക് വലിയ സ്ഥാനമുണ്ടായിരുന്നു. അവയിലൂടെ പ്രചാരവും പ്രതിഷ്ഠയും നേടിയ ശേഷമാണ് പുതുകവികൾ മുഖ്യധാരാ പ്രസിദ്ധീകരണങ്ങൾക്ക് സ്വീകാര്യമായി മാറിയത്. ഇന്ന് ലിറ്റിൽ മാഗസിൻ സംസ്കാരം

മലയാളത്തിൽ പ്രക്ഷീണമാണെങ്കിൽ അതിനൊരു കാരണം പുതുതായുണ്ടായ ഈ 'ബദൽ സ്പെയ്സു'കളാണ്. ഇന്നത്തെ കവിയ്ക്ക് പത്രാധിപന്മാരുടെയോ പ്രസാധകരുടെയോ കാരുണ്യം കാക്കേണ്ടതില്ല. സ്വന്തമായി ഒന്നോ അതിലെറെയോ ബ്ലോഗുകൾ ആരംഭിക്കുക, അതിലൂടെ വായനക്കാരുടെ ഒരു ചെറുകൂട്ടായ്മ രൂപീകരിക്കുക. ഈ സ്ഥലം 'വായനക്കാരുടെ കമന്റു'കളിലൂടെ ഒരു നിരൂപണസ്ഥലം കൂടിയായിരിക്കുന്നു. ഇത് ജനാധിപത്യപക്ഷത്തു നിന്ന് നോക്കുമ്പോൾ നിശ്ചയമായും ഒരു നല്ല മാറ്റമാണ്." എന്ന് കെ. സച്ചിദാനന്ദൻ എഡിറ്റു ചെയ്ത നാലാമിടം എന്ന ബ്ലോഗ് കവിതാസമാഹാരത്തിൽ പറയുന്നത് ശ്രദ്ധേയമാണ്.

കാലാകാലങ്ങളിൽ കവിതയുടെ മേഖലകളിൽ സംഭവിക്കുന്ന മാറ്റങ്ങൾ വിലമതിക്കേണ്ടതുണ്ട്. ബ്ലോഗുകവിതകൾ പുത്തൻ ഭാവുകത്വത്തിന്റെ അടയാളപ്പെടുത്തലുകൾ തന്നെയാണ്. പ്രധാനപ്പെട്ട ചില കവിതബ്ലോഗുകൾ മാത്രമാണ് ചുവടെ ചേർത്തിരിക്കുന്നത്.

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കഥ

കഥയെഴുത്തും ബ്ലോഗിൽ സജീവമാണ്. പ്രവാസികളായ മലയാളികളുടെ സൃഷ്ടികളാണ് ഇതിലേറെയും പ്രധാനപ്പെട്ട കഥാബ്ലോഗുകൾക്ക് നല്ല പ്രതികരണമാണുള്ളത്. വിഷയസ്വീകരണത്തിന്റെ വൈവിധ്യവും ആഖ്യാനത്തിന്റെ ബഹുരീതികളും ഈ ബ്ലോഗുകളുടെ സജീവത വർദ്ധിപ്പിക്കുന്നു. അച്ചടി മാതൃകയിൽ പുറത്തുവരുന്ന കഥകളിൽനിന്നും ഭിന്നമായി ബോധപൂർവ്വമായ ആഖ്യാനവൈവിധ്യം ബ്ലോഗ് കഥകളുടെ സവിശേഷതയാണ്. കഥയുടെ ആശയത്തേക്കാൾ അവതരണത്തിനും ഭാഷയ്ക്കുമാണ് ബ്ലോഗിലെ കഥകൾ ശ്രദ്ധ ഊന്നുന്നത്.

മലയാളത്തിലെ വ്യത്യസ്തമായ ചില കഥാ ബ്ലോഗുകൾ

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കാലിച്ചാം പൊതി	- neevilakan.blogspot.in
പെരിങ്ങോടൻ	- perigodan.blogspot.in

ഫോട്ടോഗ്രാഫി

ഫോട്ടോഗ്രാഫിയുടെ സാധ്യതകളും സൗന്ദര്യവും ആരായുന്ന ബ്ലോഗുകളും സജീവ മാണ്. കാഴ്ചയ്ക്കപ്പുറത്ത് ചില സന്ദേശങ്ങൾ, വിചാര ങ്ങൾ തുടങ്ങിയവ ഉണർത്തുവാൻ കഴിയുന്ന രീതിയിലാണ് ഇത്തരം ബ്ലോഗുകൾ രൂപീകരിച്ചിരിക്കുന്നത്.

നിഴൽക്കുത്ത്, എന്റെ നിഴലാട്ടങ്ങൾ	- nizhalkoothu.sarinsoman.com
ചിത്രവർണ്ണങ്ങൾ	- rahuchittram .blogspot.in
ചിത്രണം	- chithranam.blogspot.in

നർമ്മം

മലയാളിയുടെ നർമ്മബോധത്തിന് നൂറ്റാണ്ടുകളുടെ പാരമ്പര്യമുള്ള ചരിത്രമാണുള്ള ത്. അച്ചി ചരിതങ്ങൾ, ഓട്ടംതുള്ളൽ, ലഘുകവിതകൾ, ആദ്യകാല കഥകൾ, കാർട്ടൂണുകൾ, നർമ്മ ആഖ്യാനങ്ങൾ തുടങ്ങിയവയുടെ പിൻബലത്തിലും തുടർച്ചയിലുമാണ് മലയാളത്തിലെ നർമ്മ ബ്ലോഗുകൾ സജീവമാകുന്നത്. കാലത്തിന്റെ സ്പന്ദനങ്ങൾ ആവാഹിച്ചെടുത്ത് നർമ്മ നിർമ്മിക്കാനുള്ള പ്രതിഭ ഈ ബ്ലോഗുകളിൽ ദർശിക്കാവുന്നതാണ്.

സുധീർദാസ്	- sudheerdas.blogspot.in
കൊച്ചന്ന	- kochanna.blogspot.in
വാഴക്കോടന്റെ പോഴത്തരങ്ങൾ	- vazhakkadan.com
മിനി നർമ്മം	- mini-mininarmam.blogspot.in
കണ്ടൻ തടിക്കു മുണ്ടൻ തടി	- marathalayam.blogspot.in

വൈവിധ്യം തന്നെയാണ് ഈ ലേഖനങ്ങളെയും മികച്ചതാക്കുന്നത്. സാമൂഹ്യ വിഷയ ങ്ങൾ കൈകാര്യം ചെയ്യുമ്പോൾ പൊതുജനപക്ഷത്തുനിന്നുള്ള കാഴ്ചപ്പാടുകൾ സൈബർ ലേഖ നങ്ങളുടെ പ്രത്യേകതയാണ്.

ഒരു കപ്പ് ചായ	- orukappuchaya.blogspot.in
കരിയില	- thallasseri.blogspot.in
തൂണീരം	- thooneram.blogspot.in
മൈത്രേയി	- maithrayi.blogspot.in
അക്ഷരശബ്ദം	- aksharasabdam.blogspot.in

കാർട്ടൂൺ

നർമ്മത്തിനും സാമൂഹ്യവിമർശനത്തിനും പ്രാധാന്യമുള്ള വരകളാണ് ഇവിടെ പ്രത്യ ക്ഷമാകുന്ന കാർട്ടൂണുകളെ മിഴിവുറ്റതാക്കുന്നത്.

കാർട്ടൂൺ വർക്സ്	- jairajty.blogspot.in
ഊണേശ്വരം പി.ഒ	- ooneswarrampo.blogspot.in
ഐ.ഫ്രേയ്മ്	- abhilashpottakulath.blogspot.in
യവനിക	- innoeentlines.blogspot.in

സിനിമ

ഏറ്റവും പുതിയ സിനിമകളെ വരെ വസ്തുനിഷ്ഠമായി വിലയിരുത്തുവാൻ സിനിമ ബ്ലോഗുകൾക്ക് കഴിയുന്നു. ഏറെ വായനക്കാരെ ആകർഷിക്കുവാൻ സിനിമാ നിരൂപണബ്ലോഗുകൾക്ക് കഴിയുന്നുണ്ട്.

മോളിവുഡ് നിരൂപണം	- mollywoodniroopanam.blogspot.in
സിനിമാ നിരൂപണം	- cinemaniroopanam.blogspot.in
ചിത്രവിശേഷം	- www.chithravishasham.blogspot.in
സിനിമാ ടാക്കീസ്	- cinemaattalkies.blogspot.in

മലയാളത്തിലെ ബ്ലോഗ് എഴുത്തുകാർക്കിടയിൽ കേരളത്തിലെ മുഴുവൻ എഴുത്തുകാരുടെയും പ്രാതിനിധ്യം ഇല്ലെങ്കിലും സംസ്കാരം, ഭാഷ, സാഹിത്യം എന്നീ ഇടങ്ങളിൽ വളരെ ജാഗ്രതയോടെ ഇടപെടുകയും പ്രതികരിക്കുകയും ചെയ്യുന്ന കൂട്ടായ്മയായിമാറിയിട്ടുണ്ട്. ഭാഷ, സാഹിത്യം, ബൗദ്ധികമായ സ്വാതന്ത്ര്യം, രാഷ്ട്രീയം എന്നിവ അവരുടെ പ്രധാന വിഷയങ്ങളാണ്. നർമ്മവും നാട്ടുഭാഷയും കൊച്ചുവർത്തമാനങ്ങളും പല ബ്ലോഗുകളുടെയും മുഖമുദ്രയാണ്. പരമ്പരാഗതമാധ്യമങ്ങൾ കാണതെ പോകുന്നതും വിവരസാങ്കേതിക വിദ്യയുടെ ലോകത്ത് ഏറെ ശ്രദ്ധിക്കേണ്ടതുമായ വിഷയങ്ങളിൽ കൂടുതൽ താല്പര്യം കാണിക്കുന്നുണ്ട്. അത്തരത്തിൽ ജാഗ്രത്തായ ഒരു സമൂഹത്തെയാണ് മലയാള ബ്ലോഗിൽ അടയാളപ്പെടുത്തുന്നത്.

ഇന്റർനെറ്റും ടെലിവിഷനും

മലയാളത്തിലെ മുഖ്യധാര ചാനലുകൾ എല്ലാം തന്നെ ഇന്റർനെറ്റിൽ ലഭ്യമാണ്. സ്വദേശികൾക്കും പ്രവാസികൾക്കും ഒരു പോലെ പ്രയോജനം ചെയ്യുന്നവയാണ് അവ. വാർത്ത ചാനലുകളാണ് ഇത്തരത്തിൽ ഓൺലൈനിൽ കൂടുതൽ ശ്രദ്ധിക്കപ്പെടുന്നത്. ഓഫീസ് ജോലിക്കിടയിലെ വിശ്രമ സമയ ങ്ങളിൽ ഇത്തരം ചാനലുകൾ കാണുന്ന രീതി ഇന്ന് കേരളത്തിലെ യുവാക്കൾക്കിടയിൽ ശീലമാണ്. പ്രധാനപ്പെട്ട ചാനലുകളുടെ വെബ് വിലാസം

റിപ്പോർട്ടർ ചാനൽ	- www. reporterlive.com
കൈരളി	- www.kairalitv.com
ഏഷ്യാനെറ്റ്	- asianetdigital.com
ഇൻഡ്യാവിഷൻ	- .comwww.indiavisiontv.com
മാതൃഭൂമി	- mathrubhuminews.com
അമൃതാ	- www.Aruthatv.com
മനോരമ ന്യൂസ്	- www.manoramanews.com

ബ്ലോഗ്, വിക്കിപീഡിയ, യുടൂബ്, എന്നിവയിലൂടെയെല്ലാം മലയാളി ഇന്റർനെറ്റിൽ സജീവമാകുന്ന കാഴ്ചയാണ് ഇന്നുള്ളത്. ഡിജിറ്റൽ ലോകത്ത് മലയാളി ഒരു സമൂഹം ആയി മാറിക്കൊണ്ടിരിക്കുന്നു. ഇ-മെയിൽ ഐഡികളും വിവിധ വെബ്സെറ്റുകളിലെ അംഗത്വവും വഴി മലയാളി ആഗോള ആശയവിനിമയത്തിന്റെയും പൊതുമണ്ഡലത്തിന്റെയും ഭാഗമാകുന്നു. ഇൻർനെറ്റിന്റെ ഉപയോഗം ഒരുവന്റെ അസ്തിത്വനിർണയത്തിന്റെ ഭാഗമായി മാറുന്നുണ്ട്. ഈ-ബാങ്കിംഗ്, ഇ-പരീക്ഷകൾ, വീഡിയോ കോൺഫെറൻസ്, വീഡിയോ കോൾ, തുടങ്ങിയവ മലയാളിയുടെ ജീവിതത്തിന്റെ ഭാഗമായിരിക്കുന്നു. നമ്മുടെ വിദ്യാഭ്യാസമേഖലയിലും ഐ.ടി ഇന്ന് ഒരു പ്രധാനപ്പെട്ട വിഷയമാണ്. ക്ലാസുകളിൽ കമ്പ്യൂട്ടറുകൾ, ഇന്റർനെറ്റ് എന്നിവ ഉപയോഗിക്കുകയും അവ പരിശീലിപ്പിക്കുകയും ചെയ്യുന്നു. സർക്കാർ സേവനങ്ങൾക്കായി അക്ഷയ സെന്ററുകളെ ആശ്രയിക്കുന്നവർ ഇന്ന് ഏറെയാണ്.

സാമൂഹ്യാവസ്ഥ

എറണാകുളത്തുള്ള ഇൻഫോ പാർക്ക് തിരുവനന്തപുരത്തുള്ള ടെക്നോപാർക്ക് എന്നിവ കേരളത്തിന്റെ ഐ.ടി മേഖല വളരുന്നതിന് നാഴികക്കല്ലുകളായി തീർന്നു. ഇന്ന് ഒരുലക്ഷത്തിലധികം ഐ.ടി ജോലിക്കാരാണ് ഈ സ്ഥാപനങ്ങളിലായിട്ടുള്ളത് എന്നത് കേരളത്തെ സംബന്ധിച്ച് ശ്രദ്ധേയമാണ്. കേരളത്തിലെ പ്രധാന നഗരങ്ങളിലെല്ലാം ഉയർന്നുകൊണ്ടിരിക്കുന്ന ഐ.ടി പാർക്കുകൾ തൊഴിൽമേഖലയുടെ മാറുന്ന മുഖമാണ് കാണിച്ചുതരുന്നത്. ഈ മേഖലയിൽ തൊഴിൽ ചെയ്യുന്നവരുടെ മനോഭാവവും പ്രവർത്തനങ്ങളും മാധ്യമകേന്ദ്രീകൃതമായ പുത്തൻസംസ്കാരത്തിന് കാരണമായി. ഈ നവസംസ്കാരം കേരളത്തിന്റെ പരമ്പരാഗത സംസ്കാരവുമായി ചേരുമ്പോൾ രൂപപ്പെടുന്ന അന്തരീക്ഷം സവിശേഷമായ സൈബർ ആധുനീകരണത്തിന്റേതാണ്. ആധുനിക സൗകര്യങ്ങളോടുകൂടിയ വാഹനങ്ങൾ, വൈവിധ്യമുള്ള ഭക്ഷണശാലകൾ, മൾട്ടിപ്ലക്സ് തിയേറ്ററുകൾ, ഷോപ്പിംഗ് മാളുകൾ, ആധുനിക സൗകര്യമുള്ള ആശുപത്രികൾ, വിദ്യാഭ്യാസസ്ഥാപനങ്ങൾ തുടങ്ങിയവയെല്ലാം സൈബർ സാധ്യതകളിലൂടെ പരിവർത്തന വിധേയമാകുന്ന കേരളത്തിന്റെ പുത്തൻ അവസ്ഥയാണ്. ഇപ്രകാരം പല നിലകളിൽ മലയാളിയുടെ വിവരസാങ്കേതിക ബോധം, കാലിക പ്രസക്തിയോടെ വളർന്നുകൊണ്ടിരിക്കുന്നു. അനുദിനം പരിവർത്തനപ്പെടുന്ന ലോകത്തിൽ അതിനനുസരിച്ച് മാറുക എന്നത് അനിവാര്യമാണ്.

ഉപസംഹാരം

സൈബർ ആധുനികതയുടെ കാലത്ത് സങ്കരഭാഷകൾ മാധ്യമ കേന്ദ്രീകൃതമായി രൂപീകരിക്കുന്നതുപോലെ ഇനിയൊരനുപാതത്തിൽ സങ്കരസമൂഹങ്ങളെയും സൃഷ്ടിക്കും. കേരളത്തിലേക്ക് തൊഴിൽ തേടിയെത്തുന്ന അന്യസംസ്ഥാനക്കാരും പഠനത്തിനായും മറ്റും എത്തുന്ന വിദേശികളും മാറുന്ന കാലത്തിന്റെ പുത്തൻ ചുവരെഴുത്തുകളാണ്. മലയാളികൾ പണവും സമൃദ്ധിയുമുള്ള ദേശങ്ങളിലേക്ക് തൊഴിൽ തേടിയും ജീവിതം കരുപ്പിടിപ്പിക്കാനും നടത്തിയ കുടിയേറ്റങ്ങളും വിലമതിക്കേണ്ടതുണ്ട്. കേരളമെന്ന ഭൂപ്രദേശം ഇവരെ സ്ഥാനപ്പെടുത്തുന്ന ഇടമാണ്. എന്നാൽ ഇവരുടെ ഭാഷാരീതി മറ്റു ഭാഷാരീതികളെയും സംസ്കാരാവസ്ഥകളെയും ഉൾക്കൊള്ളുന്നതാണ്. കൃത്യമായി പറഞ്ഞാൽ മലയാളം പലതരത്തിലുള്ള മാറ്റത്തിന് സ്വാഭാവികതയോടെ വിധേയമാകുന്നു. ഇന്റർനെറ്റിലൂടെ വ്യാപിക്കുകയും ലഭ്യമാകുകയും ചെയ്യുന്ന പുത്തൻ സൈബർമലയാളം, ആഗോള തലത്തിൽ പ്രവ്യമാകുന്ന ഭാഷയാണ്. ഇതിന്റെ ഉപഭോക്താക്കൾ ബഹുസ്വരതയാർന്ന സംസ്കാരത്തിന്റെ വക്താക്കളും ഒപ്പം മലയാളത്തിന്റെ പ്രയോക്താക്കളുമാണ്. ഒരു സമൂഹം ആധുനികമാകുന്നത് ലോകത്തിലുള്ള ഏറ്റവും പുതിയ ജീവിതാവസ്ഥയും വിവരവിനിമയവിജ്ഞാനവും സംസ്കാരിക വ്യവഹാരങ്ങളും ഉൾക്കൊള്ളുമ്പോഴാണ്. വർത്തമാനകാലം നവമാധ്യമകേന്ദ്രീകൃതമായി രൂപീകൃതമായ ഗ്ലോക്കലൈസേഷന്റേതാണ്. മലയാളികളും കേരളവും ഗ്ലോക്കലൈസേഷന്റെ ഭാഗമായിട്ടാണ് ആഗോളവിനിമയ ശൃംഖലയിൽ പ്രസക്തമാകുന്നത്. മലയാളിയുടെ ഇന്റർനെറ്റ് വ്യവഹാരം, സ്മാർട്ട് ഫോൺ ജീവിതം തുടങ്ങിയവ അവരെ നെറ്റിസൺ ഷിപ്പിന് അർഹരാക്കിയതിനൊപ്പം ആഗോള സൈബർ പൊതുമണ്ഡലത്തിലെ ശ്രദ്ധേയമായ സാന്നിദ്ധ്യവുമാക്കി. അനുദിനം അനിവാര്യതപോലെ പുതുക്കിക്കൊണ്ടിരിക്കേണ്ട സൈബർ സാക്ഷരത വ്യക്തികളേയും സമൂഹങ്ങളേയും സാധ്യതകളുടെ ആഗോളവ്യാപകമായ വിഹായസിലേയ്ക്കാണ് എത്തിക്കുന്നത്. ചിന്തയുടേയും ഭാവനയുടേയും വേഗതയ്ക്കും സാധ്യതയ്ക്കും അനുസരിച്ച് സാധ്യമാകുന്ന മലയാളിയുടെ ആഗോളവ്യാപകമായ സൈബർ ജീവിതമാണ് അവരെ സൈബർ ആധുനീകരിക്കുന്നത്.

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മിനിക്കുട്ടി ജോർജ്ജ്

സംഗ്രഹം

ഐതിഹ്യങ്ങളും പുരാവൃത്തങ്ങളും വാമൊഴിയായി പ്രചരിച്ച കഥകളും നാടൻ പാട്ടുകളും തലമുറകളിലൂടെ കൈമാറി വവന്ന ആചാരാനുഷ്ഠനങ്ങളും നാടോടിവഴക്കങ്ങളുമെല്ലാം ചേർന്ന ഒരു ലോകമാണ് ഫോക്‌ലോറിന്റേത്. ഫോക്‌ലോർ ഗവേഷകരും പണ്ഡിതരും ഈ ലോകത്തിന്റെ ഓരോ അംശങ്ങളെ സൂക്ഷ്മമായ പഠന ഗവേഷണങ്ങൾക്ക് വിധേയമാക്കുകയാണ് ചെയ്യുന്നത്. എഴുത്തുകാരൻ ഫോക്‌ലോറിനെ സമീപിക്കുന്നത് മറ്റൊരു തരത്തിലാണ്. പൗരാണിക കഥകളും ഗാനങ്ങളും പുരാവൃത്തങ്ങളും നൂറ്റാണ്ടുകളായി നിലനിന്നുവരുന്ന നാട്ടുവഴക്കങ്ങളുമെല്ലാം അയാളുടെ വൈകാരിക തലത്തെയാണ് പ്രാഥമികമായി സ്പർശിക്കുന്നത്. അവ നൽകുന്ന ഊർജത്തിൽ നിന്ന് അയാൾ സാഹിത്യസൃഷ്ടി നടത്തുന്നു. ഫോക്‌ലോറിന്റെ പുനഃസൃഷ്ടിയല്ല അയാളുടെ ലക്ഷ്യം. ഫോക്‌ലോറിസ്റ്റുകൾ ചെയ്യുന്നതുപോലെ ഫോക്‌ലോറിലെ ഓരോ ഏകകത്തിലെയും അർത്ഥമെന്താണ്, അവ നൽകുന്ന സാമൂഹ്യചരിത്ര സംബന്ധിയായ സൂചനകളെന്തൊക്കെയാണ് എന്നീ അന്വേഷണങ്ങളിലേക്കൊന്നും സാഹിത്യകാരൻ കടക്കുന്നില്ല. മറിച്ച് കാലത്തെ മറികടന്നെത്തുന്ന ഫോക് അംഗങ്ങളുടെ ശക്തിയും സൗന്ദര്യവും പുതിയ കാലത്തിന് പകർന്നു കൊടുക്കുകയാണ് അയാൾ ചെയ്യുന്നത്.

ആമുഖം

പഴയ സങ്കല്പമനുസരിച്ച് ഫോക്‌ലോർ എന്നാൽ നാടോടിസാഹിത്യം എന്നാണ് അർത്ഥം. എന്നാൽ ഇന്ന് നാടോടിസാഹിത്യം മാത്രമല്ല ഫോക്‌ലോറായി പരിഗണിക്കപ്പെടുന്നത്. ഫോക്‌ലോറും സാഹിത്യവും തമ്മിൽ ബന്ധപ്പെടുത്തി ചിന്തിക്കുമ്പോൾ ആദ്യമായി പരിഗണിക്കേണ്ടത് നാടോടി സാഹിത്യവും സാഹിത്യ കലയും തമ്മിലുള്ള സാദൃശ്യത്തെയും വൈജാത്യത്തെയും പറ്റിയാണ്. മിക്ക സംസ്ക്കാരങ്ങളിലും ഫോക്‌ലോറിനെ സാഹിത്യത്തിൽ നിന്ന് വേർതിരിച്ച് മനസിലാക്കാൻ പ്രയാസമാണ്. സാഹിത്യത്തിന്റെ തുടക്കം മുതൽ ഇതുവരെ ഉള്ളടക്കത്തിന്റെ കാര്യത്തിനും രീതിയുടെ കാര്യത്തിലും ഫോക്‌ലോർ വളരെയധികം സ്വാധീനിച്ചതായി കാണാം.

തികച്ചും ഭാവനാസൃഷ്ടികളായ സാഹിത്യകൃതികളിലും ഫോക്‌ലോറിന്റെ സ്വാധീനം കാണാം. നോവലിലും കവിതയിലുമെല്ലാം ഫോക്‌ലോർ പ്രത്യക്ഷപ്പെടുന്നു. നാടോടിസാഹിത്യരൂപങ്ങളിൽ മാത്രമല്ല നാട്ടാചാരം, വിശ്വാസം, ചടങ്ങ്, പുരാവൃത്തം, നാടൻകലകൾ, പഴഞ്ചൊല്ലുകൾ എന്നിങ്ങനെ വിവിധ രൂപങ്ങളിൽ ഫോക്‌ലോർ നമ്മുടെ സാഹിത്യത്തിൽ കടന്നു വരുന്നു. കടലിൽ പോയ മുക്കവന്റെ ഭാര്യ പിഴച്ചുപോയാൽ അവൻ മടങ്ങി വരില്ല എന്ന നാടോടി വിശ്വാസത്തെ കേന്ദ്രമാക്കി രചിക്കപ്പെട്ട 'ചെമ്മീൻ' ഇതിന് ഉദാഹരണമാണ്.

ഫോക്‌ലോറിനേയും സാഹിത്യത്തെയും സംബന്ധിക്കുന്ന മറ്റൊരു ഘടകം സാഹിത്യ

കാരന്മാർ ഫോക്ലോറിനെ അനുകരിക്കുന്നുവെന്നതാണ്. പുതിയ കാര്യങ്ങൾ നാടോടിസാഹിത്യത്തിന്റെ ഭാഷയിൽ പറഞ്ഞാൽ എളുപ്പത്തിൽ അനുവാചകന് മനസിലാക്കാൻ സാധിക്കുന്നു. ഉള്ളടക്കം പുതിയതാണെങ്കിലും പരിചിതമായ ഭാഷയിലാവുമ്പോൾ ഒരടുപ്പം അതിനോട് അനുഭവപ്പെടുന്നു. ഇത് ആസ്വാദനത്തെ അനായാസമാക്കുന്നു. ഇതുകൊണ്ടാണ് സാഹിത്യകാരൻ നാടോടിസാഹിത്യത്തിന്റെ രൂപശില്പം ഉപയോഗിക്കുന്നത്. നാടോടിക്കഥയായ കഥാവസ്തുവിനെ പുതിയഭാഷയിലോ പുതിയ രൂപത്തിലോ അതുമല്ലെങ്കിൽ രണ്ടിലും കൂടിയോ അവതരിപ്പിക്കുമ്പോൾ സാഹിത്യകാരന് പുതിയ അർത്ഥഭാവതലങ്ങൾ സൃഷ്ടിക്കാൻ സാധിക്കുന്നു. മറിച്ച് പുതിയ വസ്തുതകൾ നാടോടി സാഹിത്യത്തിന്റെ ഭാഷയിലോ രൂപശില്പത്തിലോ അവതരിപ്പിക്കുമ്പോൾ അതിന് സ്വീകാര്യത എളുപ്പത്തിൽ ലഭിക്കുന്നു; ആസ്വാദനം അനായാസമാകുന്നു.

ഫോക്ലോറിനെ എഴുത്തുകാർക്ക് പലരീതിയിൽ കൃതികളിലേക്ക് കൊണ്ടുവരാം. പുരാവൃത്തങ്ങളെ പുതിയരീതിയിൽ നേരിട്ട് പുനരാഖ്യാനം ചെയ്യാം. ഫോക്ജീവിതത്തിന്റെ സ്പന്ദനങ്ങളെ കൃതിയിലേക്ക് ആവാഹിക്കാം. ഇതിനു പുറമേ വാമൊഴി ചരിത്രങ്ങളിൽ നിന്നും കഥാവസ്തുക്കൾ കണ്ടെത്തി വികസിപ്പിക്കാം. ഇത്തരത്തിലെല്ലാം ഫോക്ലോറിനെ തന്റെ രചനകളിലുപയോഗിച്ച എഴുത്തുകാരനാണ് എൻ. പ്രഭാകരൻ. അദ്ദേഹത്തിന്റെ ചെറുകഥകളിൽ ഫോക്ലോർ എങ്ങനെ സ്വാധീനം ചെലുത്തിയിരിക്കുന്നുവെന്ന് പരിശോധിക്കാം.

ഫോക്ലോറിന്റെ സ്വാധീനം എൻ. പ്രഭാകരന്റെ കഥകളിൽ

ഏറ്റവും ആധുനികമായ പ്രമേയങ്ങളിൽ പോലും പൗരാണികമായ സംസ്കാരത്തിന്റെ മുദ്രകൾ ഉൾക്കൊള്ളുന്നവയാണ് എൻ. പ്രഭാകരന്റെ കഥകൾ. നാടോടി ഭാവനയും ഗ്രാമീണ സംസ്കൃതിയും അദ്ദേഹത്തിന്റെ എഴുത്തിന്റെ പ്രധാന അംശങ്ങളാണ്. സമകാലിക അനുഭവമണ്ഡലത്തെ അതിന്റെ എല്ലാ ആന്തരിക സംഘർഷങ്ങളോടെയും അവതരിപ്പിച്ച രചനകളാണ് എൻ. പ്രഭാകരന്റേത് ആസുരവും സങ്കീർണ്ണവുമായ കാലഘട്ടത്തിൽ ഉണർന്ന മനസോടെ ജീവിക്കേണ്ടി വരുന്ന ഒരാളുടെ അന്തഃക്ഷോഭങ്ങളുടെ ഭാഷാരൂപമാണ് എൻ. പ്രഭാകരന്റെ ചെറുകഥകൾ. സാധാരണക്കാരനായ മനുഷ്യനാണ് പ്രഭാകരന്റെ കഥകളിലെ നായകബിംബം. അയാളിൽ എവിടെയോ അടിയാള വീക്ഷണത്തോടുള്ള ആഭിമുഖ്യവും ഗ്രാമീണതയുടെ മൂല്യബോധവും പ്രാചീനമായ ഗോത്ര സംസ്കൃതിയുടെ പ്രതികരണത്വരയുമൊക്കെ ഇടകലർന്നു കിടപ്പുണ്ട്.

ആഖ്യാനരീതിയുടെ വൈവിധ്യ സാദ്ധ്യതകൾ എൻ. പ്രഭാകരൻ നിരന്തരം പരീക്ഷിക്കുന്നുണ്ട്. വഴിവക്കിലെ കൈനോട്ടക്കാരന്റെ ഭാഷണം മുതൽ ടെലിഫോൺ സംഭാഷണത്തിന്റെ സങ്കേതം വരെയുള്ള വാചികാഖ്യാനരീതികൾ അദ്ദേഹത്തിന്റെ ചെറുകഥകളിൽ കാണാം. നാടോടിക്കഥയുടെ ഘടന മുതൽ ഭ്രമാത്മക കഥയുടെ വിശ്ലഥ രൂപം വരെയും കഥാരചനയെ തന്നെ കഥാവിഷയമാക്കുന്ന അതികഥനത്തിന്റെ സങ്കേതവും ഈ ചെറുകഥകളിൽ സജീവമാണ്.

വടക്കൻ കേരളത്തിൽ പ്രചാരത്തിലുള്ള പുരാവൃത്തങ്ങളും ഐതിഹ്യങ്ങളും വാമൊഴിയായി പ്രചരിച്ച കഥകളും പാട്ടുകളും തലമുറകൾ കൈമാറിയെത്തിയ ആചാരാനുഷ്ഠാനങ്ങളും നാടോടിവഴക്കങ്ങളുമെല്ലാം ചേർന്ന ഒരു ലോകമാണ് എൻ. പ്രഭാകരന്റെ കഥകളുടെ അടിസ്ഥാനം. വടക്കൻ കേരളത്തിന്റെ ഫോക്ലോർ സംസ്കാരം തന്റെ കൃതികളെ സ്വാധീനിക്കുന്നുണ്ടെന്ന് എൻ. പ്രഭാകരൻ അഭിപ്രായപ്പെടുന്നു. "ഞാൻ ജനിച്ചത് മറ്റൊരു സംസ്കാരത്തിലായിരുന്നുവെങ്കിൽ അവിടുത്തെ ഫോക് അനുഭവങ്ങളെ ആവിഷ്കരിച്ചേക്കാം. എന്നാൽ വടക്കൻ കേരളത്തിൽ ജീവിച്ചുകൊണ്ട് ഫോക് സംസ്കാരത്തെ അനുഭവിക്കുന്നതുപോലെ കേരളത്തിൽ മറ്റൊരു സ്ഥലത്ത് നിന്നും അത്ര തീക്ഷണമായി അതിനെ അറിയാൻ കഴിയുമെന്ന് തോന്നുന്നില്ല. കാരണം ആദിവാസി സമൂഹങ്ങളിലൊഴിച്ച് കേരളത്തിൽ മറ്റെവിടെയും ഫോക് സംസ്കാരം ഇത്ര സജീവമല്ല. ചില ആചാരാനുഷ്ഠാനങ്ങളും നാടോടിക്കലകളും കേരളത്തിൽ എല്ലാ

യിടത്തും നിലനിൽക്കുന്നുണ്ട്. എന്നാൽ ഫോക് സംസ്ക്കാരം ജീവിതത്തിന്റെ അടിസ്ഥാന ഭാഗമായി നിലനിൽക്കുന്നത് വടക്കൻ കേരളത്തിൽ മാത്രമാണ്. അത് ഭക്ഷണം കഴിക്കുന്നതുപോലെ, വെള്ളം കുടിക്കുന്നതുപോലെ ആളുകളുടെ ജീവിതത്തിന്റെ ഭാഗമായി വരുന്നതാണ്" എന്ന് തന്റെ കൃതികളിലെ നാടോടി സംസ്കാരത്തിന്റെ സ്വാധീനത്തെക്കുറിച്ച് അദ്ദേഹം പറയുന്നു. തെയ്യം എന്ന കലാരൂപം പശ്ചാത്തലമായി വരുന്ന കഥകൾ എൻ. പ്രഭാകരന്റേതായുണ്ട്. ഗുളികൻ, തുരുത്ത്, നാട്ടുവിദ്യ, അടിക്കോമരം, ദൈവത്തിന്റെ പൂമ്പാറ്റ, ദൈവത്തിനു വേണ്ടത് എന്നിവ ആ ഗണത്തിൽ പെടുന്ന കഥകളാണ്.

ഒരു കൂട്ടായ്മയുടെ വിശ്വാസ സംഹിതയാണ് അവർ അനുവർത്തിച്ചു വരുന്ന ആചാരങ്ങൾക്കും അനുഷ്ഠാനങ്ങൾക്കും ഉത്സവാഘോഷങ്ങൾക്കുമെല്ലാം അടിസ്ഥാനം ഒരു കൂട്ടായ്മയെ മറ്റൊന്നിൽ നിന്ന് വേർതിരിക്കുന്നത് പ്രധാനമായും ഇത്തരം ആചാരവിശേഷങ്ങളാണ്. ഇത്തരം വിശ്വാസങ്ങളും ആചാരങ്ങളും ഒരു സമൂഹത്തിൽ വരുത്തുന്ന സ്വാധീനത്തിന്റെ ചിത്രമാണ് ഗുളികൻ എന്ന കഥ അവതരിപ്പിക്കുന്നത്. ഈ കഥ ഗുളികൻ തെയ്യത്തേയും തെയ്യത്തറയേയും അടിസ്ഥാനമാക്കിയാണ് വികസിക്കുന്നത്. വണ്ണൻ-മലയൻ സമുദായക്കാരിലും വേലന്മാരിലുമുള്ള മന്ത്രവാദികളുടെയും വൈദ്യന്മാരുടെയും ഉപാസനമൂർത്തിയാണ് ഗുളികൻ. ഒരു ദേശത്തിന്റെ ആചാരാനുഷ്ഠാനങ്ങളും വിശ്വാസങ്ങളും ജനങ്ങളെ എങ്ങനെ സ്വാധീനിക്കുന്നുവെന്ന് ഗുളികൻ എന്ന കഥ ചർച്ചചെയ്യുന്നു.

എൻ. പ്രഭാകരന്റെ കഥകളിൽ വ്യത്യസ്തമായ ഭാവുകത്വം പ്രകടിപ്പിക്കുന്ന കഥയാണ് നാട്ടുവിദ്യ. നമ്മുടെ ജ്ഞാനവ്യവസ്ഥയേയും ആശയലോകങ്ങളെയും അവയുടെ പൊള്ളത്തരങ്ങളെയും പ്രശ്നവൽക്കരിക്കുന്ന രചനയാണിത്. എന്തും വിൽക്കാനും വാങ്ങാനും ഉള്ളതാണെന്ന ബോധം കടന്നു വരികയും സാംസ്കാരിക ഘടകങ്ങളും ആചാരനുഷ്ഠാനങ്ങളുമെല്ലാം വിറ്റുകാശാക്കാമെന്ന് തീർപ്പുണ്ടാവുകയും ചെയ്ത കാലത്തെ വിചാരണ ചെയ്യുന്ന കഥയാണ് നാട്ടുവിദ്യ. ഫോക്‌ലോർ പഠനത്തിലുണ്ടാകുന്ന അപചയവും ആചാരാനുഷ്ഠാനങ്ങൾക്കു സംഭവിക്കുന്ന കച്ചവടവത്ക്കരണവും അമ്പുതണ്ടയാൻ, അപ്പത്തണ്ടയാൻ എന്നീ സ്ഥാനീജനങ്ങളിലൂടെയും കുനിയൻകുന്നുകാവിലെ ആചാരാനുഷ്ഠനങ്ങളെക്കുറിച്ച് ഗവേഷണം നടത്താൻ ടൊറൻടൊ എന്ന വിദൂരനഗരത്തിൽ നിന്ന് എത്തുന്ന ജോൺ ബർക്ക്, ബുഷ് ആൻഡേഴ്സൺ എന്നീ ഗവേഷകരിലൂടെയും കഥാകൃത്ത് അവതരിപ്പിക്കുന്നു. ഗ്രാമീണരായ തണ്ടയാന്മാരുടെ കഥ വളരെ രസകരമായി പറയുന്നതോടൊപ്പം ഗോത്ര സംസ്കാരത്തിന്റെ മുദ്രകൾ ഉപയോഗിച്ച് നാഗകികതയെ പ്രതിരോധിക്കുന്ന കലാതന്ത്രവും ഈ രചനയുടെ പശ്ചാത്തലമായി വർത്തിക്കുന്നു. കാവിലെ കളിയാട്ടം ദുർലക്ഷണം മൂലം മുടങ്ങുന്നതും അതിനു പ്രായശ്ചിത്തം ചെയ്യണമെന്നതും അതിനു തയ്യാറാവാതെ രക്ഷപെടാൻ ശ്രമിച്ച സായിപ്പന്മാരെ ആചാരവടി ഉപയോഗിച്ച് തടഞ്ഞു നിർത്തുന്നതുമെല്ലാം ഇതിനു തെളിവാണ്. സാംസ്കാരിക പാരമ്പര്യവും അനുഷ്ഠാനങ്ങളുമെല്ലാം കച്ചവട ചരക്കുകളാക്കുന്ന ചിത്രം നാട്ടുവിദ്യ അവതരിപ്പിക്കുന്നു. ഫോക്‌ലോറുകൾ തന്നെ ഇല്ലാതാകുന്ന അന്തരീക്ഷത്തിൽ അതിന്റെ കച്ചവടവത്കരണം കൂടിയാകുമ്പോൾ പ്രശ്നം കൂടുതൽ സങ്കീർണ്ണമാകുന്നു എന്നു സൂചന ഈ കഥ നൽകുന്നു.

വർഷങ്ങളായി നഗരത്തിൽ ജീവിക്കുന്ന ആഖ്യാതാവിന്റെ കാഴ്ചപ്പാടിലൂടെ ഒരു ദേശത്തിനും അവിടുത്തെ ഫോക്‌ലോർ അംശങ്ങൾക്കും സംഭവിച്ച മാറ്റങ്ങൾ അവതരിപ്പിക്കുന്ന കഥയാണ് തുരുത്ത്. ആഖ്യാതാവിന്റെ മാനസിക സംഘർഷങ്ങൾ പ്രധാന പ്രമേയമായി വരുമ്പോഴും ഒരു ദേശത്തിനും അവിടുത്തെ ആചാരാനുഷ്ഠാനങ്ങൾക്കും ജീവിത രീതികൾക്കും ആഗോളവത്കരണത്തിന്റെ കച്ചവട താൽപര്യങ്ങൾ വരുത്തിയ മാറ്റം ഈ കഥ അവതരിപ്പിക്കുന്നു. നഗരത്തിൽ താമസിക്കുന്ന ഉദ്യോഗസ്ഥനായ ആഖ്യാതാവ് മൂന്നു വർഷങ്ങൾക്ക് ശേഷം കുടുംബത്തെയും കൂട്ടി ഒരു മാസത്തെ അവധിക്കായി ഗ്രാമത്തിലെത്തിയ ഓർമ്മകൾ അയവിറക്കുന്നതി

ലൂടെയാണ് തുരുത്ത് എന്ന കഥ വികസിക്കുന്നത്. ആഖ്യാതാവിന്റെ മാനസിക സംഘർഷങ്ങളിലൂടെയാണ് കടന്നുപോകുന്നതെങ്കിലും ഗ്രാമസംസ്കാരത്തിൽ വന്ന മാറ്റങ്ങൾ തുരുത്ത് അവതരിപ്പിക്കുന്നു. ഒരു ദേശത്തിന്റെ മുഴുവൻ വിശ്വാസവും അനുഷ്ഠാനവുമായ തെയ്യത്തിന് സംഭവിച്ച കച്ചവടവത്കരണമാണ് ഇതിൽ പ്രധാനം. വർഷത്തിലൊരിക്കൽ ഉത്സവത്തിന് മാത്രം നടത്തിയിരുന്ന തെയ്യം ഇന്ന് വിദേശികളെ ആകർഷിക്കാനായി ഏതു കാലത്തു നടത്തപ്പെടുന്ന ചിത്രം തുരുത്ത് അവതരിപ്പിക്കുന്നു. തെയ്യത്തിന് ദൈവം എന്ന സ്ഥാനം നഷ്ടപ്പെട്ട് കലാരൂപമെന്ന നിലയിലേക്കുണ്ടായ പരിവർത്തനം തുരുത്തിൽ അവതരിക്കപ്പെട്ടിരിക്കുന്നു. തെയ്യത്തിന് പിന്നിൽ കച്ചവട സാധ്യതകൾ അന്വേഷിക്കുന്നവരെയും ഈ കഥയിൽ കാണാം. തെയ്യം നടക്കുന്നത് പ്രമാണിച്ച് തന്റെ കടയിൽ രാത്രി മുഴുവൻ സ്വീഡിഷ് നീലച്ചിത്രം പ്രദർശിപ്പിക്കുന്ന ജയാനന്ദൻ അവരുടെ പ്രതിനിധിയാണ്.

ആധുനിക യുഗത്തിലെ ദുരൂഹമായ ജീവിതാവസ്ഥകളെയാണ് അടിക്കോമരം എന്ന കഥ വെളിവാക്കുന്നത്. എത്രമാത്രം ആധുനികനാണെന്ന് പറയുമ്പോഴും അവരുടെയൊക്കെയുള്ളിൽ പാരമ്പര്യവിശ്വാസങ്ങളുടേതായ ഒരു വേരോട്ടം കാണാവുന്നതാണ് എന്ന ബോധ്യം ഈ കഥ മുന്നോട്ടുവയ്ക്കുന്നു. പോലീസ് ഇൻസ്പെക്ടറായ ആഖ്യാതാവും സുഹൃത്തായ സാബുവും കൂടി ഒരു അടിക്കോമരത്തെ നിലക്കു നിർത്താൻ നടത്തിയ ശ്രമമാണ് ഈ കഥയുടെ പശ്ചാത്തലം. സാബുവിന്റെ എസ്റ്റേറ്റിലെ കൽത്തറ ഒരു കാലത്ത് കാവായിരുന്നു. വർഷാവർഷം അവിടെ തെയ്യം നടത്തിയിരുന്നു. എന്നാൽ പിന്നീട് നാട്ടുകാർക്ക് കാവിലും തെയ്യത്തിലുമുള്ള താൽപര്യം ഇല്ലാതായി. ഉച്ചിലൻ കോമരത്തിനൊഴികെ മറ്റാർക്കും അത് പ്രശ്നമല്ലായിരുന്നു. ഉച്ചിലൻ കോമരത്തെയാകട്ടെ ഈ അവഗണന മാനസിക പ്രതിസന്ധിയിലേക്കാണ് നയിക്കുന്നത്. അയാൾ ദിവസവും കോമരമായി കാവിലെത്തി. അയാളുടെ പ്രവർത്തികൾ സാബുവിന് ശല്യമായി മാറുന്നു. ഉച്ചിലൻ കോമരത്തെ പ്രതിരോധിക്കാനായി എത്തുന്ന ഇൻസ്പെക്ടർ അയാളുടെ ദാരുണാന്ത്യത്തിന് സാക്ഷിയാകുന്നു. കാലത്തിന്റെ മാറ്റങ്ങൾക്കിടയിൽ വിശ്വാസങ്ങളിലും ആചാരങ്ങളിലുമുണ്ടാകുന്ന മാറ്റങ്ങളുടെ ചിത്രം അടിക്കോരമം എന്ന കഥയിൽ അവതരിക്കപ്പെടുന്നു. ഉച്ചിലൻ കോമരത്തിന്റെ കാലമായപ്പോൾ കാവിനോടും കോമരത്തോടും താൽപര്യമുള്ള ആരും നാട്ടിലുണ്ടായിരുന്നില്ല. കാവും തെയ്യവും സംസ്കാരത്തിന്റെ ഭാഗമായ ഉത്തര കേരളീയ ഗ്രാമങ്ങളിൽ ആധുനിക കാലത്ത് ഇത്തരം ഫോക്‌ലോർ അംശങ്ങൾക്ക് സംഭവിക്കുന്ന മാറ്റങ്ങളാണ് എൻ പ്രഭാകരൻ അടിക്കോമരത്തിലൂടെ അവതരിപ്പിക്കുന്നത്.

മുത്തപ്പൻ തെയ്യമെന്ന അനുഷ്ഠാന കലാരൂപം പ്രമേയമാക്കി ജീവിതത്തിൽ ആരും തുണയില്ലാതെ ഒറ്റപ്പെട്ടു പോയ സ്ത്രീയുടെ കഥ പറയുകയാണ് ദൈവത്തിന്റെ പൂമ്പാറ്റ എന്ന രചന. പ്രാർത്ഥനയും അമ്പലവുമായിരുന്നു ആ സ്ത്രീയുടെ ആശ്രയം. നാട്ടുദൈവമായ മുത്തപ്പനിൽ അവൾ ആശ്വാസം കാണുന്നു. മുത്തപ്പൻ ഒരുനുള്ള് പൂവ് അവളുടെ നെറുകയിൽ വിതറി "ഉള്ളിലെ നൊമ്പരം ഞാനറിയുന്നുണ്ട് തുണകൂട്ടേണ്ടോൻ തെറ്റാം വഴിക്കുപോയി അല്ലേ? ഇരുളിനൊരു വെളിയുണ്ടെന്നറിയണംട്ടോ. ഊണിലും ഉറക്കിലും ഞാൻ തുണയുണ്ടെട്ടോ" എന്നനുഗ്രഹിച്ചു. ദൈവത്തിനുപോലും രക്ഷിക്കാനാവാതെ പിടയുന്ന അഗാധമായ സ്ത്രീമനസ്സ് കഥാകാരൻ സമർത്ഥമായ പ്രതീക പ്രയോഗത്തിലൂടെ അവതരിപ്പിക്കുന്നു. മുത്തപ്പനെന്ന തെയ്യത്തിന്റെ സ്വാധീനം ദൈവത്തിന്റെ പൂമ്പാറ്റയിൽ കാണാം. നാട്ടുദൈവമാണ് മുത്തപ്പൻ. അതു ദൈവത്തിന്റെ പ്രതിപുരുഷനല്ല, ദൈവം തന്നെയാണ്. തെയ്യക്കാർ മറ്റുള്ളവരോട് മൊഴിയുന്നതിന് ഉരിയാട്ടുകേൾപ്പിക്കൽ എന്നാണ് പറയുന്നത്. ഭക്തജനങ്ങൾ തെയ്യങ്ങൾക്ക് പണം കാണിക്കയായി സമർപ്പിക്കുന്നു. കുറിതൊടാൻ കൊടുക്കൽ എന്നാണ് ഇത് അറിയപ്പെടുന്നത്. തെയ്യങ്ങൾ ഭക്തർക്ക് പ്രസാദം നൽകുന്നു. കുറിതൊട്ട്, പൂവെറിഞ്ഞനുഗ്രഹിക്കുമ്പോൾ അനുഗ്ര മൊഴികളും ഉച്ചരിക്കും. ഗുണം വരട്ടെ എന്നെങ്കിലും മൊഴിയാതിരിക്കില്ല. മുത്തപ്പൻ ദൈവത്തിന്റെ ഈ പതി

വു രീതികളെല്ലാം ദൈവത്തിന്റെ പൂമ്പാറ്റയിൽ കാണാൻ കഴിയും. ഇത്തരത്തിൽ മുത്തപ്പൻ ദൈവത്തിന്റെ നിറഞ്ഞ സാന്നിദ്ധ്യം കാണാൻ കഴിയുന്ന കഥയാണ് ദൈവത്തിന്റെ പൂമ്പാറ്റ.

തൊണ്ടച്ചൻ എന്ന തെയ്യം പശ്ചാത്തലമായി വരുന്ന കഥയാണ് ദൈവത്തിനു വേണ്ടത്. പതിനാലു കൊല്ലത്തിനു ശേഷം തറവാട്ടിൽ തെയ്യം കഴിപ്പിക്കുന്നതുമായി ബന്ധപ്പെട്ടാണ് കഥ അവതരിപ്പിക്കപ്പെട്ടിരിക്കുന്നത്. പുതിയ തലമുറയിലെ പലർക്കും പലവിധ കഷ്ടനഷ്ടങ്ങളും രോഗങ്ങളും പരീക്ഷാ തോൽവികളും ദാമ്പത്യകലഹങ്ങളും അഭിമുഖീകരിക്കേണ്ടിവന്നപ്പോൾ അവയ്ക്കുള്ള പ്രതിവിധിയായാണ് തെയ്യം കഴിപ്പിക്കുക എന്ന ആശയം അവതരിപ്പിക്കപ്പെട്ടത്. ആ തെയ്യം കഴിപ്പിക്കലിനെ ചുറ്റിപ്പറ്റിയുണ്ടായ സംഭവ വികാസങ്ങളാണ് ഈ കഥയുടെ അടിസ്ഥാനം. പരിഹാസത്തിന്റെയോ വിമർശനത്തിന്റെയോ ലക്ഷ്യത്തോടെ അവതരിപ്പിക്കപ്പെടുമ്പോഴും പുലിമറഞ്ഞ തൊണ്ടച്ചൻ എന്ന തെയ്യത്തിന്റെ ആവിഷ്കാരം ദൈവത്തിന് വേണ്ടത് എന്ന കഥയിൽ കാണാം. കുടുംബത്തിലോ സമൂഹത്തിലോ രോഗങ്ങളോ പരാജയങ്ങളോ കലഹങ്ങളോ ഉണ്ടാകുമ്പോൾ തെയ്യം കെട്ടിക്കുന്ന പാരമ്പര്യം ഈ കഥ അവതരിപ്പിക്കുന്നു. പുലയരുടെ ആരാധനാ പാത്രമായ തെയ്യമാണ് പുലിമറഞ്ഞ തൊണ്ടച്ചൻ. തെയ്യാട്ടത്തിന്റെ ദേവതയ്ക്ക് തറവാടുകളിൽ സ്ഥാനം കൽപ്പിക്കുകയും ആണ്ടുതോറും കളിയാട്ടം നടത്തുകയും ചെയ്യുന്നു. ഇക്കാര്യത്തിൽ സവർണ്ണാവർണ്ണഭേദമില്ല. ദൈവത്തിന് വേണ്ടത് എന്ന കഥയിലെ കാണിച്ചൻ തറവാട് അത്തരത്തിലൊന്നാണ്.

മിത്തിന്റെ സ്വഭാവത്തിൽ എൻ പ്രഭാകരൻ രചിച്ച കഥയാണ് കാളപ്പാറ. നാടിന്റെ ഒത്ത നടുവിൽ സ്ഥിതി ചെയ്യുന്ന, ദൂരക്കാഴ്ചയിൽ ഒരു കാളക്കൂറ്റന്റെ വടിവുകാണുന്ന കാളപ്പാറ എന്ന പാറയുടെ ഉൽപത്തി ചരിത്രമാണ് ഈ കഥ. റോഡ് പണിയുന്നതിനായി പൊളിച്ചു നീക്കപ്പെടാൻ പോകുന്ന കാളപ്പാറയുടെ കഥ ആഖ്യാതാവ് പറയുന്ന തരത്തിലാണ് ഇതിന്റെ രചന. കവേരപ്പയും അയാളുടെ ദൈവക്കാളയുമാണ് ഈ കഥയിലെ പ്രധാന കഥാപാത്രം. ദൈവക്കാളയുടെ പേരുപറഞ്ഞ് കിട്ടുന്ന വക കൊണ്ട് ജീവിക്കുന്ന കഥാപാത്രമാണ് കവേരപ്പ. ഒരുനേരത്തെ വിശപ്പടക്കാനായി പ്രാഥമിക വികാരങ്ങളെപ്പോലും അടക്കി നിർത്താൻ വിധിക്കപ്പെട്ടവരാണ് കവേരപ്പയും കാളയും. ജീവിക്കാൻ വേണ്ടി വേഷംകെട്ടാൻ വിധിക്കപ്പെട്ടവരാണിവർ. കവേരപ്പയുടെ ശാപം മൂലമാണ് അവന്റെ ദൈവക്കാള പാറയായി മാറുന്നത്. ദൈവക്കാള പാറയായപ്പോൾ അത് കാളപ്പാറയായി മാറി. കാളപ്പാറ എന്ന മിത്ത് ഗോത്രസംസ്കാരത്തെ ഓർമ്മപ്പെടുത്തുമ്പോൾ അതിനെ പൊളിച്ചുമാറ്റുവാനുള്ള തീരുമാനം നഗരസംസ്കാരത്തിന്റേതാണ്. പഴയ മൂല്യങ്ങളെ തകർത്തെറിഞ്ഞ അവയുടെ സ്ഥാനത്ത് പുതിയ മൂല്യങ്ങൾ സ്ഥാപിക്കുന്നതിനെക്കുറിച്ചുള്ള സൂചനയും ഈ കഥ പറയുന്നു. ഗോത്രസംസ്കാരത്തിന്റെ ഊർജ്ജം മാത്രമല്ല, ഗോത്ര നഗര സംസ്കാരത്തിന്റെ വൈരുദ്ധ്യവും ഈ കഥയിലാകെ നിറഞ്ഞുനിൽക്കുന്നു. ആഖ്യാനത്തിനിടയിൽ കടന്നുവരുന്ന കേവല സംഭവങ്ങൾ എന്ന നിലയിലല്ല മിത്തിനെ പ്രഭാകരൻ അവതരിപ്പിച്ചരിക്കുന്നത്. മറിച്ച് കഥയെത്തന്നെ മിത്തായി അവതരിപ്പിക്കുകയാണ് കാളപ്പാറയിൽ പ്രഭാകരൻ ചെയ്യുന്നത്.

ഉപസംഹാരം

കേരളീയ ഗ്രാമജീവിതത്തിന്റെ സ്മൃതികളും ആചാരങ്ങളും വിശ്വാസങ്ങളുമെല്ലാം കലർന്ന അന്തരീക്ഷം അദ്ദേഹത്തിന്റെ പല കഥകളിലും കടന്നുവരുന്നു. വർത്തമാന കാല സംഭവങ്ങളിൽ വേരൂന്നുമ്പോഴും എൻ.പ്രഭാകരന്റെ കഥകൾ പ്രാഗ് വംശസ്മൃതികൾ അവതരിപ്പിക്കുന്നു. ഫോക്‌ലോറിന്റെ സഹായത്തോടെ വർത്തമാനകാലത്തെ അവതരിപ്പിക്കുന്ന ശൈലി അദ്ദേഹത്തിന്റെ കഥകളിൽ കാണാനാൻ കഴിയും. ആഖ്യാനത്തിനിടയിൽ കടന്നുവരുന്നു കേവല സംഭവങ്ങൾ എന്ന നിലയിലല്ല മിത്തുകളെ അദ്ദേഹം പുനരാവിഷ്കരിക്കുന്നത്. മറിച്ച് ആധുനിക യുഗത്തിന്റെ ഉപഭോഗ സംസ്കാരത്തിന്റെ പിടിയിൽപ്പെട്ടുഴലുന്ന കാലഘട്ടത്തിൽ മി

ത്തിന്റെ ആവിഷ്കരണത്തിലൂടെ തന്റെ രചനകൾക്ക് കൂടുതൽ ആഴവും പുതിയ മാനവും നൽകുകയാണ് പ്രഭാകരൻ. ആധുനിക നാഗരികതയെ ഫോക്‌ലോർ ഉപയോഗിച്ച് പ്രതിരോധിക്കുന്ന കലാതന്ത്രമാണ് ഇതിനു പിന്നിലുള്ളത്. ഗോത്ര ജീവിത പാരമ്പര്യങ്ങളും ആധുനിക നാഗരികതയും തമ്മിലുള്ള സംഘർഷം പ്രഭാകരന്റെ രചനകളുടെ അടിസ്ഥാന സ്വഭാവമാണ്. നഗര സംസ്കാരത്തിന്റെ പ്രശ്നങ്ങളെ മിത്തുകൾ, പുരാവസ്തുക്കൾ, ആചാരാനുഷ്ഠാനങ്ങൾ എന്നിങ്ങനെയുള്ള ഫോക്‌ലോർ അംശങ്ങളിലൂടെ കഥാകൃത്ത് പ്രതിരോധിക്കുന്നു. നാടോടി ജീവിത രീതി എന്നത് സാമാന്യജനതയുടെ ലളിതമായ ജീവിതകലയാണ്. വിശ്വാസങ്ങളും അനുഷ്ഠാനങ്ങളും നാട്ടറിവുകളുമെല്ലാം ഇവരുടെ ജീവിതത്തിന്റെ ഭാഗമായി കടന്നുവരുന്നു. ഇങ്ങനെ സാധരണക്കാരിൽ സാധാരണക്കാരായവരുടെ ജീവിതാനുഭവങ്ങൾ ആവിഷ്കരിക്കുന്ന കഥകൾ എൻ പ്രഭാകരന്റേതായുണ്ട്. അനുഷ്ഠാന കലാരൂപമായ തെയ്യം അദ്ദേഹത്തിന്റെ കഥകളുടെ പ്രമേയമായി കടന്നുവന്നിട്ടുണ്ട്. തെയ്യവും കാവും സംസ്കാരത്തിന്റെ ഭാഗമായ ഉത്തര കേരളീയ ഗ്രാമങ്ങളിൽ ആധുനിക കാലത്ത് ഇത്തരം സാംസ്കാരിക അംശങ്ങൾക്ക് സംഭവിച്ച മാറ്റങ്ങൾ അവതരിപ്പിക്കുന്നതിനാണ് ഇത്തരം കഥകളിലൂടെ എഴുത്തുകാരൻ ശ്രമിക്കുന്നത്. ഫോക്‌ലോറുകൾക്ക് സംഭവിക്കുന്ന കച്ചവടവത്കരണം എൻ പ്രഭാകരന്റെ കഥകൾക്ക് വിഷയമായിട്ടുണ്ട്. സാംസ്കാരിക പാരമ്പര്യവും അനുഷ്ഠാനങ്ങളുമെല്ലാം കച്ചവട ചരക്കുകൾ ആകുന്ന ചിത്രം ആ കഥകൾ അവതരിപ്പിക്കുന്നു. ഫോക്‌ലോറുകൾ തന്നെ ഇല്ലാതാകുന്ന അന്തരീക്ഷത്തിൽ അവയുടെ കച്ചവട വത്കരണം പ്രശ്നം ഏറെ സങ്കീർണ്ണമാക്കുന്നു എന്ന സൂചന ഈ കഥകൾ നൽകുന്നു.

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ഭക്ഷണസംസ്കാരം നാടൻപാട്ടുകളിൽ

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സംഗ്രഹം

മനുഷ്യന്റെ പ്രാഥമിക ആവശ്യങ്ങളിൽ ഉൾപ്പെട്ട ഒന്നത്രെ ആഹാരം. അന്നത്തെ ദൈവമായി കാണുന്ന പാരമ്പര്യത്തിന് ഉടമകളാണ് കേരളീയർ. ജനനം മുതൽ മരണംവരെയുള്ള വിവിധ ചടങ്ങുകളിൽ അന്നദാനം സവിശേഷ സ്ഥാനം അലങ്കരിച്ചുവരുന്നു. വിവിധ ഭക്ഷണ പദാർത്ഥങ്ങളെയും അവയുമായി ബന്ധപ്പെട്ടുള്ള വസ്തുതകളെയും കുറിച്ച് പ്രതിപാദിക്കുന്ന അനേകം നാടൻപാട്ടുകൾ നമുക്കു്. അത്തരം ഗാനങ്ങളുടെ സമാഹാരമാണ് കേരള സർവകലാശാലാ ഹസ്തലിഖിത ഗ്രന്ഥാലയത്തിൽ ഉള്ള T.166-B ഗ്രന്ഥം. 'പലവകപ്പാട്ടുകൾ' എന്ന് നാമകരണം ചെയ്തിട്ടുള്ള പ്രസ്തുത കടലാസ് പകർപ്പിൽ മുപ്പത്തിമൂന്ന് ഗാനങ്ങൾ ആഹാരത്തെ സംബന്ധിച്ചിട്ടുള്ളതാണ്. പ്രസ്തുത ഗാനങ്ങൾ പരിശോധിച്ച് കേരളീയ ഭക്ഷണങ്ങളെയും അവയുമായി ബന്ധപ്പെട്ട വസ്തുതകളെയും വിലയിരുത്തുകയാണ് ഈ പ്രബന്ധത്തിൽ.

ആമുഖം

"ആന മുഖവനും വാണിയുമാദരാൽ/മാനിനിമാരും മടയന്മാരും
ഓരോ കറികൾ വിശേഷത്തെച്ചൊല്ലുവാൻ/നേരേ തുണയ്ക്ക ഗുരുഭൂതർമാർകളും."

എന്നിങ്ങനെ ഗണപതിയെയും സരസ്വതിയെയും പാചകവിദഗ്ധരെയും ഗുരുക്കന്മാരെയും വന്ദിച്ചുകൊാണ് ഗാനം ആരംഭിക്കുന്നത്.

"കന്നിവിവാഹം കഴിഞ്ഞോരനന്തരം/ചാർന്നു ചേർന്നോർകളയൽപക്കം ബന്ധുക്കൾ
ഓരോരോ സംഖ്യാദി കൊു വരുന്നതു/അറ്റമില്ലാതോളമെന്നേ പറയാവൂ."

എന്നീ വരികളിൽ നിന്നും വിവാഹശേഷം നടത്തുന്ന സദ്യയുടെ ഒരുക്കങ്ങളാണ് ഈ പാട്ടുകളിലെ പ്രതിപാദ്യം എന്ന അറിവ് ആദ്യമെ തന്നെ ലഭിക്കുന്നു.

ഗണപതിക്കുവയ്ക്കൽ

ഏതൊരു വിശേഷവിഭവം തയ്യാർ ചെയ്യുമ്പോഴും ഗണപതിക്കു നിവേദിക്കൽ കേരളീയരുടെ പ്രത്യേകതയാണ്. പന്തലിൽ സദ്യ വിളമ്പുന്നതിനു മുന്നെ,

"പുത്തിലയാലൊരു കെട്ടെടുത്താലും/മുമ്പിൽവയ്ക്ക ഗണപതിക്കാദരാൽ." എന്നും

"വടക്കിനിയിൽ നടുപ്പുരയിൽ/മണിത്തറയോ പടുത്തൊരുങ്ങി
മണിവിളക്കോ കൊളുത്തിവച്ച്/തൂശനില കഴുകി വച്ച്
അമൃതു കോരി പടച്ചൊരുങ്ങി/വറുത്തതിട്ട് ഉപദ്രവിച്ച്
നീർ കഴുകി ഊൺ മൂളുക."

എന്നും കാണുന്നത് ഇതിനു തെളിവാണ്.

സദ്യയ്ക്ക് ക്ഷണിക്കൽ

അതിഥി സൽക്കാരത്തിൽ അദ്വിതീയ സ്ഥാനമാണ് മലയാളികൾക്കുള്ളത്. എന്നാൽ വിവാഹം പോലുള്ള വിശേഷ ചടങ്ങുകളിൽ എത്തിച്ചേരുന്നവരെ എല്ലാം നേരിട്ട് ക്ഷണിച്ചിരുത്താൻ വീട്ടുകാർക്ക് കഴിഞ്ഞെന്നുവരില്ല. മാത്രമല്ല ചെറുക്കൻകൂട്ടരിലെ ആൾക്കാരെ എല്ലാം പെൺവീടുകാർ അറിയണമെന്നുമില്ല.

അതിനാൽ,

"കല്യാണം കാണ്മാനായ് വന്ന ജനങ്ങളോ/സത്കരിപ്പാനായി വന്ന ജനങ്ങളോ
ഞങ്ങളൊട്ടാരെയും ചെമ്മേയറിയൊല്ലാ/നിങ്ങൾ വിളിച്ചാൽ വരുന്നവരുങ്കിൽ
കൂടെ വിളിച്ചങ്ങിരുത്തുക വേത്."

എന്ന് പറയാൻ പെൺകൂട്ടർ മടിക്കുന്നില്ല.

ഇല ഒരുക്കൽ

സദ്യയിലേക്ക് കടക്കുന്നത് തൂശനില ഇട്ടുകൊാണ്.[1] സദ്യ കഴിക്കുന്ന ആളിന്റെ വലതുവശത്ത് ഇലയുടെ വെട്ട് വരുന്ന വിധത്തിലാണ് തൂശനില നിരത്തുന്നത്. ഇതിനായുള്ള വാഴയില സദ്യക്ക് ഒന്നു ര് ദിവസം മുന്നെ ശേഖരിക്കാറു്.

"തോട്ടത്തിൽ പുക്കവർ തൊട്ടിയും കെട്ടീട്ടു/കാക്കയേറാത്തൂശനില മുറിച്ച്
നാലരെടുക്കയിലയും മുറുക്കീട്ടു/കലവറ തന്നിലേ കൊു വയ്ക്കുന്ന"തും
"കീയാൽ ഇലയ്ക്ക് നീർ പകരുന്ന"തും ഈ ഗാനങ്ങളിൽ കാണാം.

ചോറ്

നെല്ലരിയാഹാര പ്രിയരാണ് പൊതുവെ മലയാളികൾ. അരിവച്ചുള്ള വിവിധതരം പലഹാരങ്ങൾ, കഞ്ഞി, ചോറ് എന്നിവയ്ക്ക് കേരളീയരുടെ ഭക്ഷണത്തിലെ മുഖ്യസ്ഥാനം ഇന്നും നഷ്ടപ്പെട്ടിട്ടില്ല. സദ്യയിലും പ്രമുഖസ്ഥാനം ചോറിനത്രെ. അതിനകമ്പടി സേവിക്കാനായിട്ടാണ് അനേകതരം കറികൾ തയ്യാറാക്കുന്നത്.

"വിരവിനൊടുടപ്പുകൾ കൂട്ടി വിറകിട്ടു/നിമിഷമൊടു പാത്തിരം തേച്ചടുപ്പേറ്റീട്ട്
കുടമതിലു നീരുമെടുത്തൊഴിച്ചാദരാൽ/ചരക്കിനു കീഴേ കൊളുത്തി തീയപ്പൊഴേ
അരിവയർകളരി കഴുകിയരുമയൊടു കൊന്നു/ആദരവാലേ ചരക്കിലൊഴിച്ചിട്ടു
ചരതമൊടു ചട്ടുകം കൊിളക്കി വെന്ത്/അടപലക തിട്ടടച്ചു വാർത്തങ്ങനെ
വിരവിനൊടു ചോറുലത്തി പുതയിട്ട്"

ഊണ് തയ്യാറാക്കുന്ന വിധം ഒരു ഗാനത്തിൽ കാണാം. ഒരു കുടുംബത്തിൽ ഉള്ളവർക്കു മാത്രമായി ചോറുവയ്ക്കുന്നതിൽ നിന്നും അനേകം പേർക്ക് കഴിക്കാനായി അരി വേവിക്കുമ്പോൾ വരുന്ന വ്യത്യാസവും ഇവിടെ കാണാം.

അവിയൽ

സദ്യയ്ക്കുള്ള കറികളിൽ പ്രധാന സ്ഥാനം അലങ്കരിക്കുന്ന വിഭവമാണ് അവിയൽ. നേന്ത്രക്കായ്, ചക്കച്ചുള, ചക്കക്കുരു, ചേന, കാച്ചിൽ, കോവയ്ക്ക, വഴുതിനങ്ങ, പയർ, അച്ചിങ്ങ, വെള്ളരിക്ക, കൂർക്ക, ഇളവൻ എന്നിവ നുറുക്കി,

"വേറെ കഴുകിയൊരുമിച്ചുരുളിയിൽ/ഒന്നിച്ചു ചേർത്തു മുളകോടു മഞ്ഞളും
തേങ്ങായും കൂട്ടിത്തിരുമ്മിയൊരുപോലെ/ഉപ്പും പാലും പതം ചേർത്തടുപ്പേറ്റീട്ട്

പെട്ടന്നടച്ചു തീ കത്തിച്ചിരിക്കവേ/പറ്റാതെ കങ്ങിടയിലിളക്കിയും
പറ്റുന്ന നേരത്ത് പറ്റാതിളക്കീട്ടു/തേങ്ങായരച്ചു ജലവുമായ് ചേർത്തിത്
തൊങ്കിത്തികന്നൊരു നേരത്തു ചീരകം/ഒട്ടൊട്ടരച്ചതും ചേർത്തിട്ടു വാങ്ങുന്നു.''

ഇപ്രകാരം തയ്യാർചെയ്യുന്ന അവിയൽ ഇന്നും കേരളീയ സദ്യയിലെ സ്ഥിരം വിഭവമാണ്. അവിയലിന്റെ ആരംഭം കൊല്ലം ജില്ലയിലാണെന്ന് പറയപ്പെടുന്നു.[2]

പച്ചടി

കുമ്പളങ്ങ കൊുള്ള പച്ചടിയെപ്പറ്റിയുള്ള വരികളും നാടൻപാട്ടുകളിൽ കാണാൻ കഴിയും.

''കുമ്പളങ്ങാ നാലുകീറി/അരികളഞ്ഞു ഉപ്പുപാലിൽ
അടുപ്പതേറ്റി അരച്ചതെല്ലാം/പുളിച്ചമോര് കുറുക്കിവെന്തു
പുളിച്ച കറി.'' നമുക്ക് ചിരപരിചിതമാണ്.

ഇതിൽ കുമ്പളത്തിന്റെ സ്ഥാനത്ത് മറ്റ് വിഭവങ്ങൾ ചേർത്ത് വ്യത്യസ്തതരം പച്ചടികൾ പാചകക്കാർ തയ്യാർ ചെയ്ത് വരുന്നു. അത്തരം ഒരു ഗാനവും ലഭ്യമാണ്.

''ഇഞ്ചി കണക്കെ തൊലി ചെത്തിയരിഞ്ഞു നന്നായ്/കിഞ്ചിൽ പുളിച്ച തയിരും പുനരുപ്പുമാകേ

അഞ്ചെട്ടു പത്തു കടുകും മണിയിട്ടടച്ചാൽ/ഇഞ്ചിക്കറിക്കു സദൃശം പുനരൊന്നുമില്ലേ.''

ഈ വരികളിൽ ഇഞ്ചിപ്പച്ചടി തയ്യാറാക്കുന്ന വിധമാണ് വർണിച്ചിട്ടുള്ളത്.

''ദശമഞ്ചും അഞ്ചും പതിനേഴുമെട്ടും
അയ്നാലും ഒത്തുള്ളൊരു നാമമാർന്നകറിയേ..........''[3]

എന്ന് വള്ളസദ്യയിൽ പാടിപ്പുകഴ്ത്താറുള്ള ഇഞ്ചിക്കറി സദ്യയിലെ താരമാണ്. അതിൽ നിന്നും വ്യത്യസ്തമായി ഇഞ്ചികൊ് വയ്ക്കുന്ന മറ്റൊരു വിഭവമാണ് ഇഞ്ചിപ്പച്ചടി.

കഴുത്തൻകറി

ഇന്ന് സദ്യയ്ക്ക് വിളമ്പിക്കാണാത്ത തരം കറികളും നാടൻപാട്ടുകളിൽ പരാമർശ വിധേയമാകുന്ന്. അക്കൂട്ടത്തിൽപ്പെട്ട ഒന്നത്രെ കഴുത്തൻ കറി.

''ഇക്കഴുത്തനെ വലയ്ക്കു വലിച്ചുകൊ് /കൊളുപ്പു മഞ്ഞൾ മുളകൊട്ടുവരട്ടുതേങ്ങാ
ആളൊത്തു തമ്മിലതിനെപ്പരിചാൽ നുറുക്കി/കൂട്ടിത്തികത്തിയതിൽ ചാറുവിളമ്പ
വേണം.''

എന്നിങ്ങനെ പോകുന്നു ഈ കറിയെക്കുറിച്ചുള്ള വിവരണം.

വഴുതിനങ്ങായ്ക്കറി

''വലിയ വഴുതനങ്ങാ വാലനായുള്ള നാളേ/ഇലയിലിഹ പറച്ചീദൃശം മുൾകളഞ്ഞ്
ലവണ ജലവുമായാജ്യവും കൂട്ടിവെന്താൽ/അതിനെയനുസരിപ്പാൻ നല്ല ചോറുവേണം.''

ഇപ്രകാരമാണ് വഴുതിനങ്ങാക്കറിയെ കുറിച്ചുള്ള വിവരണം. ഇന്ന് നമ്മൾ മിഴുക്കുപുരട്ടി എന്നു പറയുന്ന ഭക്ഷണവിഭവം തന്നെയാണിത്.

കോവക്കായ് കറി

കേരളീയ ഭക്ഷണത്തിൽ കോവക്കായ് സുപ്രധാന സ്ഥാനം അലങ്കരിക്കുന്നു. പാക്കനാരുമായി ബന്ധപ്പെടുത്തിയാണ് ഈ കായുടെ ഉത്പത്തി കഥ രൂപപ്പെട്ടിരിക്കുന്നത്.[4] ശ്രാദ്ധകർമ്മ

ങ്ങളിൽ ഒഴിച്ചുകൂടാൻ പാടില്ലാത്ത കോവക്കായ് ഇതര സദ്യകളിലും ഉപയോഗിച്ചു വരുന്നു.
''മൂട്ടുക്കു തടം വെട്ടി മുകൾക്കു പന്തലിട്ടു/വാട്ടംവരാതെ പൂക്കും കാച്ച കോവയ്ക്കാ
നാലുകീറിയരികളഞ്ഞുപ്പുപാലിലടുപ്പേറ്റി/പൊങ്ങിപ്പൊങ്ങി വരുന്ന തീയടക്കി വെന്ത്
നാട്ടിലെങ്ങും മണം പൊങ്ങും നറുനെയ്യിൽ വരുത്തൊരു/ഉപ്പുകറി ഞങ്ങൾക്കിങ്ങു വിളമ്പ വേണം.''

എന്ന് പന്തിയിലിരുന്ന് ആൾക്കാർ വിളിച്ചു ചോദിക്കുന്നതായാണ് പാട്ടിൽ കാണുന്നത്.

കുമ്പളങ്ങായ് കറി

കുമ്പളങ്ങ ഉപയോഗിച്ചുകൊുള്ള പച്ചടിക്കു പുറമെ മറ്റൊരു കറിയെക്കുറിച്ചും കറി പ്പാട്ടുകളിൽ വിവരണം കാണുന്നു.

''തക്രം പുളിച്ചതിനു കുറുക്കിയ കുമ്പളങ്ങാ/ചിക്കന്നരച്ച തേങ്ങാ മുളകുപ്പു ചെറുചീരകം
തക്കുറെ വെന്താൽ പൊടിച്ചു നെയ്കടുകു ചേർത്താൽ/തക്കോരെരിപുളിക്കിതാ പാർത്തി രുന്നേൻ.''

എന്നീ വരികൾ പരിശോധിച്ചാൽ ഒരേ വിഭവം തന്നെ വിവിധ രീതിയിൽ തയ്യാർ ചെയ്ത് സദ്യ യിൽ വിളമ്പിയിരുന്നെന്ന് മനസ്സിലാകും.

പിരളൻ കറി

കഞ്ഞിയുടെ കൂടെ വിളമ്പുന്ന ഒരു കൂട്ടാനാണിത്. എന്നാൽ വീടുകളിൽ നടത്തിയി രുന്ന സത്ക്കാരങ്ങളിൽ ഇത് ചോറിനൊപ്പവും വിളമ്പിയിരുന്നു.

''കൊമ്പിലേറെ വളഞ്ഞുള്ള വാഴയ്ക്കാ/കൊുവന്നു നുറുക്കിച്ചിത്രമാക്കി
കൂർക്കയും ചേന നുറുക്കുമായ്/മുളകുപ്പോടു മഞ്ഞൾ തിരുമ്മീട്ടു
മുക്കണ്ണിച്ചോരടുപ്പേറ്റി വെന്താറെ/നറുനെയ്യിൽ കുറഞ്ഞൊന്നുലഞ്ഞീട്ടു
വേുവോളം പിരളൻ കറിയു്''

എന്നിങ്ങനെ പിരളൻകറി തയ്യാറാക്കുന്നതിന്റെ നേർചിത്രം ഈ വരികൾ നൽകുന്നു.

തേങ്ങ വരട്ടിയത്

കേരളീയരുടെ ആഹാരത്തിൽ ഏറ്റവും കൂടുതൽ ഉപയോഗിക്കുന്ന വിഭവം നാളീ കേരമാണ്. തേങ്ങ മൂപ്പ് കൂടിയത്, കുറഞ്ഞത് ഇവ തന്നെ ചിരകിയത്, അരിഞ്ഞത്, വെള്ളം ചേർത്തും അല്ലാതെയും പിഴിഞ്ഞെടുക്കുന്ന തേങ്ങാപ്പാൽ ഇവയെല്ലാം വിവിധ ഭക്ഷണവിഭവ ങ്ങളുടെ ഭാഗമായി ചേർത്തിരുന്നു. ഇതിൽ നിന്നെല്ലാം വ്യത്യസ്തമായി തേങ്ങ തന്നെ പ്രധാന ചേരുവയായി വരുന്ന ഒരു വിഭവത്തെക്കുറിച്ചും പാട്ടു്.

''നാലഞ്ചുപത്ത് പതിനാറു വരട്ടുതേങ്ങാ/കാലേ തകർത്തു പരിചോടു നുറുക്കി നന്നായ്
ആലോലമായി നറുനെയ്യിലുലത്തിമെല്ലെ/ചേലോടെ വിളമ്പുവോർക്കൊരാട നൽകാം.''

എന്നാണ് പന്തിയിലിരുന്ന് ആൾക്കാർ പറയുന്നത്.

മധുരക്കറി

സദ്യവട്ടങ്ങളിൽ ഒഴിവാക്കാൻ കഴിയാത്ത വിഭവമാണ് മധുരക്കറി. എരിവും പുളിയും നിറഞ്ഞ വിവിധതരം ഭക്ഷ്യപദാർത്ഥങ്ങളിൽ നിന്നും മാധുര്യമേറിയ പായസങ്ങളിലേക്ക് കടക്കു ന്നത് മധുരക്കറിയിലൂടെയാണ്.

''ചാലപ്പഴുത്തു കനിവിൽ തൊലികളഞ്ഞു/നാലിൽ കുറഞ്ഞു മതിയല്ലതിലേറെ വോ
നാഴിപ്പയറ്റുപൊടി ശർക്കര കൂട്ടി വെന്താൽ/ഊഴിത്തരത്തിൽ മധുരക്കറി കേൾവികേ ട്ടേൻ.''

എന്ന് ഒരു ഗാനത്തിൽ കാണുന്നു.

പായസം

കേരളീയ സദ്യയിൽ ഒഴിച്ചുകൂടാൻ കഴിയാത്തതാണ് പായസം. അരി, ശർക്കര, തേങ്ങാപ്പാൽ, മുന്തിരി, അിപ്പരിപ്പ്, ഏലയ്ക്ക എന്നിവ വിവിധ പാകത്തിൽ ചേർത്തുാക്കുന്ന പായസം സദ്യയുടെ ഒടുവിലാണ് വിളമ്പാറുള്ളത്. തെക്കൻ കേരളത്തിൽ പരിപ്പ്, സാമ്പാർ എന്നിവയ്ക്ക് ശേഷവും പായസം വിളമ്പിക്കാണുന്നു. ഉമികളഞ്ഞ് നന്നായ് വെളുപ്പിച്ചെടുത്ത നെല്ലരി,

> ''പാത്തിരങ്ങൾ പലതരം തേച്ചുടനങ്ങടുപ്പേറ്റി/പാലെടുത്തു ചരക്കിലങ്ങൊഴിച്ച ശേഷം
>
> നാരിമാരോ നീരുകോരിയൊഴിച്ചുടനതിൽ ശേഷം/നലമോടെ തീ കൊളുത്തി വിറകുമിട്ട്
>
> അരിയളന്നരുവയർ കഴുകുന്നു നീർതെളികെ/അരുമയെന്നിയേ കൊച്ചരക്കിലിട്ട്
>
> തീയെരിച്ചിട്ടുടനുടനിളക്കി വെന്തതിൻ ശേഷം/അതിൽ ചേരും കൂട്ടുകളും ചേർത്തു നന്നായ്''

വിരവിൽ തയ്യാർചെയ്യുന്ന പായസത്തെക്കുറിച്ച് പരാമർശിക്കുന്ന ഒരു ഗാനവും ഈ പാട്ടുകളുടെ കൂട്ടത്തിൽ ഉ്.

പായസം പോലുള്ള വിശേഷ വിഭവങ്ങൾ തയ്യാറാക്കിയാൽ അല്പം എടുത്ത് ഈശ്വരൻ വയ്ക്കുന്ന പതിവു്.[5] ചില സ്ഥലങ്ങളിൽ ഒരു ചിരട്ടയിൽ അല്പം പായസമെടുത്ത് വാരിയിൽ വയ്ക്കാറു്. 'ശാശുക്കൾക്ക് വയ്ക്കുക' എന്നാണ് ഇതിനെ പറയുന്നത്.[6] ഇനിയും ചിലടങ്ങളിൽ ആഹാരം പാകംചെയ്ത അടുപ്പിലെ തീയിൽ അല്പം പാസം ഒഴിച്ച് കാണുന്നു.[7]

സസ്യേതര വിഭവങ്ങൾ

സാധാരണയായി സദ്യകളിൽ ഇറച്ചി, മീൻ എന്നിവ കൊുള്ള വിഭവങ്ങൾ തെക്കൻ തിരുവിതാംകൂറിൽ വിളമ്പിക്കാണുന്നില്ല. ഇതിൽനിന്ന് വ്യത്യസ്തമായി വിവാഹശേഷമുള്ള സത്കാരങ്ങളിൽ സസ്യേതര വിഭവങ്ങൾ തയ്യാറാക്കി നൽകിവരുന്നു.

> ''വീടൂടെ നിങ്ങളും ഞങ്ങളും കൂടീട്ടു/കോഴി നമുക്കിന്നു കൊന്നുകൊ്
>
> പാലിച്ചൊരുക്കിയവിച്ചയിറച്ചിയെ/പന്തലകത്തു വിളമ്പവേണം''

എന്നീ വരികളിൽ നിന്നും സദ്യക്ക് കോഴി ഇറച്ചിക്കറി നിഷിദ്ധമായിരുന്നില്ലെന്ന് തെളിയുന്നു.

ഇറച്ചിക്കു പുറമെ വിവിധതരം മത്സ്യങ്ങൾ ഉപയോഗിച്ചുള്ള കറികളും വിവാഹ സത്കാരങ്ങൾക്ക് വിളമ്പുക പതിവായിരുന്നു. ജലാശയങ്ങളാൽ സമൃദ്ധമായ കേരളം മത്സ്യസമ്പത്തിലും മുൻപന്തിയിൽ ആയിരുന്നു. പല രുചികളിൽ കാണപ്പെടുന്ന മത്സ്യങ്ങളുടെ ഒരു പ്രദർശനശാല തന്നെയാണ് കറിപ്പാട്ടുകൾ തുറന്നു നൽകുന്നത്. കൂരൻ, കുറുവാ, ഏട്ട, വാള, ഞെരിമീൻ, അരുത, വാകമീൻ, ചെമ്മീൻ, ചെമ്പല്ലി, കാക്കക്കടുമീൻ, കരിമീൻ, വടുത, പൊൻമീൻ, പൂമീൻ, വരാൽ, ചേട്ട, കോല, കാരി, ഉഴുവ, കണയൻ എന്നീ മത്സ്യങ്ങൾ കറിവയ്ക്കാൻ ഉപയോഗിച്ചിരുന്നതായി ഗാനങ്ങൾ തെളിവുനൽകുന്നു.

> ''മീനങ്ങൊരുക്കിയവിച്ചിരിക്കുന്നതു/മാനിച്ചിലയിൽ വിളമ്പുക ഞങ്ങൾക്ക്''

എന്നീ വരികൾ മത്സ്യക്കറിയും സദ്യക്കുവേി തയ്യാറാക്കിയിരുന്നു എന്നതിന് തെളിവാണ്. മത്സ്യങ്ങളിൽ പ്രത്യേക സ്വാദ് പുലർത്തുന്നവയാണ് കൊഞ്ച്.

> ''ഓടും മീശയും വാലും കളഞ്ഞിട്ട്/ഉപ്പുപാലും പതംകു ചേർത്തിട്ട്
>
> മുക്കണ്ണിച്ചോരടുപ്പേറ്റി വെന്താറെ/കൊഞ്ചെടുത്ത് വിളമ്പുക ഞങ്ങൾക്ക്.''

എന്നിങ്ങനെ കൊഞ്ചുകറി തയ്യാർ ചെയ്യുന്നതും അത് പന്തിയിൽ വിളമ്പുന്നതുമായ വിവരം ഈ വരികൾ നൽകുന്നു.

ഇതര വിഭവങ്ങൾ

സദ്യയിൽ വിഭവങ്ങൾ വിളമ്പുന്നതിന് സാധാരണയായി ചെറിയതോതിൽ കാലതാമസം നേരി ടാറു്. ഈ സമയം കഴിക്കുന്നതിനും പ്രധാനവിഭവങ്ങളോട് ചേർത്ത് കഴിക്കുന്നതിനും വേി ഇലയുടെ ഇടതു ഭാഗത്തായി ചില പദാർത്ഥങ്ങൾ കൂടി കരുതാറു്. അവയെ കുറിച്ച് ചുവടെ ചേർക്കുന്നു.

പഴം

അടപ്രഥമനൊപ്പമാണ് പഴം കഴിക്കാറുള്ളത്. എന്നാൽ ഇലയിടുമ്പോൾത്തന്നെ ഇടതു ഭാഗത്ത് പഴംകൂടി വയ്ക്കാറു്. അധികം പഴുക്കാത്ത പഴമാണ് ഇങ്ങനെ വിളമ്പാറുള്ളത്. ഇതിന്റെ പാകം,

"മേൽപടല ചുവന്നതു നോക്കീട്ട്/കാ തിണർത്തതും മൂത്തതും വെട്ടുന്നു
ഒക്കെ നന്നായകത്തൂട്ടു കൊന്നു/തൂക്കുന്നൊട്ടു പഴുക്കയും വയ്ക്കുന്നു
മൂന്നാംപക്കമെടുത്തവ തൂക്കീട്ട്/കാറ്റുമേറ്റ് പഴുത്ത പഴങ്കുല"

എന്നിങ്ങനെ കുലപഴുപ്പിക്കുന്നതിന്റെ വിവിധഘട്ടങ്ങൾ വിവരിക്കുന്ന പാട്ടും നാടൻപാട്ടുകളുടെ കൂട്ടത്തിലു്. പൂവൻ, വേന്തിരൻ, കാളി, കദളി, അശ്വവാലി, ചിങ്ങൻ, കണ്ണൻ, നേന്ത്രൻ തുടങ്ങിയ വാഴകളെ കുറിച്ചും പ്രസ്തുത ഗാനങ്ങൾ അറിവുനൽകുന്നു.

പപ്പടം

"ഏണാർന്ന മണ്ഡപം പോലെ/ചേണാർന്നീടുന്ന പർപ്പടകം"

സദ്യയിൽ വിളമ്പേുന്നതിനെപ്പറ്റിയുള്ള പരാമർശവും ഒരു പാട്ടിലു്. പരിപ്പിനൊപ്പം ചോറിൽ പൊടിച്ചിടുന്ന പപ്പടത്തോടൊപ്പം നെയ്യും ചേർത്തിളക്കാറു്. ഇലയുടെ ഇടതു ഭാഗത്ത് തുമ്പറ്റത്താണ് പപ്പടം വയ്ക്കാറുള്ളത്.

ശർക്കര

ശർക്കര ഉപ്പേരി അഥവാ ശർക്കരവരട്ടി തൂശനിലയുടെ ഇടതുഭാഗത്ത് രാംപകുതിയിൽ വിളമ്പുന്ന പതിവ് കേരളീയസദ്യയിൽ ഉ്. ഇതിൽനിന്നും വിഭിന്നമായി ശർക്കര വിളമ്പുന്ന സമ്പ്രദായം ഉായിരുന്നതായി അറിവുനൽകുന്ന ഗാനങ്ങളും നാടൻപാട്ടുകളുടെ കൂട്ടത്തിൽ ഉ്.

"മാടോടും ചുണ്ണാമ്പും മാടത്തേൽ തേച്ചിട്ടു/ഏറിക്കൂന്തല തല്ലിമാടമിട്ട്
ചെത്തിയിറക്കിത്തളിച്ചു കുറുക്കീട്ട്/അഞ്ചുകട്ടനായി കെട്ടിക്കൊ്
ചേകവന്തന്നുടെ പുൽവട്ടീൽവച്ചിട്ട്/കല്ലിയാണത്തിന് കൊന്ന ശർക്കര
കാർപ്പണ്യം കാട്ടാതെടുക്കവേണം/തട്ടിത്തകർത്തു തളികയിൽ വച്ചിട്ടു
പന്തികൾതോറും വിളമ്പുകെടോ"

എന്ന് ഒരു ഗാനത്തിൽ കാണുന്നു.

ഉപ്പ്

ആഹാരപദാർത്ഥങ്ങളിൽ പാകത്തിന് ചേർക്കാറുങ്കെിലും ഓരോരുത്തർക്കും പല അളവിലായിരിക്കും ഉപ്പ് വേവരിക. ഇതിന് പരിഹാരമായി ഇലയിൽ ഉപ്പ് വിളമ്പുന്ന പതിവും ഉായിരുന്നു.

"കർപ്പൂരം പോലെ വിളഞ്ഞയുപ്പ്/പണത്തിനുകൊു പലരും ചുമന്നിട്ട്
കലവറയിൽ കൊു വച്ചുകൊ്/കുട്ടയിലിട്ടു പുകയത്തിരിക്കുന്ന

ഉപ്പാലെടുത്ത് വിളമ്പുകെടോ''

തുടങ്ങിയ വരികൾ ഇതിന് തെളിവാണ്.

സവിശേഷതകൾ

ഗണപതിക്ക് നിവേദിക്കൽ, സദ്യക്ക് ക്ഷണിക്കൽ എന്നിവ സാധാരണ എല്ലാ ഇടങ്ങളിലും പതിവ്. ഇതിൽ നിന്നും വ്യത്യസ്തമായി കാണുന്നവയാണ് വിഭവങ്ങൾ സംഭാവനയായി നൽകലും വിഭവങ്ങൾ ചോദിച്ച് വാങ്ങലും.

കല്യാണത്തിന് വരുന്ന ആളുകൾ കാർഷിക വിഭവങ്ങൾ, മത്സ്യമാംസാദികൾ, ശർക്കര തുടങ്ങിയവ സംഭാവന ചെയ്തിരുന്നതായി ഈ പാട്ടുകൾ അറിവ് നൽകുന്നു. ഓരോരുത്തരും അവരവരുടെ തൊഴിലിന് അനുസരിച്ചുള്ള വിഭവങ്ങളാണ് കൊടുത്തിരുന്നത്. സമ്മാനമായി ലഭിക്കുന്ന സാധനങ്ങൾ പാകംചെയ്തോ അല്ലാതെയോ പന്തലിൽ വിളമ്പണമെന്ന പതിവും അന്നുായിരുന്നു. വിളമ്പിയില്ലെങ്കിൽ അവ ചോദിച്ചു വാങ്ങിയിരുന്നു.

''ഞങ്ങളിതെല്ലാം പാർത്തിരുന്നേൻ''

എന്ന വരിയിൽ നിന്നും സമ്മാനമായി കിട്ടിയ സാധനങ്ങൾ എന്തൊക്കെയായിരുന്നു എന്ന് സദ്യയ്ക്കു മുന്നേതന്നെ ആളുകൾ മനസ്സിലാക്കിയിരുന്നു എന്ന് തെളിയുന്നു.

പന്തിയിൽ വിഭവങ്ങൾ ചോദിച്ച് വാങ്ങുന്ന പതിവ് മലയാളികൾക്ക് പുതുമയുള്ള കാര്യമല്ല. ആറന്മുള്ള വള്ളസദ്യയിൽ ഇത്തരത്തിൽ വിഭവങ്ങൾ ചോദിച്ച് വാങ്ങുന്നു്. എന്നാൽ വിവാഹസത്കാരങ്ങളിൽ ഇത്തരം ചോദ്യങ്ങൾക്ക് പുതുമ ഏറെയു്.

''നില്ക്കുന്ന ലോകരേ നിങ്ങളറിയണം/എന്നെത്തിരിച്ചു വിളമ്പിയത്

ഒക്കെയിരുന്നതിൽ ഞാൻ പിഴചെയ്തത്/എന്റെ മനസ്സിനറിഞ്ഞേനല്ലേ''

എന്ന് ഒരു ഗാനത്തിൽ കാണാം. 'പന്തിയിൽ പക്ഷഭേദം' കാട്ടിയതിനെതിരായുള്ള പ്രതികരണമാണിത്.

സദ്യക്ക് ആവശ്യത്തിന് ചോറ് നൽകാഞ്ഞ വിളമ്പുകാരനെ,

''കള്ളച്ചെല്ലത്തിൽ നെഞ്ചുന്തിത്താലത്തിൽ/തുമ്പപ്പൂപോലെയഞ്ചാറു പറ്റുമായ്

കൊത്തിച്ചിക്കി വിളമ്പുന്ന നിശ്ചിരിക്കാ/കൈയൊടിഞ്ഞേ പോ തയ്ക്കാ

കൊട്ടിപ്പോ''

എന്ന് ശകാരിക്കാനും ആൾക്കാർ മടിക്കുന്നില്ല. അതുപോലെ ചോറിന് നെയ്തികയാഞ്ഞ ഒരാൾ,

''ആഴക്കു നെയ്യെടുത്തിട്ടതിൽ പാതിപവുത്തിട്ട്/ആറുപന്തി വിളമ്പി നെയ്യൊടുങ്ങിയില്ല

നെയ്വിളമ്പി കൈകുഴഞ്ഞുപോയ്/നില്ക്കും നിലകാൽ

നെഞ്ചുപൊട്ടി കണ്ണുനീരൊരൊഴുകുന്നയ്യോ/നാലുവറ്റു നനഞ്ഞില്ലേ നഖത്തിന്മേൽ പുരl േല്ല

മനസ്സേ വാ ഒരു തുള്ളി ഇറ്റു വീണില്ലേ.''

എന്ന് പറയുന്നത് രസകരമാണ്.

വിഭവങ്ങൾ സ്വാദോടെ കഴിക്കുവാൻ,

''കൊരണം പശുവിൻ നെയ് കൂട്ടുവാനിങ്ങിരുന്നൊക്കെ/കുടിപ്പാനായ്ത്തരികിലോ

അതും കോളല്ലോ.''

എന്നിങ്ങനെ തനിക്ക് കുടിക്കാൻ കൂടി നെയ്യ് കിട്ടിയാൽ കൊള്ളാമെന്ന ആഗ്രഹവും ആൾക്കാർ പ്രകടിപ്പിക്കുന്നു്.

ഏറെ വൃത്തിയും വെടിപ്പും ആഹാരപദാർത്ഥങ്ങളുമായി സാമീപ്യം പുലർത്തിയിരുന്ന വർ പാലിച്ചിരുന്നു.

"വിളമ്പുന്ന വിളമ്പച്ചനാദരാൽ/ഏറ്റം നല്ലൊരു മാറ്റും പകർന്നിട്ട്

മേൽമുും കെട്ടിപ്പന്തലിൽ വന്നാലും/പുത്തിലയാലൊരു കെട്ടെടുത്താലും"

എന്നും

"കല്ലിയാണമടുത്തോരു ശേഷത്തിൽ/മങ്കമാർകൾ കുളിച്ചു പശുക്കളെ

പേശിപ്പേശി കറന്നൊരു പാലിനെ/ആണുമാകാശം കാണാതെ വാമൂടി

കൊുവന്നു പാൽ കാച്ചിയുറ" ചേർക്കുന്നതായും ഉള്ള പാട്ടുകൾ അക്കാലത്ത് പാചകത്തിൽ നമ്മുടെ പൂർവികർ കാണിച്ചിരുന്ന വൃത്തിയും ശുദ്ധിയും ആണ് കാണിക്കുന്നത്.

ഉപസംഹാരം

വിവിധതരം കറികളുടെ പേരുകൾ പറഞ്ഞ് അവയ്ക്കുവേ വിഭവങ്ങൾ തയ്യാറാക്കുന്ന രീതി, പാകം ചെയ്യാനുപയോഗിക്കുന്ന പാത്രങ്ങൾ, ഭോജനം വിളമ്പേുന്ന വിധം, ഗണപതിക്ക് നടത്തുന്ന അന്നനിവേദ്യം സദ്യക്ക് ക്ഷണിക്കൽ, വിഭവങ്ങൾ നൽകൽ അവകൊ് പാകംചെയ്ത പദാർത്ഥങ്ങൾ വിതരണം ചെയ്യൽ, ചെയ്യാത്ത വിഭവങ്ങൾ ചോദിച്ച് വാങ്ങൽ എന്നിവയെക്കുറിച്ചെല്ലാം അറിവുനൽകുന്ന മുപ്പത്തിമൂന്ന് ഗാനങ്ങളുടെ സമാഹാരമാണ് 'പലവകപ്പാട്ടുകൾ.' സാഹിത്യഭംഗി, അർത്ഥശുദ്ധി, വൃത്തനിഷ്ഠ എന്നിവ ഒരുപോലെ പുലർത്തുന്നില്ല എങ്കിലും കറിപ്പാട്ടുകൾ അനുവാചകന് പകരുന്ന അറിവ് മഹത്തരമാണ്. അറുപത്തിനാല് കലകളിൽ ഒന്നായ പാചകത്തെ പുരസ്കരിച്ചുള്ള ഇത്തരം ഗാനങ്ങൾ കേരളീയരുടെ ഗതകാലരുചിഭേദങ്ങൾ അറിയുവാനുള്ള ഒരു പ്രദർശനശാലയായി വർത്തിക്കുന്നു.

കുറിപ്പുകൾ

1. കേരളത്തിലെ ഏറ്റവും കൂടുതൽ വിഭവങ്ങൾ വിളമ്പുന്ന ആറന്മുള്ള വള്ളസദ്യയുടെ പാട്ട് ആരംഭിക്കുന്നത്,

"ഭുവിലൻപൊടു വളർന്ന വാഴയില/നീളമൊട്ടു കുറയാതെയായ്

ഭോജനത്തിനൊരു പാത്രമായിവന്നു/നൽകണം കമലലോചനേ!

ദോഷഹീനമതു നൽകിയെന്നുവരു-/മെങ്കിലോ തരുണിമാർമനേ

കാമകേളിയിയലുന്ന കണ്ണനുടെ/മാനസം പ്രിയമതായ് വരും"

എന്നിങ്ങനെ ഇല ചോദിച്ചുകൊണ്. വിനോദ്കുമാർ എം.കെ., ഇലനിറയെ മനം നിറയെ (കർഷകശ്രീ 2014 സെപ്റ്റംബർ), പുറം – 45

2. എം. കെ. കെ. നായർ, തെരഞ്ഞെടുത്ത ലേഖനങ്ങൾ, കോട്ടയം: സാഹിത്യപ്രവർത്തക സഹകരണ സംഘം, 1993, പുറം. 113 – 116.

3. വിനോദ്കുമാർ എം.കെ. ഇലനിറയെ മനം നിറയെ (കർഷകശ്രീ 2014 സെപ്റ്റംബർ), പുറം 45.

4. കൊട്ടാരത്തിൽ ശങ്കുണ്ണി, ഐതിഹ്യമാല, കോട്ടയം: എം. സി. ബുക്സ്, 2014, പുറം. 46-47.

5. "തീയെരിച്ചിട്ടുടനുടനിളക്കി വെന്തതിൻ ശേഷം/അതിൽ ചേരും കൂട്ടുകളും ചേർത്തു നന്നായ്

മണവാളനിണങ്ങർക്കും കുലദൈവമായതിനും/പരിചാലെ വാങ്ങിവച്ചു പുതയുമിട്ട്"

എന്നീ വരികൾ ഇതിന് തെളിവാണ്.

6. തിരുവനന്തപുരം ജില്ലയിലെ വർക്കലയുള്ള 'ചേന്നൻകോട്' പ്രദേശത്ത് ഈ ചടങ്ങ്.

7. തിരുവനന്തപുരം ജില്ലയിലുള്ള മുക്കോലയ്ക്കൽ ദേശത്ത് ഇപ്രകാരം ചെയ്ത് കാണുന്നു.

8. പരിപ്പിനൊപ്പം പപ്പടവും നെയ്യും കൂട്ടിച്ചേർത്ത് കഴിച്ചിരുന്നു. അതുപോലെ കഞ്ഞിയിൽ വെണ്ണ ചേർത്തും കേരളീയർ കഴിച്ചിരുന്നു

"നാരിമാർ കോലാൽ കലക്കുമ്പോൾ/പൊങ്ങിപ്പൊങ്ങിയുലഞ്ഞാടിയങ്ങനെ
വന്നെഴും പുതുവെണ്ണയുരുക്കീട്ട്/തവിമുക്കി തുളുമ്പനെ ഞങ്ങൾക്ക്
നാഴിനാഴി വിളമ്പുക പന്തിയിൽ."

എന്ന് ഒരു പാട്ടിൽ കാണുന്നു.

കൊടിച്ചി, പൂവാലി, വളകൊമ്പി, മുറികൊമ്പി, നെടുമൂക്കി, പൈങ്കുരാലി തുടങ്ങിയ പശുക്കളുടെ ഇനങ്ങളെപ്പറ്റിയും ഈ പാട്ടിൽ പരാമർശിക്കുന്നു്.

ഗ്രന്ഥസൂചി

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स्वतंत्र भारत में नारी

Bindu P.V.

भारत के इतिहास में स्वतंत्रता प्राप्ति एक उल्लेखनीय घटना है। इसके कारण भारत में अनेक बदलाव आए। आज़ादी के बाद भारत के लोगों के जीवन में समूल परिवर्तन आए। भारत की सामाजिक, पारिवारिक, आर्थिक, राजनैतिक, शैक्षिक और साहित्यिक स्थिति बदली। सदियों से शोषित और पीडित नारी की स्थिति में भी क्रांतिकारी परिवर्तन आयी। आज़ादी के पूर्व विभिन्न समाज सुधारकों एवं सुशिक्षित लोगों ने धार्मिक, सामाजिक आंदोलनों के ज़रिए नारी की हालत को सुधारने का प्रयास किया। इसके फलस्वरुप बाल विवाह, अशिक्षा, वैवाहिक कुरीतियों एवं जाति प्रथा का निषेध किया गया और विधवा विवाह का समर्थन कर के समूह में नारियों की हालत सुधारने का सफल प्रयत्न किया गया। स्वतंत्रता के बाद नारियों की सामाजिक एवं आर्थिक स्थिति में व्यापक परिवर्तन हुआ है।

स्वातंत्र्योत्तर भारत में परिवार आर्थिक दृष्टि से तीन विभागों में - उच्चवर्गीय परिवार, मध्यवर्गीय परिवार और निम्नवर्गीय परिवार - विभाजित किया गया है। इनमें मध्यवर्गीय परिवार की नारी की स्थिति सबसे अधिक शोचनीय हो उठी है। उसे एक ओर परंपराओं एवं आदर्शों का पालन करना पडता तो दूसरी ओर समाज की नवीन मनस्थिति का भी सामना करना पडता है। आर्थिक विवशता से बचाने केलिए, रोज़ी रोटी केलिए, बच्चों का पालन पोषण केलिए मध्यवर्गीय परिवार की नारी को कठिन मेह्नत करना पडा। नारी कुछ हद तक आर्थिक रुप से स्वतंत्र हो गयी। वह नौकरी, व्यवसाय आदि कई क्षेत्रों में प्रगति के पथ पर आगे बढने लगी। "भारत में स्वतंत्रता के बाद एक सबसे आधारभूत तथा दूरगामी सामाजिक परिवर्तन यह हुआ कि स्त्रियाँ अपनी परंपरागत जीवनचर्या से मुक्त हो गई और विशेष रुप से मध्य तथा उच्च वर्गों की स्त्रियों ने जीविकोपार्जन केलिए ऐसे व्यवसायों में प्रवेश किया जिन पर अब तक मुख्यतः पुरुषों का एकाधिकार माना जाता था। इसके चलते उनकी सामाजिक प्रतिष्ठा और दृष्टिकोण में भी परिवर्तन आया।"[१]

स्वतंत्र भारत में नारी शिक्षा के क्षेत्र में विशेष प्रगति हुई। महान नेताओं के परिश्रम के फलस्वरूप आज़ादोत्तर काल में अनेक महिला पाठशालायें एवं महाविद्यालय खोले गये। तीसरी पंचवर्षीय योजना १९६४ के आयोजित अखिल भारतीय परिषद्, १९६४ के कोत्तारी आयोग आदि द्वारा नारी शिक्षा के क्षेत्र में प्रगति लाने केलिए अनेक सुझाव सरकार के सामने रखे गये। इसके परिणामस्वरूप विद्यार्थिनियों केलिए छात्रवृत्तियाँ, निशुल्क शिक्षा एवं पुस्तकें, स्वास्थ्य प्रशिक्षण आदि का प्रबंध हुआ। विद्यालयों में छात्राओं की संख्या बढी और अनेक नारियों ने सफलतापूर्वक शिक्षा पूरी कर दी। २०११ की जनगणना के अनुसार साक्षर नारियों की संख्या ३२ करोड ८८ लाख से अधिक हो गयी। यह १९४२ में सिर्फ २०५४ थी और १९८१ में ७ करोड ९१ लाख थी। शिक्षा औद्योगीकरण और नवीन विचारधारा के कारण नारियों की पुरुषों पर आर्थिक निर्भरता लगातार कम होती जा रही है। डा. पुष्पपाल सिंह के अनुसार, "नारी शिक्षा और शिक्षा के आधार पर प्राप्त नौकरियों ने आज नारी को एक आत्मविश्वास, आर्थिक सुरक्षा और आर्थिक सक्षमता प्रदान कर उसे यह अनुभव दिया है कि वह किसी भी प्रकार से पुरुष से हीन नहीं है।"[२] स्वातंत्र्योत्तर काल में भारतीय नारियों ने जितनी प्रगति की है, अपने राजनीतिक व सामाजिक अधिकारों केलिए उन्होंने जो प्रयत्न किया है वह मानवीय इतिहास की एक महत्वपूर्ण घटना है।

आजादोत्तर काल में संयुक्त परिवार बिखरने लगे, इसके फलस्वरूप पारिवारिक जीवन में नारी स्वतंत्र होने का प्रयास करने

लगी। धर्म और कर्मकांडों के प्रति अंधविश्वास अब कम होने लगा है। नारी शिक्षा प्रसार ने स्त्रियों के बंध दरवाज़े खोल दिया। नारी में नई चेतना आ गयी। नारी जाति-प्रथा नियमों के प्रति अब उदासीन है। नारी के बिना आज जीवन के सभी क्षेत्र अधूरे एवं एकांगी सिद्ध होने लगे है। भारत के संविधान ने नारी और पुरुष को समानाधिकार दिया। डा. हरिशंकर दुबे कहता है, "संविधान की शक्ति से नारी में स्वाभिमानी स्वतंत्र अस्तित्व बोध जागृत हुआ। संयुक्त राष्ट्र संघ द्वारा १९४८ ई. में विश्व स्तर पर मानव विकास केलिए जो रुपरेखा बनाई गई उसकी एक रिपोर्ट ३० जून २००० ई. के अनुसार १७४ देशों में नारी स्थिति के संबंध में अभी भारत १२८ वें नंबर पर है। क्रम की दृष्टि से भले भारत पिछडे क्रम में हो किन्तु इतनी विशाल जनसंख्या के कारण भारत की प्रगति असंतोषप्रद नहीं कही जा सकती। देश में लागू पंचायती राज अधि नियम में आरक्षण के कारण आज १० लाख से अधिक महिलायें राजनीति में प्रवेश कर चुकी है। कहीं कहीं तो ५० प्रतिशत आरक्षण महिलाओं को दिया गया है।"[३]

नारी की शैक्षणिक जागृति ने नारी को समाज में महत्वपूर्ण स्थान दिया। सदियों से पुरुष ने नारियों की शारीरिक कमज़ोरी का लाभ उठाकर उन्हें अपने अधीन में रखा। नारियों का शारीरिक और मानसिक रूप में शोषण करने से रोकने केलिए संविधान ने अनेक नियम बनाये। जैसे हिंदु दत्तक और भरण पोषण अधिनियम, १९५६, हिंदु उत्तराधिकार अधिनियम १९५६, प्रसूती लाभ अधिनियम १९६१, दहेज निषेध अधिनियम १९६१, गर्भ का चिकित्सीय समापन अधिनियम १९७१, उपादान संप्रदाय अधिनियम १९७२ और समान काम केलिए समान वेतन अधिनिमय १९७६। १९५५ में संसद में हिंदु मैरिज एक्ट पास हुआ। इसके अनुसार एक पत्नी के साथ रहते वक्त पुरुष का दूसरा विवाह गैरकानूनी हो गया। इसके परिणाम स्वरूप नारियों को पुरुषों की मनमानी के विरुद्ध कानूनी सुरक्षा मिल गई। शिक्षा द्वारा जागृत आत्मनिर्भरता के कारण नारी घर की चहारदीवारी से बाहर निकलकर राजनीतिक क्षेत्र और समाज सेवा के क्षेत्र में कूद पडी। नारी ने सदियों पुरानी दीवारों को तोडकर विद्रोह अपनी ही घर से शुरु किया है। आज भी नारी के सामने अनेक विसंगतियाँ है। सुदेश बत्रा के अनुसार "वह सच है कि परिवर्तित सामाजिक, आर्थिक परिस्थितियों में महिलाओं की शिक्षा, रोज़गार के अवसरों और समानता के अधिकारों में काफी वृद्धि हुई है किंतु फिर भी प्रतिगामी नैतिकताओं, मान्यताओं, मूल्यों और सामाजिक मानसिकता के कारण अनेक विसंगतियों ने नारी जीवन पर दोहरे मानदण्डों को लागू किया हुआ है। एक भयंकर सामाजिक रोग की भाँति कानून और अंधविश्वासों की दोहरे शिकंजों ने नारी मन को आहत भी किया है और विद्रोही भी बनाया है।"[४] विभिन्न कार्य क्षेत्रों में प्रमुखता, सम्मान और सफलता पानेवाली भारतीय नारी पारिवारिक और सामाजिक धरातल पर शोषित और अभावग्रस्त दिखायी पडता है।

स्वातंत्र्योत्तर काल में उच्चशिक्षा, तकनीकी, व्यवसाय आदि क्षेत्रों में नारियों की भागीदारी दिखाई देने लगी। सेना में, पुलीस में, प्रशासनिक, देहात, सार्वजनिक क्षेत्रों में, अध्यापन कार्यों में, कार्यालयों आदि के क्षेत्रों में नारियों की उपस्थिति महत्वपूर्ण हो गयी। प्राचीन मान्यता 'न स्त्री स्वातंत्र्यमर्हति' सूक्ति बदल गयी। आज़ादी के बाद की बदली हुई माहौल में प्रेम, विवाह और यौन संबंधी नारी की भावनाओं एवं चिन्ताओं में बदलाव आये, पाश्चात्य आन्दोलनों से प्रेरित होकर संविधान की शिल्पियों ने नारी को समान अधिकार देने की बात सोची थी। नारी आज अपने अधिकारों के प्रति सतर्क है और वह अपनी समस्याओं का समाधान स्वयं करके अपनी हालत को उच्च बनाने में प्रयत्नरत है। शिक्षित नारी पति को भगवान मानने को तैयार नहीं है। उसने लिंग भेद के नाम पर होनेवाले अत्याचार का घोर विरोध किया है। सदियों से शोषित नारी एक स्वतंत्र इकाई के रूप में समाज में अपना स्थान पाना चाहती है। वह अपने भीतर के भय और हीन भाव से निकलकर समाज विकास की मुख्य धारा से सक्रिय रूप से जुडना चाहती है।

"बीसवीं सदी को 'महिला जागरण का युग' कहा जाता है। महिलाओं के संगठित आन्दोलन हर दिशा में हो रहे हैं। अपने नागरिक अधिकारों केलिए वे लड रही हैं। समाज और परिवार में सुरक्षित स्थिति केलिए, रोज़गार और आत्मनिर्भरता केलिए, महिला, कर्मचारियों की आर्थिक सुरक्षा केलिए कानून पास करवाए जा रहे हैं।"[५] नारी में नारी चेतना का विकास तेज़ी से होने लगा है। स्त्री अब आज़ादी, समता और बन्धुत्व की भावना से जागृत होकर मानविकता के विकास में योगदान देना चाहती है। लेकिन नारी का अधिकांश भाग आज भी पुरुष के अधीन है। नारी मुक्ति आन्दोलन से प्रभावित नारी अधिक सक्षम और दृढ बनने की कोशिश करती है। आत्मविश्वास और समकक्ष स्थान केलिए घर के अन्दर और बाहर लडती है। परिणामतः परिवार और समाज में उसकी भूमिका बदल रही है।

समाज में अपने अस्तित्व को ठोस रूप देने के उद्देश्य से नारी माँ, पत्नी, प्रेयसी के परंपरागत दायरे से बाहर निकलकर समूह के विराट धरातल पर आ खडी हुई। अनेक शिक्षित नारियों ने नारी-सुधार और उनके व्यक्तिगत विकास को ध्यान में रखते हुए नारी-सुधार संस्थाओं की स्थापना की। इन संस्थाओं के अतिरिक्त सरकार ने नारी कल्याण के कार्यक्रमों को ध्यान में रखते हुए अनेक कदम उठाए। शिक्षा प्राप्त करके नारियों ने एक नया दृष्टिकोण लेकर जीवन में प्रवेश करना शुरू किया। इस प्रकार नारी शिक्षा का विकास और उसके प्रचार-प्रसार ने सामाजिक संकीर्णता, खोखलापन, अंधविश्वास आदि के बंधन को तोडने को मज़बूर किया। स्वतंत्रता के बाद समाज में जागृत एवं शिक्षित नारी वर्ग का उदय हुआ। प्रधानमंत्री के रूप में राष्ट्र के सर्वोच्च पद श्रीमती इंदिरा गाँधी का आरूढ होना स्वतंत्र भारत की नारियों केलिए एक महान उपलब्धि है। सरोजिनी नायडू, नंदनी सतपथी, तारकेश्वरी सिन्हा, रामदुलारी सिन्हा, सुचेता कृपलानी, शारदा मुखर्जी, प्रतिभा पाटील, मीरा कुमार, सुषमा स्वराज, ममता बानर्जी, स्मृति ईरानी, मायावती, जयललिता आदि राजनीति के क्षेत्र में प्रसिद्धि प्राप्त महिलायें हैं। आज नारी हर क्षेत्र में आगे बढ रही है। खेल में पी.टी. उषा, सानिया मिर्जा, षैनि विलसन, अंजु बोबी जोर्ज, करणम मल्लेश्वरी, सैना नेहवाल आदि। सामाजिक आंदोलनों का नेतृत्व करनेवाली मेधा पडकर, ऋतंभरा देवी, दयाबाई, इरोम शर्मिला आदि।

हमारे समाज में नारियों का एक ऐसा वर्ग भी रहा है जिन पर स्वतंत्रता के बाद की नयी रोशनी का कोई प्रभाव नहीं पडा। “अशिक्षा और रूढियों के अंधकारमय वातावरण में, अत्याचारों को सहकर, मज़बूर जीवन बितानेवाली ये महिलाएँ हमारे लिए एक प्रश्न चिह्न है। आज भी हमारे समाज में ऐसी विवशता ग्रस्त बालाओं का एक बडा वर्ग है जो माँ, बेटी और पत्नी के रूप में पुरुष की दासी मानी जाती है।”[६] नारियों की सुरक्षा केलिए अनेक नवीन कानून बनाये गये फिर भी आज महिलाओं के प्रति अपराध बढ रहा है।

निष्कर्ष

भारतीय समाज में नारी की स्थिति विभिन्न कालों में भिन्न-भिन्न प्रकार की रही है। वैदिक युग में उसे शक्ति संपत्ति के प्रतीक रूप में माना गया था। लेकिन बाद में मध्ययुग में नारी की स्थिति में अवनति दिखाई देती है। अंग्रेजों के आगमन के बाद ब्रह्म समाज, प्रार्थना समाज, आर्य समाज तथा विभिन्न धार्मिक, सामाजिक आन्दोलन के कारण नारी की स्थिति में कुछ सुधार आ गया। नारी स्वावलंबी बन गयी। अधिकारों को प्रति सचेत हो गयी। इक्कीसवीं शताब्दी की नारी चाहे वह शिक्षित हो या अशिक्षित राजनीतिक दृष्टि से अधिकार संपन्न है। भारत गणराजय की स्थापना के साथ वे मताधिकार पा लिया था। आधुनिक युग में नारियों ने विभिन्न क्षेत्रों में अपना कार्यो का कुशल संचालन कर इस धारणा को निर्मूल साबित किया है कि वह शारीरिक बल की दृष्टि से पुरुषों से दुर्बल है। आज की नारी की हालत सामाजिक राजनीतिक एवं आर्थिक स्तरों पर उत्तरोत्तर उच्चतर होती जा रही है। स्वतंत्र भारत में नारी अपनी अस्मिता पर आस्था रखकर आगे बढ रही है।

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Export of Agricultural Commodities with Special Reference to Rice in India

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ABSTRACT

Agriculture is main source of income for families in India. Farms cover over half the land and almost three-quarters of that land is used to grow the two major grains: rice and wheat. India's annual rice production is around 85-90 million tonnes annual consumption is around 85 million tonnes. Unlike the other crops, rice, which is also paid as wage (in kind) to the agricultural laborers after harvesting in most part of south Asia, also helps to reduce poverty of those families working in the rice field to a greater extend. In India, rice's contribution to the agricultural sector is very significant. Rice is currently cultivated in over 44 million hectares, which accounts for over 40 percent of the total food grins area and over 25 percent of the cropped area. With the current production of over 91 million tones, rice accounts for little less than fifty percent of the total food grains production in India. Besides providing livelihood opportunities to millions of farmers in India, cultivation of paddy crop directly provides employment opportunities to the rural laborers who are relying o agriculture for their livelihood. Despite being an agrarian economy, export of agricultural products is an important component in India. Its present position in the Indian economy is quite significant as exports contribute a great deal to the development of an economy through foreign exchange earnings. With vast land resources diversified climatic and soil conditions variety of crops and experienced farmers, the Indian agriculture has a very good potential for export of agricultural products. On this basis the paper seeks to examine the trends in growth of export of agricultural commodities with special reference to rice in India.

INTRODUCTION

Agriculture plays a crucial role in the life of an economy. It is the backbone of our economic system. Agriculture not only provides food and raw material but also employment opportunities to a very large proportion of population. According to the census 2011 the work force participation from agriculture is considered as 41 per cent in India. Agriculture is a premier source of our national income. According to National Income Committee and Central Statistical Organization, in 1960-61, 52 per cent of national income was contributed by agriculture and allied occupations. In 1976-77, this sector alone contributed 42.2 per cent, while its contributions were to the tune of 41.8 per cent in 1999-00. As per the Indian economic survey key highlights 2014-15 the contribution of agriculture sector to the total GDP of the country was estimated around 18 per cent. Agricultural sector also provides fodder for livestock. It is the sector that feeds country's trade. Agricultural products like tea, sugar, rice, tobacco, spices etc. constitute the main items of exports of India. If the development process of agriculture is smooth, export increase and import are reduced considerably. It will help to reduce the adverse balance of payments and save our foreign exchange.

The agriculture sector is significant as it provides greater employment opportunities in the construction of irrigation projects, drainage system and other such activities. With the fast growing population and high incidence of unemployment and disguised unemployment in backward countries, it is only agriculture sector which provides more employment chances to the labour force. In the course of economic development, agriculture employ majority of people. This means raising the level of national income and slandered of living of the common man. The rapid rate of growth in agriculture sector gives progressive outlook and further motivation for development. As a result, it helps to create proper atmosphere for general economic development of the country. Thus, economic development depends on the rate at which agriculture grows. Paddy is an important food grain crop, which has been cultivated predominantly throughout Asia and other parts of the world. Rice which is a processed form of paddy is a staple food for over half of the world population.

Despite being an agrarian economy, export of agricultural products is an important component in India. Its present position in the Indian economy is quite significant as exports contribute a great deal to the development of an economy through foreign exchange earnings. With vast land resources diversified climatic and soil conditions variety of crops and experienced farmers, the Indian agriculture has a very good potential for export of agricultural products. Before analyzing the pattern of agricultural exports from India, It was important to discuss about the country wise major exporters and importers of food and agricultural products.

Objectives

- To examine the trends in growth of export of agricultural commodities with special reference to rice in India.

Limitations: This paper has been undertaken with substantial constraints in terms of data availability. The conclusions are drawn on the basis of limited number of models, selected for the study.

Review of Literature

According to **Indian council of agricultural research (2004)** agricultural marketing involves function of buying and selling of agricultural products. However, **Danapal (2007)** considered agricultural marketing as the set of all activities that facilitated the flow of agricultural commodities from farm to ultimate consumer. In the present study agricultural marketing is defined as all the post production and business activities performed by natural rubber producers, and other intermediaries to facilitate the transfer of natural rubber from the production point to ultimate consumption unit.

Deepa et al.,(2009) evaluated the performance of Karnataka state agricultural produce processing and export corporation, limited. Secondary data were used for the study for the period 1997 to 2007. The growth rate of onion export (69.40) was found to be positive and significant whereas, growth rate of potato (-12.70), mango (-4.39) and ninger seeds (-66.08) was found to be negative and non-significant. Apart from this compound growth rates of domestic market, import markets in terms of quantity and value showed a negative growth rate. But export markets growth rate was positive in terms of quantity (31.18 per cent) and value (32.06 per cent) which indicated an increasing trend over the years.

NSSO (2013): one of the assessment study conducted by national sample survey organization on house hold and income status 90.2 million households found that, 57.8% of the total estimated rural household are agricultural households. Kerala has the least percentage share of agricultural households in the country i.e. 27.3 %.with regard to source of income, 63.5 % of the agricultural households reported agriculture as the principle source of income, while 22% reported wage/salary as the principal source. In Kerala 61 % of the agricultural households reported to have earned income from activities other than agricultural activities. Mere 16% reported cultivation as main source of income and 0.6% reported livestock as main source of income.

T.J. Jasmine Teresa (2013): Analyzed the impact of shifting of paddy fields, Alathur taluk in Palakkad district ,she analyzed the trends in area ,production and productivity of agriculture in India and Kerala from 1985-86 to 2013-14 with the help of chi-square, correlation and trend analysis used to conclude the production of paddy in the study area. There has been a continuous increase in the total area of production in India. The trend value explains the positive increase in the area of production. In order to understand the trend in growth area in Kerala the linear trend is estimated. The trend value explains the negative decrease in the area of production. According to the estimated trend equation, the total area in Kerala found to be decreased by about -1.79197 in the time period. Chi-squared results for the selected variables (like age and income) to test their significance revealed that there is no significant relationship between these variables and in the case of correlation shows a positive relationship between the variables.

Balaji S J and Suresh Pal (2014): their study examines the question of convergence in land and labour productivity in Indian agriculture between 1991 and 2011.their analysis shows that the tendency of low productivity states to catch-up with high productivity states is studied through the un conditional â- convergence approach, and the operation of Galton's fallacy through growth terminal productivity-level regressions. The diminution of variance in productivity levels is tested using the á- convergence approach and the robustness of the result is tested using alternative test statistics. The results reveal that states are converging in terms of land productivity, but not in terms of labour productivity.

Pradumankumar P.K. Josh and Pramodaggarwal (2014): their paper assesses the effect of monsoon droughts on the production ,demand and prices of several major agricultural commodities-rice, sorghum, pearl millet, maize, pigeon, pea, groundnut and cotton. a partial generalized equilibrium model is developed to stimulates the effects of deficit rainfall on acreage, yield, production, demand and prices of different agricultural commodities in India. The study shows that there will be a huge deficit (about 15 million tonnes) of rice in 2020 in a situation of 20%rainfall deficit. The volume will be more if rainfall deficiency is higher. To meet demand, a high level of import will be necessary, which will lead to a spike in the prices of rice and other complimentary commodities in the global market further fall the price of rice.

Methodology

The study is based on secondary data. The Export of rice was collected from the published source from directorate of economics and statistics in India, ministry of agriculture, department of agriculture and co-operation, Department of Economics and Statistics, ministry of Finance, Government of India, UNCTAD, CIME (center for monitoring Indian economy) etc. to satisfy the objectives chosen for the study. Compound annual growth rate is adopted to analyze the growth in export of rice in India.

Data analysis

Country Wise major Exporters and Importers of Food and Agricultural Products

Table 1 reveals the data relating to country wise export of food and agricultural products from 1995 to 2013. Among the fifteen largest exporters, United States rank highest with a share value of 107.0 in 2013 as against 42.2 between us in 1995. It was evident that United States exports have increased by more than two fold during the study period. But its world share was declined from 11.7 per cent in 1995 to 9.4 per cent in 2013. Likewise United State all other countries have improved in terms of their export share during the study period. Netherlands improved from 34.1 between US $ in 1995 to 74.0 between US $ in 2013.The country Germany also improved its exports value, it registered more than threefold increment from 21.2 between US $ in 1995 to 68.0 between US $ in 2013. But Brazil and China shows more than fourfold increment in food and agricultural export during the study period. In the case of Brazil it was increased its export value from 10.0 US $ in 1995 to 54.0 US $ in 2013. Where as in China increased from 10.0 between US $ in 1995 to 60.6 between US $ in 2013. Except Thailand and France all other countries improved their export contribution up to three fold with in the period between 1995 to 2013, where as Thailand and France increased to two fold.

All these development on the export share has not seen in the next part of the same table which shows the per cent export of world total exports by all these countries. Followed by United States Netherlands, France, Thailand etc are some of the countries, which dipped their contributions during the study period. Netherlands declined from 9.5 per cent in 1995 to 6.0 per cent in 2013. France was also lose, half of its share from 8.4 per cent to 4.7 per cent. But some countries show steady increase in their export contribution to the world, it include China, India, Argentina, and Vietnam. China marked stable increase in their exports from 2.8 per cent in 1995 to 5.3 per cent in 2013. Likewise India also improved from 1.5 per cent in 1995 to3.0 per cent in 2013. Among the top fifteen countries some countries represent a fluctuating trend during the study period. Between eight years from 1995 to 2013. Belgium, Spain, Italy etc are the countries included such category.

Among the major exporters of fifteen countries India ranks 13th position in export. But it was showing a remarkable development in the field of export from 1995 to 2013 I.e. the export was increased from 5.4 billion $ in 1995 to 33.6 billion $ in 2013. Export development of India is mainly because of the result of Indian Economic development. More than one decade among Indian exports development with sustainability shows India's growing power among the world countries. If we analyze India's contribution to the total world export started with a little share of 1.5 percent in 1995 which was increased to 3.0 percent in 2013.

Table 1: The Country Wise Major Exporters of Food and Agricultural Products

Countries	Exports ,bln, $us				Per cent of world total			
	1995	2005	2010	2013	1995	2005	2010	2013
United states	42.2	48.3	82.7	107.0	11.7	9.0	9.5	9.4
Netherlands	34.1	42.7	64.8	74.0	9.5	7.9	7.4	6.5
Germany	21.2	35.2	53.0	68.0	5.9	6.5	6.1	6.0
Brazil	10.0	21.8	45.2	54.0	2.8	4.0	5.2	4.8
China	10.0	22.5	41.1	60.6	2.8	4.2	4.7	5.3
France	30.3	32.9	43.8	53.2	8.4	6.1	5.0	4.7
Belgium	11.5	23.6	31.3	39.4	3.2	4.4	3.6	3.5
Spain	11.5	21.8	29.9	37.9	3.2	4.0	3.4	3.3
Canada	11.7	20.7	28.5	36.0	3.2	3.8	3.3	3.2
Argentina	7.2	12.4	22.4	31.8	2.0	2.3	2.6	2.8
Thailand	10.7	12.4	23.9	27.2	3.0	2.3	2.7	2.4
Italy	11.2	17.0	25.6	30.1	3.1	3.2	2.9	2.7
India	5.4	8.0	15.5	33.6	1.5	1.5	1.8	3.0
Australia	9.7	14.3	18.7	24.9	2.7	2.6	2.1	2.2
Vietnam	1.6	6.3	13.4	21.2	0.4	1.2	1.5	1.9

Source: UNCTAD

Table 2 depicts the country wise major importers of food and agricultural products from 1995 to 2013. Thus improvements in imports share mean decline in development and vice versa. All the top fifteen countries of major importers were increased their import from one fold up to fivefold during the study period from 1995 to 2013. United States import value was increased from 29.4 US $ in 1995 to 93.2 US $ in 2013.

Likewise all other countries improved many fold developments during the study period. In 2013 United States Rank high in terms of imports with a share of 93.2 between US $ and South Korea shows very lowest import value of 21.9 US $ and all the other countries standing their position with simple difference in value between them.

While analyzing the per cent country wise import to total import, it was clear that some of the countries try to reduce its import for keep stability and some countries shows increasing and some others have fluctuating trend during the study period from 1995 to 2013. Germany, Japan, France, Netherlands etc are some of the countries which declined per cent share of their import to the total world imports. Germany declined from 10.2 per cent in 1995 to 6.4 per cent in 2013. In the case of Japan, it was tried to reduce their import from 12.2 per cent in 1995 to 5.2 per cent in 2013. Which shows the country reduced half of its import consumption within eight years under study. All those show a positive sign in economic stability of the country with self sufficiency. Where as in the case of China, South Korea and Saudi Arabia which remarks a steady improvements in import share during the period from 1995 – 2013. China increased its imports from 1.6 per cent to 1.9 per cent between 1995 and 2013. Whereas, United States, United Kingdom, Belgium etc are some of the countries shows fluctuations in its import share between the periods from 1995 – 2013.

Table 2: The Country Wise Major Importers of Food and Agricultural Products

Country's	Imports , bln ,$us				Per cent of world total			
	1995	2005	2010	2013	1995	2005	2010	2013
Unitedstates	29.4	55.2	74.5	93.3	7.8	9.8	8.4	8.3
Germany	38.1	44.4	60.6	72.4	10.2	7.9	6.8	6.4
Japan	45.9	44.8	52.9	58.6	12.2	7.9	6.0	5.2
Unitedkingdom	20.8	36.0	46.3	53.2	5.5	6.4	5.2	4.7
France	24.6	30.5	42.4	49.9	6.6	5.4	4.8	4.4
Netherlands	19.5	24.3	37.8	45.7	5.2	4.3	4.3	4.1
Italy	19.2	26.1	34.8	39.6	5.1	4.6	3.9	3.5
China	6.1	9.4	21.6	41.0	1.6	1.7	2.4	3.6
Russia	10.3	16.1	29.9	36.8	2.7	2.9	3.4	3.3
Belgium	9.3	19.7	25.3	33.2	2.5	3.5	2.9	3.0
Spain	11.7	20.7	25.6	28.0	3.1	3.7	2.9	2.5
Canada	8.2	14.5	22.8	28.4	2.2	2.6	2.6	2.5
Korea south	5.9	10.0	16.3	21.9	1.6	1.8	1.8	1.9
Saudi Arabia	4.0	7.8	14.9	23.4	1.1	1.4	1.7	2.1
Hong kong	7.5	7.3	15.1	22.4	2.0	1.3	1.7	2.0

Source: UNCTAD

The Pattern of Agricultural Exports from India

The pattern of agricultural exports from India is furnished in Table 3 illustrates the exports of various agricultural commodities in India. It includes Basmati rice, non Basmati rice, wheat pulses, ground nuts, cashew, spices etc. It was evident that the changes in values of export from 1998 – 99 to 2013 – 14 among all these agricultural commodities clearly explained through the table with slight fluctuations in the intervening years. Basmati rice had declined its exports from 168562 crore in 1998 – 99 to 29300.12 crore in 2013 – 14. Likewise non basmati rice also reduced its share of exports from 168538 crore in 1998 – 99 to 17493.16 crore in 2013 – 14.

Except wheat, all other agricultural commodities showed a declining trend during the period under study. Export of wheat was improved from 40 crore in 1998 – 99 to 9257.11 crore in 2013 – 14 shows a positive trend in the export of wheat from India over the fifteen years. The Indian export of pulses has declined from 36089 crore in 1998 – 99 to 1737.00 crore in 2013 – 14. Likewise pulses, the export of groundnut also registered a diminishing trend. It was declined from 56630 crore in 1998 – 99 to 3212.06 crore in 2013 – 14 with slight fluctuations in the intervening years. Raw cotton has not improved its export share, with some little developments in intervening years its export share also have declined from 82189 crore in 1998 – 99 to 22248.48 crore in 2013 – 14. The export of cashew was highest in 256277 crore in 2006 – 07 but its export declined from 139991 crore in 1998 – 99 to 5095.89 crore in 2013 – 14 with slight fluctuations in the intervening years. It was observed from the table that, over the past fifteen years most of the agricultural commodities lost its export value in India.

It could be seen from the table 3 at the estimated compound growth rate for the export of most of the agricultural commodities in India having a negative growth except 'Raw cotton including waste'. It means the commodity increased its export annually by 1.42 per cent over the 15 years under study. It registered 1.42 per cent growth during the period under study. The highest negative growth rate was shown by the export of cashew i.e. -32.59 per cent. This was followed by non-basmati rice with -31.73 per cent. The export of pulses could rank third with -29.96 per cent growths in CGR. It could be observed that the export of some of the agricultural commodities have registered a decline in export over the study period, and it was declined annually by 32.59 per cent in cashew, 31.73 per cent in non basmati rice and 29.96 per cent in pulses. It is concluded that the results revealed, during the period 1998 – 99 the export of various agricultural exports from India have registered a negative and insignificant growth for the selected period.

Share of Agricultural Exports and Imports

The share of agricultural export and import to total value of export and import has been worked out for the period from 1998 – 99 to 2012 – 13 and the results are presented in the table 4.5.4.The table explained that the value of agricultural exports have increased from 25510.64 crore in 1998 – 99 to 230141.13 crore in 2012 – 13. By comparing the export of India with the total national export, its share has been declined from 18.25 per cent in 1998.99 to 14.10 per cent in 2012 – 13, with slight fluctuations in the intervening years. But it was sure that the agricultural export in terms of value was highest in the year 2012 – 13.

Further, it was evident from the table that Indies for exports of agricultural commodities has declining, even if its increase the value of export during the period under study is mainly because of increase in the total national export of other commodities, is growing faster than the agricultural commodities in India. The per cent share of agricultural exports to total national exports was highest in 1998 – 99 i.e, 18.25 per cent and it was lowest i.e. 10.18 per cent during 2008 – 09 per cent over the period under study.

The agricultural imports to total national imports in India from 1998 – 99 to 2012 – 13 has also been analyzed in this section which gradually increased by almost seven fold from 14566.48 crore in 1998 – 99 to 109211.51 crore in 2012 – 13 with slight fluctuations in

Table 3: The Pattern of Agricultural Exports from India from 1999-00 to 2013-14 (Value in Rs. crore)

Year	Basmati rice	Non basmati rice	wheat	Pulses	Ground nuts	Sesame & ninger seeds	Cotton Raw including waste	cashew	Fresh fruits	Fresh vegetables	Spices
1999-00	187691	440385	136	22303	13966	32851	20692	162747	26632	27402	163252
2000-01	178034	134558	NA	41956	37176	37373	7702	245661	30743	33547	176743
2001-02	215494	77726	41509	53708	31640	59531	22107	204958	38638	45693	161774
2002-03	184277	133137	133021	36913	25094	61008	4269	178868	41715	57520	149697
2003-04	205847	377277	175987	34502	17830	45088	5028	205294	44732	64278	165549
2004-05	199305	217494	239115	32860	54430	75430	94237	169982	78043	95393	154418
2005-06	282390	394502	145982	60257	54702	77369	42258	247718	86226	86299	188318
2006-07	303032	414403	55712	110262	50053	79409	279187	256277	110122	91095	221809
2007-08	4344.58	7410.03	0.24	526.41	1054.08	1732.58	8865.39	2209.60	1446.59	1477.89	4314.86
2008-09	9477.03	1687.37	1.46	540.22	1239.01	1558.49	2865.85	2900.97	1945.24	2454.15	6338.42
2009-10	10889.60	365.30	0.06	407.35	1425.93	1518.33	9535.08	2801.58	2269.08	2941.73	6157.33
2010-11	11354.77	231.29	0.70	865.74	2178.41	2082.03	13160.47	2819.39	2174.13	2545.88	8043.47
2011-12	15450.45	8659.13	1023.27	1065.84	5246.45	2758.93	21624.20	4390.68	2557.55	2907.15	13220.23
2012-13	19391.31	14416.90	10488.35	1279.90	4065.59	2771.68	19812.85	4067.21	3290.51	3096.59	15318.92
2013-14	29300.12	17493.16	9257.11	1737.00	3212.06	3483.46	22248.48	5095.89	4364.26	5117.48	15981.42
CGR	**-22.40**	**-31.73**	**-20.45**	**-29.96**	**-19.70**	**-25.36**	**1.42**	**-32.59**	**-22.64**	**-22.93**	**-23.55**

Source: centre for monitoring Indian economy (CME)
NA: not available

the intervening years. It was observed from the table out of total 15 years, the annual growth rate of import of agricultural commodities registered fluctuating trend for first eight years after it was steadily increased from 29637.86 crore in 2006 – 07 to 109211.51 crore in 2012-13.

At last the table provides the details relating to the percentage of agricultural imports to total national imports in India for the period of 15 years from 1998 – 99 to 2012 – 13. It is clearly indicated that, over the reference period percentage share of agricultural imports has gradually declined from 8.17 per cent in 1998 – 99 to 4.09 per cent in 2012 – 13 with slight fluctuations in the intervening period percentage share of agricultural imports registered highest i.e. 8.17 per cent during the period 1998 – 99 and lowest 2.71 per cent during the 2008 – 09.

The calculated compound growth for the share of agricultural export and import to total value of export and import for the period 1998 – 99 to 2013 – 14 shows negative growth for share of export and import to total national output. The CGR for per cent of agricultural export and import to total national export and import declined annually by 2.43 per cent and 6.12 per cent respectively during the period under study. The CGR for value of agricultural export increased annually by 16.80 per cent and import had declined annually by 15.19 per cent during the period from 1998 – 99 to 2012-13 in India.

Table 4: **Share of Agricultural Export and Import to total value of Export and Import from 1998-99 to 2012-13(value in Rs. crores)**

Year	Value of export			Value of import		
	Agricultural exports	Total national export	Percent of agricultural exports to total national exports	Agricultural Imports	Total national import	Percent of agricultura l imports to total national imports
1998-1999	25510.64	139752.77	18.25	14566.48	178331.69	8.17
1999-2000	25313.66	159095.20	15.91	16066.73	215528.53	7.45
2000-2001	28657.37	201356.45	14.23	12086.23	228306.64	5.29
2001-2002	29728.61	209017.97	14.22	16256.61	245199.72	6.63
2002-2003	34653.94	255137.28	13.58	17608.83	297205.87	5.92
2003-2004	37266.52	293366.75	12.70	21972.68	359107.66	6.12
2004-2005	41602.65	375339.53	11.08	22811.84	501064.54	4.55
2005-2006	49216.96	456417.86	10.78	21499.22	660408.90	3.26
2006-2007	62411.42	571779.28	10.92	29637.86	840506.31	3.53
2007-2008	79093.52	655863.52	12.05	29906.23	1012311.70	2.95
2008-2009	85551.67	840755.06	10.18	37183.04	1374435.55	2.71
2009-2010	89341.5	845533.64	10.57	59528.37	1363735.55	4.37
2010-2011	117483.61	1142921.92	10.28	57334.32	1683466.96	3.41
2011-2012	187475.89	1459280.51	12.85	77061.73	2345972.70	3.28
2012-1013	230141.13	1634672.95	14.10	109211.51	2669839.78	4.09
CGR	16.80	19.72	-2.43	-15.19	22.71	-6.12

Source: Various issues of Economic Surveys, Ministry of Finance, Economic Division, Government of India

The table 5 often gives the information relating to the import of rice from India during the period from 1998 – 99 to 2012 – 13. It was clear that rice imports to India have increased from 0.03 crore in 1998 – 99 to 3.94 crore in 2012 – 13. While analyzing the intervening period, it was evident that the rice import showing a steady increase for five years from 1999 – 00 to 2003 – 04. But it registered no import for the period 2004 – 05 shows a remarking import situation in India. The rice imports to India shows a steady growth for seven years from 0.34 crore in 2005 – 06 to 5.48 crore in 2011 – 12 after it has declined to 3.94 crore in 2012 – 13.

It could be observed from the table 5 that the overall estimated compound growth rate of export of rice in India over the study period was estimated at -25.52 per cent per annum. It represents that the country annually declining its share of export by 25.52 per cent during the study period from 1999-00 to 2013-14. But at the same time import share under rice in India over the study period was registered at 39.38 per cent. It indicated that the rice import to India was increased annually by 39.38 per cent during the period under reference.

Table 5: **Export and Import of Rice in India during the Period from 1998-99 to 2012-13**

Year	export	Import
1998-1999	337100	0.03
1999-2000	628076	0.01
2000-2001	312592	0.05
2001-2002	293220	0.07
2002-2003	317414	0.09
2003-2004	583124	0.27
2004-2005	416799	0.00
2005-2006	676892	0.34
2006-2007	717435	0.41
2007-2008	11754.61	0.42
2008-2009	11164.4	0.06
2009-2010	11254.9	0.37
2010-2011	11586.06	1.12
2011-2012	24109.58	5.48
2012-2013	33808.21	3.94
CGR	-25.52	39.38

Source: Department of Economics and Statistics, Ministry of Finance, Government of India.

CONCLUSION

It was found that India stand thirteenth position of export of food and agricultural commodity among the top fifteen exporting countries. It is contributing 33.6 billion us $ in 2013 to the world and the export is just 3.0 per cent of world total. So the country should make necessary arrangements for improving its position as well share of contribution to the world. It was found that India is not come in the list of import of agricultural products. It was sure that we have achieved the self sufficiency in agricultural production in the country. But one of the defects related to the sector is that most of the production the country consuming by itself that's why the export is declined. While analyzing the data from 1999 – 00 to 2013-14 it was found that the export of most of the agricultural commodities have registered a negative CGR during the period under study the export of agricultural products like, Basmati and non basmati rice had declined annually by 22.40 per cent and 31.73 per cent respectively over the fifteen year under study. the share of agricultural exports to the total national export had declined annually by 2.43 per cent during the study period. But, the growth of agricultural export in India was revealed by the overall estimated CGR i.e. 16.80 per cent. But it is less than the growth of total national export of 19.72 per cent in India. It was understood that the economy is improving by reducing the import. The agricultural import has declined annually by 15.19 per cent over the past 15 years in India but the total national import have increased annually by 22.71 per cent during the same period. It is concluded that the export share of rice in India shows a negative growth of -25.52 per cent CGR during the period from 1999 – 2000 to 2013-14. Even though the rice import has increased marginally, the CGR registered a high positive growth of 39.38 per cent in India. It represented that the export of rice the country declined annually by 25.52 per cent, at the same time the import had increased to 39.38 per cent per annum in India.

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Opportunities of Medical Tourism in Kerala : A Case Study of Vaidhyaratnam Oushadhasala

Deepa N.N.

ABSTRACT

Kerala – the 'God's Own Country' is the model destination for the global tourists entered into the international tourism market after announcing tourism as an industry in 1986. Kerala is an established destination for both domestic as well as foreign tourists. Kerala is well known for its beaches, backwaters in Alappuzha and Kollam, mountain ranges and wildlife sanctuaries.. Tourism in Kerala is a potential game changer. It is a sun rise industry, an employment generator, a significant source of foreign exchange for the state and an economic activity that helps local and host communities. Kerala is a tourism product which is unparalleled in its beauty, uniqueness, rich culture and history has been aggressively pursuing the promotion of tourism both internationally as well as in the domestic market. Since the inception of public-private-partnership (PPP) in the early 1990s in the United Kingdom, this model of partnership has sufficiently contributed to major infrastructure development worldwide. In India, Kerala is a perfect example of success in this collaborative business model. Along with this the Modern medicine has also got a high relevance in the Medical Tourism space because of the low cost and compatibility of the medical systems with the developed countries. Faced with exorbitant fees for procedures such as cardiac surgery, dentistry and cosmetic surgery in their home countries, patients from the West and the Middle East have begun looking at India and Kerala in particular.

Key words: Pizhichil Navarakkizhi, Sirovasti, Pichu and Sirolepa

INTRODUCTION

Kerala is the leading state in India for tourism, but for medical travel it has only 5 to 10% of the Indian market. Kerala has its traditional medical systems like Ayurveda, Sidha, Naturopathy, Panchakarma, Kalari, etc. which have attracted patients from different parts of the world. Along with this the Modern medicine has also got a high relevance in the Medical Tourism space because of the low cost and compatibility of the medical systems with the developed countries. Faced with exorbitant fees for procedures such as cardiac surgery, dentistry and cosmetic surgery in their home countries, patients from the West and the Middle East have begun looking at India and Kerala in particular. There are a number of specialty hospitals in Kerala that offer specialised care for complex medical conditions. The quality of health care offered by the doctors, nurses and support staff, make medical tourism in Kerala a preferred choice of patients seeking healthcare solutions in India. This study covers the scope of Medical Tourism industry, in various branches of Modern and Alternate Medicine, the marketing efforts of the various players of Medical Tourism, the efforts that the Tourism Department has taken for the growth of Medical Tourism and the effects of these efforts in the growth of Medical Tourism. Thaikkattu Mooss' family has contributed significantly for the growth of Ayurveda, the science of holistic healing. The tradition of the family dates back to the legendary days of Lord Parasurama. The profound knowledge in all the 8 branches of Ayurveda – Kayachikitsa, Balachiktsa, Grihachikitsa, Urdhwavanga chikitsa, Salya Chikitsa, Visha Chikitsa, Rasayanam and Vajeekaranam – gave the masters the title ASHTAVAIDYAN.

Objective of the study

1. To explain the concept of medical tourism

2. To analyze the role of Vaidhyaratnam Oushadhasala in medical tourism

Research methodology

Primary data was collected from officials of Vaidhyaratnam oushadhasala through personal interview. Most of my paper based on primary data and secondary data from Vaidhyaratnam magazines, journals and websites.

History –Vaidhyaratnam Oushadhasala

The splendid tradition of Thaikkattu Mooss' family begins with Sri. Narayanan Mooss and Ittiravi Mooss of the 19th century. In 1924, Ashtavaidyan Narayanan Mooss was awarded the much coveted title of VAIDYARATNAM by Lord Reading., the then Viceroy of India. Vaidyaratnam Oushadhasala was founded in 1941 by Ashtavaidyan Sri. E.T. Neelakandhan Mooss, the son of Ashtavaidyan Sri. Narayanan Mooss. The Nation conferred upon him Padmasri in 1992 as a recognition of his contribution in the field of Ayurveda. Vaidyaratnam institutions have now forayed into new areas, scripting a new saga of success under the able leadership of Ashtavaidyan Sri. E.T. Narayanan Mooss, (Padmabhushan awardee)

Analysis and interpretations

According to the Medical Tourism Association "Medical Tourism is where people who live in one country travel to another country to receive medical, dental and surgical care while at the same time receiving equal to or greater care than they would have in their own country, and are traveling for medical care because of affordability, better access to care or a higher level of quality of care."

Medical tourism describes the act of people making health choices and accessing health treatments across borders. Medical tourism is a term involving people who travel to a different place to receive treatment for a disease, ailment, or condition, and who are seeking lower cost of care, higher quality of care, better access to care, or different care than they could receive at home. It is undertaken by people who are sick. Kerala has established itself as a prominent Destination of world leisure tourism for its natural beauty and cultural assets. The growth of Tourism in Kerala has been induced by the buyer driven factors. The collective marketing effort through the tourism department has been limited. The scenario of Medical Tourism is also not much different from leisure tourism. Medical tourism in Kerala grew without much willful collective effort. It was recognized as an opportunity by some sectors, particularly the Ayurveda sector who took some collective effort to convert Kerala as source for Ayurveda treatment. Then came Dentistry and Modern Medicine. Vaidhyaratnam oushdhasala is having a prominent role in promoting medical tourism in Kerala .Around 2400 employees are working in this institution . The hospital is providing more than 500 types of treatments . A lot of amenities like WIFI, Yoga classes, Library, Cultural activities etc. are offered by the hospital . More than 2500 patients are coming to the institution in every year Major parts of the foreign patients are from Middle East Countries like Saudi Arabia, Qatar, Bahrain, UAE etc. At present the institution is not adopting any promotional activities

Medical Treatments in Vaidhyaratnam Oushadhasala

General Surgery

- Ayurveda
- Cardiac Care
- Neurosurgery
- Dental Care
- Fertility Treatment
- Transplant Surgery
- Ophthalmology
- Patient received at the airport, an escort takes over.
- Transferred to a hotel or resort.
- Escort takes the patient to the hospital as per appointment with doctor and admits into the hospital. Surgery or treatment conducted.
- Discharge and recuperative holiday at a resort.
- Post treatment checkup, transfer to airport and departure.
- Billed as a package all inclusive for the patient and accompanying person.

Many special treatments prescribed in the ancient medical classics for some of the most distressing diseases are currently practised only in Kerala, a state in the southern part of India. Vaidhyaratnam is currently providing more than 500 types of treatments.

The major treatments provided at the hospital are:

- SnehapanamDhara (OordhwangaDhara&SarvangaDhara),
- Pizhichil
- Navarakkizhi,
- Sirovasti,
- Pichu and
- Sirolepa.

Besides these specialised methods, the hospital offers Panchakarma treatments like Kashayavasthy, Snehavasthy, Nasyam, Virechanam and Raktamoksham.

Nasyam/Tharpanam- These treatments are specially effective in paralysis, rheumatism, arthritis, spondylosis, and other psychosomatic diseases. The classical therapies are also made use of, for devising new treatment modalities to deal with several serious ailments of the modern man such as parkinsonism, motor neuron diseases, cancer etc.

Pizhichil- The patient is made to lie on a wooden Droni (a specially designed wooden plank). Then pieces of linen dipped in comfortably warm medicated oil are squeezed over the patient's body from a specific height. When the warm oil flows and spreads over the body, four masseurs sitting on either side give the patient a gentle massage. This is effective in diseases connected with the Vata Dosha and its allied manifestations like spondylosis, hemiplegia, Arhtritis, back pain, muscular dystrophy etc. This is done only on the body below the neck and the duration can be fixed from one to one and a half hours depending upon the strength of the patient.

Dhara- The patient is advised to lie on a special wooden droni with his neck and head comfortably placed. Then a non-stop continuous stream of the prescribed liquid medicine is gently poured on his forehead from a prescribed height through a specially devised apparatus called Dhara Chatti for a period of one to one and a half hours. Dhara is occasionally administered on whole body in special cases. Dhara is considered to be effective for several diseases like stress related disorders, sleeplessness and many degenerated brain disorders. Different liquid mediums are used in Dhara for different diseases. Medicated oils, milk, tender coconut water and decoctions of herb extracts are some of the fluids used.

Navarakizhi- Medicated oil is first applied liberally over the patient's body. Then the body is massaged with small linen bags filled with cooked Navara rice. The rice is cooked by boiling it in cow's milk along with suitable. The linen bags filled with rice are dipped in the same mixture kept boiling over a gentle flame and applied by masseurs at a comfortable temperature over the whole body of the patient. Navarakkizhi is a special massage , which rejuvenates the body. It is very effective in degenerative muscle diseases like poliomyelitis muscular atrophy etc. It is more effective when done immediately after Pizhichil treatment. The course of treatment can last for 14 or 21 days.

Sirovasti- The treatment consists of keeping the prescribed medicated oil at a bearable temperature in a leather cap fitted around the head of the patient.The oil is filled in the cap up to a level of one finger above the crown of the head.The duration of treatment is between one and one and half hours. Sirovasti is an important procedure which is found to be very effective in trigiminal neuralgia, hemicrania, optic atrophy, otalgia, deafness, facial paralysis and in all diseases affecting cranial nerves . Generally the course of treatment is only seven days at a stretch.

Other Faculties to Patients

The hospital is providing a lot of facilities to the patients. Besides the quality services of qualified doctors the hospital is providing amenities like Air Conditioner, WIFI, Recreational Activities, Library, Yoga Classes, Travel Desk, Cultural Activities.

CONCLUSION

The medical tourism industry offers high potential for Kerala primarily because of its inherent advantages in terms of cost and quality. However the competition is getting heated up and the success in future will largely be determined by development and implementation of a joint strategy by various players in the industry. Kerala is emerging as an attractive, affordable for healthcare & but there are some challenges that the state has to overcome to become a tourist destination with competent health care industry. Kerala is having a lot of hospitals providing medical tourism facilities. To promote medical tourism in Kerala Government can adopt suitable strategies after analyzing the present conditions in the industry.

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Green Marketing: A New Imperative for Stable Development of Companies and Improvement of Consumers Quality of Life

Anasmon. S

ABSTRACT

Although environmental issues influence all human activities, few academic disciplines have integrated green issues into their literature. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. The importance of Green Marketing can well be emphasized by stating the fact that majority of consumers in all the countries want to buy from environmentally responsible companies. Consumers say environmental consciousness is an important corporate priority ranking behind good value, trustworthy and cares about customers. Green Marketing is the marketing of products that are presumed to be environmentally safe. It consists of all activities designed to generate and facilitates any exchange intended to satisfy human needs and wants occurs with minimal determinants impact on the natural environment. Green Marketing should look at minimizing environmental harm not necessarily eliminating it. Promotional activities aimed at taking advantage of the changing consumer attitude towards a brand. This changes are increasingly being influenced by a firms policies and practices that affect the quality of the environment and reflect the level of its concern for the community.

INTRODUCTION

The concept of 'green marketing' is the business practice that considers consumers concerns with regards to preservation and conservation of the natural environment. Green marketing that has been previously and primarily focused on the ecological context has been shifted to more sustainability issues in the marketing efforts and main focus now is in socio-economic and environmental context.

According to the American marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

Green Marketing refers to a comprehensive marketing orientation where in products and services are promoted to gratify the target audience who favor products of good quality, durability, performance and which are available at an affordable cost, simultaneously not having an injurious impact on the environment. It is a holistic marketing consumption concept where in the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

Objectives of the Study

1. To explore the concept of green marketing.
2. To discuss why going green is important.
3. To know why the manufacturers and marketers launch eco-friendly products.
4. To mention some of the problems with green marketing.

Methodology

The study is exploratory and analytical in nature, which is based on secondary data. The data for the study were collected from various published source like books, journals, research articles and websites. The main aspects of the study have been discusses in detail with experts, researchers and other eminent personalities in this field in order to get on insight into the subject.

Concept of Green Marketing: According to J. Polonsky, green marketing can be defined as "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment".

The Green Consumer: The green consumers are the driving forces behind the green marketing process. It is they who drive consumer demand, which in turn encourages improvements in the environmental performance of many products and companies. Thus, for a marketer it is important to identify the types of green consumers.

Green product: Green product stresses the straight and tangible benefits provided by greener designer, such as energy efficiency or recycled content, rather than stressing the environmental attributes them. Reducing the environmental impact of a product improves the product's overall performance and quality in ways that are important, not just the most dedicated and loyal green consumer, but to all consumers.

THE FOUR Ps OF GREEN MARKETING

Every company has its own favorite marketing mix. Some have 4 Ps and some have 7Ps of marketing mix. The 4 Ps of green marketing are that of conventional marketing but the challenge before marketers is to use 4 Ps in an innovative manner.

Product: The ecological objectives in planning products are to reduce resource consumption and pollution and to increase conservation of scarce resources. Efficient products not only save water, energy and money but also reduce harmful effects on the environment.

Price: Pricing is a critical element of the marketing mix. Most customers are prepared to pay a premium if there is a perception of additional product value. This value may be improved performance, function, design, visual appeal or taste. Environmental benefits are usually an added bonus but will often be the deciding factor between products of equal value and quality.

Place: The choice of where and when to make a product available has a significant impact on the customers being attracted. Very few customers go out of their way to buy green products merely for the sale of it. Marketers looking to successfully introduce new green products should, in most cases, position them broadly in the market place so they are not just appealing to a small green niche market.

Promotion: The promotion mix is concerned with the vehicles used the business organization to inform and make the customers aware about the companies offerings through advertising, public relations, word of mouth, branding, packaging etc. The major concern of companies now a days are people, planet and profits, so they employ the strategies to promote 'Green' as a promotional tool through advertising, marketing materials, white papers, websites, videos and presentations.

GOLDEN RULES OF GREEN MARKETING

Know Your Customer: If you want to sell a greener product to consumers, you first need to make sure that the consumer is aware of and concerned about the issues that your product attempts to address.

Educating Your Customers: Isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "so what?" and your green marketing campaign goes nowhere.

Being Genuine And Honest: Means that (a) you are actually doing what you claim to be doing in your green marketing campaign and (b) the rest of your business policies are consistent with whatever you are doing that's environmentally friendly.

Reassure the Buyer: Consumers need to believe that your product performs the job it's supposed to do. They won't forego product quality in the name of the environment.

Consider Your Pricing: If you're charging a premium for your product and many environmentally preferable products cost more due to economies of scale and use of higher quality ingredients–make sure–those consumers can afford the premium and feel it's worth it.

Giving Your Customers An Opportunity To Participate: It means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.

Thus Leading Brands should Recognize that Consumer Expectations have Changes: It is not enough for a company to green its products; consumers expect the product that they purchase pocket friendly and also to help reduce the environmental impact in their own lives too.

Green Marketing – Reasons for Adoption by the Firms

Green marketing has been widely adopted by the firms worldwide and the following are the possible reasons cited for this wide adoption.

(1). Opportunities

Since consumers now a day's prefer environment friendly products and have become health conscious, the opportunities for green marketing has increased tremendously. Firms cash on these opportunities to have competitive edge over non-environmental friendly firms.

(2). Social Responsibility

Many companies have started realizing that they must behave in an environment-friendly fashion. They believe both in achieving environmental-objectives as well as profit related objectives.

(3). Government Pressure

Various regulations are framed by the government to protect consumers and the society at large. The Indian government too has developed a framework of legislations to reduce the production of harmful goods and by products.

(4). Competitive Pressure

Many companies take up green marketing to maintain their competitive edge. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior.

(5). Cost Reduction

Reduction of harmful waste many lead to substantial cost savings. Sometimes, many firms develop symbiotic relationship whereby the waste generated by one company is used by another as a cost – effective raw materials.

Challenges in Green Marketing

Standardization

It is found that only 5% of the marketing messages from "Green" campaigns are entirely true and there is a lack of standardization to authenticate these claims. A standard quality control board needs to be in place for labeling and licensing.

New Concept

Green marketing is a growing but yet it's a new concept for the masses of India. It still has a long way to go. The consumer needs to be educated and made aware of the environmental threats and growing green concern.

Patience and Perseverance

Green business is not a simple task it needs-patience and hard work. The environment is a major long-term investment opportunity and the marketers need to look at the long-term benefits from this new green movement.

Avoiding Green Myopia

The term green marketing myopia refers to the marketing of the product that are presumed to be environmentally safe. It involves two things that is improved environmental quality and customer satisfaction but misjudging either or overemphasis the former leads to marketing myopia. To avoid green myopia marketers must cater to the needs of the consumers beyond the environmental requirements.

CONCLUSION

The environmental problems in India are growing rapidly. The increasing economic development, rapid growth of population and growth of industries in India is putting a strain on the environment, infrastructure and the countries natural resources. So it's the right time to implement the green marketing in India. In green marketing, consumers problems in India are growing rapidly. The increasing economic development, rapid growth of population and growth of industries in India is putting a strain on the environment, infrastructure and the countries natural resources. So it's the right time to implement the green marketing in India. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize to minimize the negative effects on the environment Friendly. Green marketing assumes even more importance and relevance in developing countries like India.

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Asset-Liability Management in Indian Banking Industry

Anna Celine E.J.

ABSTRACT

Asset-liability management basically refers to the process by which an institution manages its balance sheet in order to allow for alternative interest rate and liquidity scenarios. Banks and other financial institutions provide services which expose them to various kinds of risks like credit risk, interest risk, and liquidity risk. Asset liability management is an approach that provides institutions with protection that makes such risk acceptable. Asset-liability management models enable institutions to measure and monitor risk, and provide suitable strategies for their management.Asset-liability management is a first step in the long-term strategic planning process. Therefore, it can be considered as a planning function for an intermediate term. In a sense, the various aspects of balance sheet management deal with planning as well as direction and control of the levels, changes and mixes of assets, liabilities, and capital. This paper discusses issues in assetliability management and elaborates on various categories of risk that require to be managed. It examines strategies for asset-liability management from the asset side as well as the liability side, particularly in the Indian context. It has been found in the study that ALM is a successful tool for risk management.

Keywords: Assets, Financial Risk, Interest rate risk

INTRODUCTION

Asset-Liability Management (ALM) is one of the important tools of risk management in commercial banks of India. Indian banking industry is exposed to number of risk prevailed in the market such as market risk, financial risk, interest rate risk etc. The net income of the banks is very sensitive to these factors or risk. For this purpose Reserve bank of India (RBI), regulator of Indian banking industry evolved the tool known as ALM.The commercial banking sector plays an important role in mobilization of deposits and disbursement of credit to various sectors of the economy. A sound and efficient banking system is a sign of financial stability. The financial strength of individual banks, which are major participants in the financial system, is the first line of defense against financial risks. The banking industry in India is undergoing transformation since the beginning of liberalization. Banks in India are venturing into non-traditional areas and generating income through diversified activities other than the core banking activities. There have been new banks, new instruments, new windows, new opportunities and, along with all this, new challenges. While deregulation has opened up new vistas for banks to augment revenues, it has entailed greater competition, reduced margins and consequently greater risks. Mismatch of Asset and Liability in various ways may affect banks viability. In the 1940s and the 1950s, there was an abundance of funds in banks in the form of demand and savings deposits. Because of the low cost of deposits, banks had to develop mechanisms by which they could make efficient use of these funds. Hence, the focus then was mainly on asset management. But as the availability of low cost funds started to decline, liability management became the focus of bank management efforts.Liability management essentially refers to the practice of buying money through cumulative deposits, federal funds and commercial paper in order to fund profitable loan opportunities. But with an increase in volatility in interest rates and with a severe recession damaging several economies, banks started to concentrate more on the management of both sides of the balance sheet.

Purpose of the Study

Initially pioneered by financial institutions during the 1970s as interest rates became increasingly volatile, asset and liability management (often abbreviated ALM) is the practice of managing risks that arise due to mismatches between the assets and liabilities.The process is at the crossroads between risk management and strategic planning. It is not just about offering solutions to mitigate or hedge the risks arising from the interaction of assets and liabilities but is focused on a long-term perspective: success in the process of maximizing assets to meet complex liabilities may increase profitability.The exact roles and perimeter around ALM can vary significantly from one bank or other financial institutions to another depending on the business model adopted and can encompass a broad area of risks. With the recent global turmoil, slowdown in the growth of our economy and rising off balance sheet exposure of the banks, it is very important to explore the interrelation between two sides of the balance sheet, asset account and liability account.

Review of Literature

Charumathi (2008) in her study on interest rate risk management concluded that balance sheet risks include interest rate and liquidity risks. Vaidya and Shahi (2001) studies assetliability management in Indian banks. They suggested in particular that interest rate risk and liquidity risk are two key inputs in business planning process of banks. Rajan and Nallari (2004) used canonical analysis to examine asset-liability management in Indian banks in the period 1992-2004. According to this study, SBI and associates had the beat asset-liability management in the period 1992-2004. They also found that, other than foreign banks, all other banks could be said to be liability-managed. Private sector banks were found to be aggressive in profit generation, while nationalized banks were found to be excessively concerned about liquidity. Dash and Pathak (2011) proposed a linear model for asset-liability assessment. They found that public sector banks have best assetliability management positions, maintaining profitability, satisfying the liquidity constraints, and reducing interest rate risk exposure. The present study analyses the impact of RBI guidelines on effective management of ALM in banks.

The Basel II norms (2004) focused on international standard for the amount of capital to be maintained by banks as a safeguard against various risks they come across in the banking business. Basel II proposed setting up rigorous risk and capital management requirements designed to ensure that a bank holds capital reserves appropriate to the risk the bank exposes itself to through its leading and investment practices. It infers that the greater risk to which the bank is exposed, the greater the amount of capital the bank needs to hold to ensure solvency and stability.

Ranjan and Nallari (2004) found that SBI and associates had the best asset-liability management in the period 1992-2004. They also found that, other than foreign banks, all other banks could be said to be liability-managed. Private sector banks were mostly focused on profit generation, while nationalized banks followed a conservative approach about maintaining high liquidity. The Basel committee for banking supervision provides important guidelines for measuring interest rate risk sensitivity.

Haslem et al (1999) used canonical analysis and the interpretive framework of asset/liability management in order to identify and interpret the foreign and domestic balance sheet strategies of large U.S. banks in the context of the "crisis in lending to LDCs." In their study it was revealed that the least profitable very large banks have the largest proportion of foreign loans, but they focus on asset/liability matching strategies.

Gardner and Mills (1991) discussed the principles of asset-liability management as a part of banks' strategic planning and as a response to the changing environment in prudential supervision, e-commerce and new taxation treaties.

Objectives of the Study

The objective of the study is:

- To describe the concept and application of ALM technique.
- To understand the key policy decision regarding the strategic Asset Liability Management

Research Methodology

The research article is descriptive in nature. The data had been collected from the secondary sources such as RBI guidelines, articles, journals, reports etc.

Concept of ALM

ALM is a comprehensive and dynamic framework for measuring, monitoring and managing the market risk of a bank. It is the management of structure of balance sheet (liabilities and assets) in such a way that the net earnings from interest is maximized within the overall risk-preference (present and future) of the institutions. The ALM functions extend to liquidly risk management, management of market risk, trading risk management, funding and capital planning and profit planning and growth projection.

The concept of ALM is of recent origin in India. It has been introduced in Indian Banking industry with effect from 1st April, 1999. ALM is concerned with risk management and provides a comprehensive and dynamic framework for measuring, monitoring and managing liquidity, interest rate, foreign exchange and equity and commodity price risks of a bank that needs to be closely integrated with the banks' business strategy. Banks and other financial institutions provide services which expose them to various kinds of risks like credit risk, interest risk, and liquidity risk. Asset liability management is an approach that provides institutions with protection that makes such risk acceptable. Asset-liability management models enable institutions to measure and monitor risk, and provide suitable strategies for their management. Asset-liability management basically refers to the process by which an institution manages its balance sheet in order to allow for alternative interest rate and liquidity scenarios.Asset-liability management is a first step in the long-term strategic planning process. Therefore, it can be considered as a planning function for an intermediate term. In a sense, the various aspects of balance sheet management deal with planning as well as direction and control of the levels, changes and mixes of assets, liabilities, and capital.

Categories of Risk Associated with ALM

Risk in a way can be defined as the chance or the probability of loss or damage. In the case of banks, these include credit risk, capital risk, market risk, interest rate risk, and liquidity risk. These categories of financial risk require focus, since financial institutions like banks do have complexities and rapid changes in their operating environments.

Credit Risk: The risk of counter party failure in meeting the payment obligation on the specific date is known as credit risk. Credit risk management is an important challenge for financial institutions and failure on this front may lead to failure of banks. The recent failure of many Japanese banks and failure of savings and loan associations in the 1980s in the USA are important examples, which provide lessons for others. It may be noted that the willingness to pay, which is measured by the character of the counter party, and the ability to pay need not necessarily go together. The other important issue is contract enforcement in countries like India. Legal reforms are very critical in order to have timely contract enforcement. Delays and loopholes in the legal system significantly affect the ability of the lender to enforce the contract.

Capital Risk: One of the sound aspects of the banking practice is the maintenance of adequate capital on a continuous basis. There are attempts to bring in global norms in this field in order to bring in commonality and standardization in international practices. Capital adequacy also focuses on the weighted average risk of lending and to that extent, banks are in a position to realign their portfolios between more risky and less risky assets.

Market Risk: Market risk is related to the financial condition, which results from adverse movement in market prices. This will be more pronounced when financial information has to be provided on a marked-to-market basis since significant fluctuations in asset holdings could adversely affect the balance sheet of banks. In the Indian context, the problem is accentuated because many financial institutions acquire bonds and hold it till maturity. When there is a significant increase in the term structure of interest rates, or violent fluctuations in the rate structure, one finds substantial erosion of the value of the securities held.

Interest Rate Risk: Interest risk is the change in prices of bonds that could occur as a result of change: n interest rates. It also considers change in impact on interest income due to changes in the rate of interest. In other words, price as well as reinvestment risks require focus. In so far as the terms for which interest rates were fixed on deposits differed from those for which they fixed on assets, banks incurred interest rate risk i.e., they stood to make gains or losses with every change in the level of interest rates.

Liquidity Risk: Affects many Indian institutions. It is the potential inability to generate adequate cash to cope with a decline in deposits or increase in assets. To a large extent, it is an outcome of the mismatch in the maturity patterns of assets and liabilities.

Risk Measurement Techniques

There are various techniques for measuring exposure of banks to interest rate risks:

GAP Analysis Model

Measures the direction and extent of asset-liability mismatch through either funding or maturity gap. It is computed for assets and liabilities of differing maturities and is calculated for a set time horizon. This model looks at the re-pricing gap that exists between the interest revenue earned 9n the bank's assets and the interest paid on its liabilities over a particular period of time (Saunders, 1997). It highlights the net interest income exposure of the bank, to changes in interest rates in different maturity buckets. Re-pricing gaps are calculated for assets and liabilities of differing maturities. A positive gap indicates that assets get re-priced before liabilities, whereas, a negative gap indicates that liabilities get re-priced before assets. The bank looks at the rate sensitivity (the time the bank manager will have to wait in order to change the posted rates on any asset or liability) of each asset and liability on the balance sheet.

Duration Model

Duration is an important measure of the interest rate sensitivity of assets and liabilities as it takes into account the time of arrival of cash flows and the maturity of assets and liabilities. It is the weighted average time to maturity of all the preset values of cash flows. Duration basic -ally refers to the average life of the asset or the liability.

Value at Risk

Refers to the maximum expected loss that a bank can suffer over a target horizon, given a certain confidence interval. It enables the calculation of market risk of a portfolio for which no historical data exists. It enables one to calculate the net worth of the organization at any particular point of time so that it is possible to focus on long-term risk implications of decisions that have already been taken or that are going to be taken. It is used extensively for measuring the market risk of a portfolio of assets and/or liabilities.

Simulation

Simulation models help to introduce a dynamic element in the analysis of interest rate risk. Gap analysis and duration analysis as stand-alone too15 for asset-liability management suffer from their inability to move beyond the static analysis of current interest rate risk exposures. Basically simulation models utilize computer power to provide what if scenarios

ALM: Strategies for Correcting Mismatch

The strategies that can be employed for correcting the mismatch can be either liability or asset driven. Asset driven strategies for correcting the mismatch focus on shortening the duration of the asset portfolio. The commonly employed asset based financing strategy is securitization. Typically the long-term asset portfolios like the lease and hire purchase portfolios are securitized; and the resulting proceeds are either redeployed in short term assets or utilized for repaying short-term liabilities. Liability driven strategies basically focus on lengthening the maturity profiles of liabilities. Such strategies can include for instance issue of external equity in the form of additional equity shares or compulsorily convertible preference shares (which can also help in augmenting the Tier I capital of finance companies), issue of redeemable preference shares, subordinated debt instruments, debentures and accessing long term debt like bank borrowings and term loans. Strategies to be employed for correcting a mismatch in the form of $D(A) < D(L)$ (which will be necessary if interest rates are expected to decline) will be the reverse of the strategies discussed above.

Asset driven strategies focus on lengthening the maturity profile of assets by the deployment of available lendable resources in long-term assets such as lease and hire purchase. Liability driven strategies focus on shortening the maturity profile of liabilities, which can include, liquidating bank borrowings which are primarily in the form of cash credit (and hence amenable for immediate liquidation), using the prepayment options (if any embedded in the term loans); and the call options, if any embedded in bonds issued by the company; and raising shortterm borrowings (e.g.: fixed deposits with a tenor of one year) to repay long-term borrowings).

Emerging Issues in the Indian Context

With the onset of liberalization, Indian banks are now more exposed to uncertainty and to global competition. This makes it imperative to have proper asset-liability management systems in place. The following points bring out the reasons as to why asset-liability management is necessary in the Indian context: In the context of a bank, asset-liability management refers to the process of managing the net interest margin (NIM) within a given level of risk. NIM = Net Interest Income/Average Earning Assets = NII/AEA. Since NII equals interest income minus interest expenses, NIM can be viewed as the spread on earning assets and uses the term spread management. As the basic objective of banks is to maximize income while reducing their exposure to risk, efficient management of net interest margin becomes essential. Several banks have inadequate and inefficient management systems that have to be altered so as to ensure that the banks are sufficiently liquid. Indian banks are now more exposed to the vagaries of the international markets, than ever before because of the removal of restrictions, especially with respect to FOREX transactions. Asset-liability management becomes essential as it enables the bank to maintain its exposure to foreign currency fluctuations given the level of risk it can handle. . An increasing proportion of investments by banks is being recorded on a marked-to-market basis and as such large portion of the investment portfolio is exposed to market risks. Countering the adverse impact of these changes is possible only through efficient asset-liability management techniques. .

As the focus on net interest margin has increased over the years, there is an increasing possibility that the risk arising out of exposure to interest rate volatility will be built into the capital adequacy norms specified by the regulatory authorities. This, in turn will require efficient asset-liability management practices.

Asset Liability Management and Information Technology

Many of the new private sector banks and some of the non-banking financial companies have gone in for complete computerization of their branch network and have also integrated their treasury, FOREX, and lending segments. The information technology initiatives of these institutions provide significant advantage to them in asset-liability management since it facilitates faster flow of information, which is accurate and reliable. It also helps in terms of quicker decision-making from the central office since branches are networked and accounts are considered as belonging to the bank rather than a branch. The electronic fund transfer system as well as Demat holding of securities also significantly alters mechanisms of implementing asset-liability management because trading, transaction, and holding costs get reduced. Simulation models are relatively easier to consider in the context of networking and also computing powers. The open architecture, which is evolving in the financial system, facilitates cross-bank initiatives in asset-liability management to reduce aggregate unit cost. This would prove as a reliable risk reduction mechanism.

In other words, the boundaries of asset-liability management architecture itself is changing because of substantial changes brought about by information technology, and to that extent the operations managers are provided with multiple possibilities which were not earlier available in the context of large numbers of branch networks and associated problems of information collection, storage, and retrieval. In the Indian context, asset-liability management refers to the management of deposits, credit, investments, borrowing, FOREX reserves and capital, keeping in mind the capital adequacy norms laid down by the regulatory authorities. Information technology can facilitate decisions on the following issues:

- Estimating the main sources of funds like core deposits, certificates of deposits, and call borrowings.
- Reducing the gap between rate sensitive assets and rate sensitive liabilities, given a certain level of risk.
- Reducing the maturity mismatch so as to avoid liquidity problems.
- Managing funds with respect to crucial factors like size and duration.

CONCLUSION

It is important to note that the conglomerate approach to financial institutions, which is increasingly becoming popular in the developed markets, could also get replicated in Indian situations. This implies that the distinction between commercial banks and term lending institutions could become blurred. It is also possible that the same institution involves itself in short-term and long-term lending-borrowing activities, as well as other activities like mutual funds, insurance and pension funds. In such a situation, the strategy for asset-liability management becomes more challenging because one has to adopt a modular approach in terms of meeting asset liability management requirements of different divisions and product lines. But it also provides opportunities for diversification across activities that could facilitate risk management on an enhanced footing. Hence, it maybe appropriate to think in terms of reorienting our institutional structures (removing the distinctions between commercial banks, non-banking financial companies, and term lending institutions to start with) and having a conglomerate regulatory framework for monitoring capital adequacy, liquidity,solvency, marketability, etc. This will go a long way in ironing out the mismatches between the assets and the liabilities, rather than narrowly focused asset-liability management techniques for individual banks.

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Nostalgia Marketing : A Painful Yearning to Return Home

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ABSTRACT

This paper discusses the nostalgia in marketing. Nostalgia as a way to communicate with consumers has already been more and more favourable in the marketing field. Previous studies have shown that nostalgia has achieved good results in the field of marketing. This article will present the concepts and mechanism of nostalgic marketing, the target group and strategies of nostalgic marketing. Finally we summarized the myth in nostalgic marketing practice, so as to provide feasible suggestions for the successful implementation of nostalgia marketing in the future.

Keywords: Nostalgic Marketing, Mechanism, Target Group, Marketing Strategy

INTRODUCTION

With the speeding pace of modern life, recalling the past is also a kind of luxury. Someone go straight ahead, someone stopped to look backward, also some people indulge in the past sadness and joy. Stopping to look back occasionally, complex emotions will fill a trial—this is nostalgia. Nostalgia is a hot topic in today's society, and also widely exists as an emotional experience. Today nostalgia is playing an important role in marketing. Through nostalgia, we can effectively communicate with consumers, in this way we can achieve the purpose of marketing. In fact in the marketing practice at home and abroad, more and more companies use nostalgic psychology of consumers as a marketing strategy. Through market segmentation and nostalgic strategy implementation, we can make nostalgic marketing as medium to express and promote nostalgia culture, and to make our marketing more successful. The influence nostalgia marketing involves both spiritual culture and other fields, nostalgic goods. For example, T-shirts and nostalgic snacks are popular in youth; nostalgic tourism is in unprecedented prosperity; nostalgic movie, animation, and games are all of important value in the field of marketing. With the deepening of the research on consumer behaviour, nostalgia emotions influences on consumer behaviour are gradually be taken seriously.

The Overview of Nostalgic Marketing

Overview of Nostalgia

Nostalgia is a kind of complex emotional state longing for the past. In the west, nostalgia is a compound word is derived from the combination of Greek words nostos (back home) and algos (pain), the literal meaning of the word is the pain caused by taking flight home. Researches on nostalgia began in western countries. The concept of nostalgia was first put forward by a Swiss army doctor. Later along with the continuously go deep into people's understanding of nostalgia, nostalgia connotation from a kind of disease symptoms slowly evolved into a state of mood, then become a concept which can be widely used in the research field and also extend from medicine to psychology, sociology, marketing and consumer behaviour. Now, scholars generally believe that consumers nostalgia is a kind of love toward things, these things are common when they were young. They think that nostalgia is not only a sad, bittersweet reaction, but also includes the love of the past things, and people can produce nostalgia even they have not experienced the era.

Consumer Nostalgia and Nostalgic Marketing

Consumer Nostalgia is a concept corresponds with Nostalgia Marketing. Holbrook thought that consumer nostalgia is a passion for people, places and things form the past. And these things were common (popular, trendy or spreading) in people when they were young (early adulthood, adolescence, childhood or even before birth). Former scholars studied the conceptual structure of consumer nostalgia, now more recognized nostalgia include:

1. Personal Nostalgia (direct individual experience) : refers to the nostalgia based on direct experience and personal memories. Personal nostalgia is what Davis (1979) calls "true nostalgia" and what Baker & Kennedy (1994) call "real nostalgia" and it has been the subject of most psychological and sociological analysis.
2. Interpersonal Nostalgia **(**indirect individual experience) : It refers to nostalgic experience based on direct experience and the memories of other individuals, for example, intergenerational nostalgia may be communicated from parents or grandparents.
3. Cultural Nostalgia (direct collective experience) : It involves direct experience that is common across members of the group, for instance, presence of reminiscences of Woodstock or similarities across families in celebrations of thanks giving and Christmas.
4. Virtual Nostalgia (indirect collective experience) : Is based upon fantasy and indirect experience and may originate from books, video materials, or conversations with experts and scholars (who themselves have no direct experience with the object of the nostalgia).

In general, individual and collective nostalgia can inspire consumers a richer emotional experience. We usually measure consumers' nostalgia with scale. Holbrook's nostalgia scale which is prepared in 1993 now is widely used as a concurrency measurement scale , the scale constituted by eight effective factors with a good reliability coefficient is very large (*á* = 0.81) . In addition, Mckechnie's Antiquities Hobby Scale and Taylor's Experience Scale are also used to measure the tendency of consumer nostalgia; Pascal's Nostalgia Scale of 10 items measures consumer attitudes toward advertising and brand, and also measure purchase possibilities of the customers. In China, Lu measured consumer nostalgia in context, get extraction 14 items from foreign nostalgic attitude scale, including personal nostalgia, personal and social nostalgia, and family nostalgia ($\acute{a}$ = 0.884). On this basis, He developed a consumer nostalgia scale based on the background of Chinese consumers with thematic method, comparative analysis with the West nostalgic Scale validity showed that Chinese consumers' nostalgic scale has good validity and reliability . Corresponds with the consumer nostalgia, nostalgia marketing is a marketing tactic refers to companies give consumers a certain nostalgic element in marketing activities to stimulate and activate consumers' nostalgia, evoke memories deep inside the consumer, and eventually promote consumers' buying behaviour. First, there must be a nostalgic reminiscence of marketing elements to stimulate consumers, resonating with consumers, and then to have the desire and motivation to buy certain product or service . From the nature of sense, marketing is more of a nostalgic emotion. It sells more than just the product itself, but also of goods carried by emotions. Marketing researches about a lot of nostalgia marketing, its position in the business world has become increasingly prominent.

The Mechanism of Nostalgia Marketing

Holbrook think consumers mixed feelings of nostalgia, and nostalgia is the prevalence of young people on their own favourite things. Mining or create nostalgia factor in the product is the key to successful nostalgia marketing. Nostalgia marketing is not simply add a nostalgia factor to the product, but to use this factor to combine business and products, to mine products brand potential nostalgic elements, and endow the product brand with the significance of the scene or characters, in this way we can stimulate consumers' nostalgic feelings, and to promote and sell more on this basis, and finally achieve good sales results . So it is how a sense of nostalgia be evoked? How is nostalgia marketing work? To answer these questions, some scholars carried out for many studies in-depth . According to the model of consumer behaviour, consumer behaviour can be divided into three reaction process, they are emotional reaction, cognitive reaction and behavioural reaction. Corresponding to the field of nostalgia marketing, consumer behaviour is consist of nostalgic emotional reactions, nostalgic cognitive responses and nostalgic behavioural responses three stages:

Stage I: Nostalgic Emotional Reaction

At this stage people awaken their inner memory through contact direct or indirect with merchandise and to contact themselves and the merchandise occurs by attitudes and emotions. Research shows that feelings can be evoked by diversity nostalgia factors, including people, events, etc. These factors can be both physical stimulation and invisible stimuli.

Stage II: Nostalgic Cognitive Reaction

Dominated in nostalgia, people being affected by physiological and psychological mechanisms which produce positive or negative attitude toward goods, and we generally call it nostalgic cognitive responses. Typically, when people think the situation in the past to have a more positive perception than it is now, people tend to feel positive nostalgia, whereas a negative perception of nostalgia will occur. Nostalgia product preferences are usually active in positive nostalgia, the affirmation and love of the past can inspire people's preferences of products, and then to meet their emotional needs through the consumption of nostalgia product. It is a stable foundation of the successful implementation of nostalgia marketing.

Stage III: Nostalgic Behavioural Reaction:

At this stage people start to take nostalgic emotion and cognition into action. The attitude of people towards the past (cognitive variables) will linked with behaviour of buying nostalgia product. Research shows that the more people love the things in the past, the more possible they will buy the product . With the passing of time, people buy products to keep contact with the past, and maintain self-continuity, which is the direct cause of nostalgia consumption. In summary, nostalgia marketing first inspired nostalgia emotion, then nostalgia emotion transformed into nostalgia cognition, and eventually nostalgia behaviour is formed. People buy more nostalgia product to fulfil the role of nostalgia marketing.

Target Group of Nostalgia Marketing

Nostalgic marketing is to share a common experience of person who have the common memories to be resonating with consumers, but the experience may be differ from times and regional characteristics. Each generation has its unique symbols on the nostalgic memories, and different people have different needs to fulfil. In response to these characteristics and needs, the target group of nostalgia marketing can be divided into the following categories:

Experienced old people

In general, people of older mental age tend to be more nostalgia. Especially in the retirement phase of the elderly, there is no learning, career and family problems, they were in a relatively stable stage, there is more time to think and remember the past. At the same time, the accumulation of the vicissitudes of life in the elderly, there are deep feelings of life, their way of thinking and doing things have been fixed for the previous form, when they could not understand or adapt some of the phenomena of modern society, they will be in their own memories and have their own way to solve the problem, and they also bringing back memories of people and things with their contemporaries. So they like to use some of the old things they ever used when they were young, such as friendship cream, traditional shopping bags. More than that, advertising can also use the old streets, old folks and other scenes evoke memories of the elderly on the previous experience, in order to achieve nostalgic marketing purposes.

Group of Special Experience

People have special experience or background, may have a convergence in some respects. Experienced the founding of New China spent his whole life in the old revolutionary response to Chairman Mao's call of going to the countryside, those who with special experience or background in groups can cause them to recall the past, things that resonate. There will be a common sense of identity, a sense of intimacy preference. Special experience and background gave them nostalgic capital. Veterans bars and youth shops emerged everywhere in our country, lifetime nostalgia in those places. Camouflage clothing, kettle and military package may act as media of nostalgia. Nostalgia consumption is occurred unknowingly when talking with old friends.

Groups Away from Previous Environment

Because of this population's living environment change or they are departure from the prone discomfort, they like to keep the original preferences with strong nostalgia. Such as overseas students, businessmen and overseas Chinese, away from their homes make them more conscious of nation, they miss motherland, family and friends, and everything belong to the original life, nostalgic elements can easily touch their psychological and trigger nostalgic consumption. And those who are impoverished now but originally from scratch, poverty groups, despite a prosperous life, living environment has changed much, they still keep the original in some aspects of life, such as consumer habits *et al*. Businesses may take advantage of these features to seize consumers, stimulate nostalgia and produce a multiplier effect in marketing.

Young People

These people face to rapid social changes, the enormous psychological pressure always make them feel confused and uneasy; on the other hand they were born in an individual, free and open society, confident and novelty is their nature. Two sides of modern society shape their dual nature nostalgia, nostalgia in their hearts to bring stability and a sense of belonging, but also become fashionable and popular elements. Miss the look of ink handwriting with a letter of communication, miss postcard postmark behind the card with holiday greetings, and miss the feeling to look towards the light image. Regardless of basic necessities, nostalgia pervasive force in the interpretation of the young, which is also provide a big stage for the prevalence of nostalgic marketing.

Strategy of Nostalgia Marketing

Nostalgia marketing focuses on trigger consumers' nostalgia awareness and produce nostalgia to inspire subsequent nostalgia behaviour. To achieve this path, businesses must first select the appropriate stimuli to evoke feelings of nostalgia, namely take appropriate marketing strategy to achieve marketing effectiveness and purpose. It is generally believed that nostalgic marketing strategies consist of character nostalgia, event nostalgia and collective nostalgia.

(i). Character Nostalgia:

Family member and friends can evoke the warmth of memories. Nostalgia character is major stimulus of consumers, so companies can take advantage of the nostalgic element in the design of the product. The game we play in our childhood may as a reminiscent of childhood friend with joy; Li Lei and Han Meimei is too reminiscent of those in English class; "Those Years", "To the Youth" and other films reminiscent of love sweet time when we were young; The song "Where Did the Time Go" reminiscent of a child to live together with their parents, such as the good old days. In commercial areas, the March cold medicine advertising intimate care utilization as a friend to a friend with the background song of Zhou's. In this way, we can resonate with consumer, create intimate feeling of nostalgia; some farm paradise restaurant launched unique dishes of mother's taste to stimulate the taste buds of consumers, in order to achieve a nostalgic marketing purposes.

(ii). Event Nostalgia

Everyone's life has some memorable memories of the special day or time, such as weddings, festivals or school life. When people live unhappy, they will miss former life; when people are in a foreign land, they will evoked by special memories at a particular time, that's what "Every Festival Pro" means. Therefore, the proper use of festivals and events specific to the design element of nostalgia can often get good publicity. For example online trading platforms are all doing well in nostalgic marketing. They often choose certain topics such joy to do promote their product. They are giving consumers concessions, at the same time own brand happy philosophy passed everyone, while greatly improving the sales.

(iii). Collective Nostalgia

Collective nostalgia refers to a group of shared same memory, in its capacity as an entry point for marketing, promotional activities undertaken nostalgia can play a good role in marketing. In some time the popular things are quiet, after a very long period of time, they may well be popular again, which is a popular emotional and full of memories. For example, Viking, Transformers, Black Sergeant, Li Lei and Han Meimei and other classic characters, can cause joint tenderness memories of young people. Though the use of collective nostalgia, you can find and evoke memories of this group together and resonate effect. In order to increase product sales, business can carry out marketing nostalgic design elements. Wedding planning with bike carriage for transportation, dress the bride and groom with the Red Guards, marry the bride with a chair, etc. will all receive unexpected results . All in all, nostalgic strategies can be varied. If businessmen use nostalgia strategy properly, the benefits may be substantial. Nostalgia Marketing can also establish a firm foundation of loyal customer group.

Approach of Nostalgia Marketing

Nostalgia marketing strategy focuses on guiding businesses to select the appropriate combination of nostalgia stimulus and commodities, and nostalgic marketing approach is focusing on how to combine this product in front of consumers. Summaries the previous research and have an overview of business practices, there are two main ways in current nostalgia marketing. They are:

(i). Nostalgic Packaging

Nostalgic packaging refers to designers taking advantage of people's memory of the past. It is consciously create a "sense of history" or "original sense" on the product packaging. These packaging always use natural materials, and the decoration is rough simply, to present a unique historical flavour. Sixties and seventies of the last century, people were used to brown paper bag book, and then simply printed with black ink on the title, giving a solemn earthy feel. Some businesses are now packed notebook with craft paper. You may feel its vicissitudes, in this way to evoke memories of a distant era. This package has been widespread among consumers, sales have increased significantly. Luzhou closure altar purple vintage bottles using quaint, traditional oval bottle, the bottle at the ancient carved, giving a heavy sense of history, marking its year-old Chen possession, mellow and unique. For the purpose of stimulating consumers to buy the product, nostalgic packaging design companies may grab the consumer with the elements of a common memory, the memory of this show tangible symbol in front of consumers through packaging, in order to achieve its aim to stimulate purchases.

(ii). Nostalgic Advertising

The famous American advertiser Robin Chomsky said: "I firmly believe that in order to form a first-class advertising we must inject passion in advertising, so consumers would not forget later." Previous studies of nostalgia show that ads triggered consumers' goodwill to advertisement and brand, and also help to improve consumers' willingness to buy. Nostalgic type of advertising appeals to emotion, focusing on the emotional connection with the companies, products, services, and add nostalgia factor in the design of advertising may attract consumers' specific attention, arouse their nostalgia, stimulate their desire to buy. In practice, companies can tap a typical characteristic of the era to evoke the traditional habits of consumers' dusty collective memory, resulting in beautiful and warm feelings, resulting nostalgia buying behaviour. Southern black sesame paste ad is classic nostalgic advertising as the little boy buried eat sesame paste scenes, with profound implication of the advertising slogan "A Surge of Flavour, A Ray of Warmth" and Flirting narrow alley make sesame paste the Kami attractive vividly demonstrated in front of consumers. This is not only a successful ad that makes Southern black sesame paste known by everyone, but also for enterprises to bring excellent sales performance.

Summary

Nostalgia nostalgic consumption has made waves, and rising with the increasing signs. Major companies and businesses have adopted a nostalgic marketing approach in order to achieve the purpose of increasing sales. But now many of nostalgia marketing case in some of these are failed attempts; some errors have been reflected in the individual companies and businesses' nostalgia marketing.

- All merchandise can do nostalgia marketing. Nostalgic goods, is an emotion goods. Consumers buy goods in feeling of nostalgic, so nostalgic marketing of goods and products must be able to remember things in the consumer docking. This is the only way to stimulate consumers to buy the product. Consumers buy those commodity is actually for his past life experiences and self-consolation prize, therefore not all goods are fit to do nostalgia marketing. Actually marketing of goods should have a choice of nostalgia.
- Goods which are no longer useful now cannot succeed in nostalgia marketing. "Old" means relative; for consumers, "old" is often "new"; this is right nostalgic charm here. Even people recognizing past earth room and tile are uninhabitable on rational, the past coins are no longer in circulation, comic past was black and white, the past snack is no longer a delicious, but people still feel very cordial and fresh, so even now some commodities seems moot, rendered nostalgic elements can still get a good marketing.
- Nostalgic marketing can only target in consumers who experienced nostalgia. Consumers' nostalgia is divided into four types, namely, personal nostalgia, collective

nostalgia, nostalgia and virtual cultural nostalgia. Collective nostalgia and virtual cultural nostalgia which are due to non-virtual direct experience and experience generated. The current popular “People’s Communes Big Canteen”, also attracted the younger generation to patronize. For young people, although they have not experienced that kind of time, through book, film or television works they see and hear things during that period; in order to pursue a freshness, and even fashion, although not personally experienced, they still will be a choice of their trendy consumption.

- Nostalgia can just focus on “old” without innovation. Consumers have nostalgia does not mean that companies need not to consider the actual needs of consumers. In fact, only in the form of the old and inject into the new meaning and emotion, and then assisted in upgrading the product, can nostalgia marketing be completely accepted by consumers. Xi’an appliance market launched nostalgic appliances in 2011, refrigerators with old photographs of colours, interior features and design is quite modern and innovative. These nostalgic products have won a lot of pro-consumer gaze. Looking at our nostalgia market, many companies can seize selling point, but the inherent quality of products and support services is not much better. Many companies simple use of nostalgia element, but not inject fresh elements to fulfil consumers’ modern demands; therefore marketing effectiveness cannot be forever. Today’s nostalgia products must reflect modern nostalgia, so nostalgic modern consumer consumption and natural fit, and “new” and “old” complement each other, in order to obtain a good income.
- Nostalgia is only affected by internal factors; therefore nostalgia can only cater to nostalgia marketing needs of consumers. The formation of this misunderstanding is unclear of the mechanism of nostalgic marketing. To make nostalgia marketing successful, the first step is to evoke nostalgic feelings of consumers, thus producing nostalgia cognitive, and then nostalgic transformed to consumer behaviour. Therefore, marketing is not just nostalgia passive meet; the psychological needs of consumers, businesses and businesses can also seek the perfect combination of goods and nostalgia factor, to “take the initiative”. Here we can see a successful example of Coca-Cola. Compared to other countries, consumers in China are more consistent with memories, and thus cooperates are more likely to resonate with consumers branded content. Coca-Cola China on the occasion of 35th anniversary return to Chinese mainland, raised the topic of nostalgia on multiple platforms and launched a series of topics of interactive communication. The interactive discussion of “taste of memories” on the micro blogging platform, the micro-channel platform to tap the brand’s own history story, then watercress station called fans’ memories produce UGC, Coca- Cola China succeeded in the formation of social networks between brands and consumers emotional loop.

In short, nostalgia marketing as a new marketing tool, used properly can not only bring considerable income to the business, but also could establish and maintain a stable of loyal customer base which can make an important contribution to the enterprise or business. Due to the above-mentioned errors nostalgic marketing makes some businesses fail achieving the desired results; therefore, in order to make the size of nostalgia marketing lasting and gradually expanded, we must return to the nostalgic product itself. This requires companies and businesses develop nostalgic marketing strategies, select proper nostalgic mode, and focus on the analysis of their products and optimizing the product and nostalgic points. Only in this way can we avoid these nostalgic marketing mistakes, and let nostalgia strategies play an important role in the marketing field.

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The Effect of Automated Teller Machine (ATM) Use on Customer Satisfaction in Banking

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ABSTRACT

This research study was carried out to obtain the impact of the use of Automated Teller Machine (ATM) system of banking on customer satisfaction. Research on the use of ATM system of banking customer satisfaction remains unrepresented and is a growing area of interest. It further offered a controversial topic that ATM holders could engage in to further make sense of the different negative and positive effects of ATM use that exist, and how these directly influenced responses to gendered phenomena. It was therefore elicited significant constructions of results and hence was used as a vehicle to further add insight into the constructed nature of awareness about the customer services offered by ATM points to account holders, effectiveness of ATM service on account holders and the relationships between ATM services and customer satisfaction. This study thus shed light on the awareness of the ATM services to nature evident results in customer satisfaction in society and as a view point for banking industry by showing how quality services offered by ATM service points are essential and its relationship to customer satisfaction.

Keywords: ATM, Customer satisfaction, Modern Banking

INTRODUCTION

Automated Teller Machine (ATM) refers to a machine that acts as a bank teller by receiving and issuing money to and from the ATM account holders/ users. The evolution of ATM was not in isolation, rather as a result of the general global wave in the technological revolution. This came due to the need to respond to the challenge of the multiple bulk of daily complex information that arises from among others; increase in competition, increased customer demand for both service provision as well as efficiency, expansion due to the increase in demand for services etc.

The introduction and use of ATM system of banking therefore brought in efficiency in the banking industry majorly in terms of speed, data processing and storage. Thus it saw a huge improvement in the long queuing in most banking halls. Despite of all the merits of the ATMs, customers still complaint of shortcomings on the use of the system like; break downs of ATMs, long queues at ATM service points, retention of customer's cards. Thus the researchers intends to find out why still these cries.

Background to the study and Statement of the Problem

The history of banking is that till the industrial error, banking services were rendered on manual basis characterized by; ledger keepers at back office, cashiers providing front desk service, ledger cards, cash registers among others. This is not only tedious, but also strenuous and slow besides providing inaccurate and unreliable information on a regular basis because of the human error. The introduction and use of ATM system of banking has received different perceptions. One of the views is that, it may not have really created customer satisfaction for bank clients, and the other is that, it may have. Despite of all the merits of the ATMs, customers still complaint of shortfalls on the use of the system such as; break downs of ATMs, long queues at ATM service points, retention of customers cards, limited knowledge on the use of ATM cards, fraudulent transactions and its operation in just a few languages.

Purpose of the Study: The purpose of the study was to obtain the impact of the use of ATM system of banking on customer satisfaction.

Specific Objectives of the study were:

i. To find out customer services offered by ATM points to account holders
ii. To establish the effectiveness of ATM service on account holders.
iii. To establish relationships between ATM services and customer satisfaction

Research Questions

i. What are the services offered by ATM?
ii. How effective are the services provided by ATM to account holders?
iii. What are the relationships between ATM services and customer satisfaction?

Literature Review

ATM is typically made up of the CPU for controlling the user interface and transaction devices, magnetic or Chip card reader for identifying the customer, display which is used by the customer for performing the transaction, function buttons usually close to the display or a Touch screen used to select the various aspects of the transaction and a record printer which provides the customer with a record of a transaction (Cronin and Mary, 1997).

ATM is said to have evolved from early cash dispenser and is said to have first been introduced in the early 1970's. The dispensers were operated by a token inform of a punch card. This enables a customer to withdraw as sachets of suitable values of bank notes. These sachets processes and then return the card to the customers. Another source has it that ATM concept was started around 1967, and that it was first installed in Endfield town, on the London Borough of Endfield by Barclays Bank. Thomas (1996).

Research Methodology

The research was descriptive and analytical in nature. However in order to find out the role of ATM in the satisfaction of customers, quantitative and qualitative methods were used. The study was carried out in South Indian Bank, Thrissur.The study only targeted ATM users. A random sampling system was used in the study. A sample of (40) ATM user's of were selected. The selection was achieved through random sampling methods. This is because the sample study was relatively small spitted in to a portion of 20 women respondents and 20 male respondents.

Interpretation

Table 1 : Percentage distribution of respondents by services offered by ATM

Services offered by ATM	Total	Percent
Withdrawal	22	55
Cash/Cheque deposit	4	10
Statement/Mini statement of account	8	20
Balances	6	15
Total	40	100
Are the services offered enough?		
Enough	27	67.5
Not enough	13	32.5
Total	40	100

With reference to table 1, most of the respondents identified withdrawal as the main service offered by ATM, followed by statement/mini statement of account, checking of balances and cash/cheque deposit came last as a result of the awareness test. The table further depicts that more than half of the respondents were satisfied by the services offered by the ATM visa vee those that said the services weren't enough. The result above can be that the respondents aren't so aware of the different services offered by the ATM other than withdrawal. This calls for the bank to do more awareness creation about the other different services offered by the ATM. On whether the services offered were enough or not, the result can be that the banks clients are quite satisfied by the services offered by ATM against the minority who were against.

According to Table 2, there is a high support by about three quarter of the respondents rating the services offered by ATM to be effective. Withdrawal and depositing of money through the ATM being cheap also got more support. The table further depicts that the majority of the respondents felt their money was secure and more than three quarters agree that the time spent in a queue was effective. (It is further elaborated in figure 1 below).

1. 0-5 minutes 34.1%
2. 6-10 minutes 26.6%
3. 11-15 minutes 12.2%
4. 16 minutes 4.9%
5. 17+ minutes 22.2%

Table 2.Percentage distribution of respondents by rating of the ATM services

Available services/functions offered by the ATM	Total	Percent
Effective	27	67.5
Very effective	8	20
In effective	2	5
Very in effective	3	7.5
Total	40	100
Costs associated with deposit and withdrawal		
Costly	10	25
Very costly	5	12.5
Cheap	19	47.5
Very cheap	6	15
Total	40	100
Security of your money		
Secure	22	55
Very secure	15	37.5
Insecure	1	2.5
Very insecure	2	5
Total	40	100
Time		
Effective	31	77.5
Very effective	7	17.5
In effective	1	2.5
Very ineffective	1	2.5
Total	40	100

Figure 1.Percentage distribution of respondents by the time they spend in the queue before accessing the ATM services

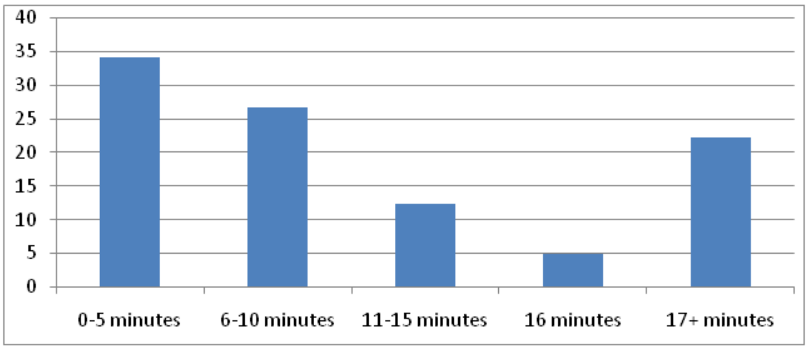

Figure 1 above, presents contrasting scenario with more than a quarter of the respondents saying they spend few minutes before accessing the ATM services. Those next to few minutes follows but with those saying they takes quite long in the queue before accessing their money coming third. This is an indicator that TM services are quite fast, rather the challenge can be that the ATM points are few that sometimes results in to congestion causing the delay as observed above.

Summary of Findings

The Univariate analysis revealed that there was an equal distribution in the respondents majority of whom were either employed or students. All the respondents held accounts with Centenary Rural Development Bank, knew about ATM banking and also all of them owned ATM cards. More than a quarter of the respondents identified withdrawal of money to be the major service identified by the ATM, followed by checking of balances on one's account. Most of the respondents said that the services offered by the ATM were satisfactory or enough. Most of the respondents rated the services/functions of the ATM as effective, the cost of using the ATM was rated cheap and the timing of the ATM was rated effective. More than half of the respondents felt that their money was secure and also most of the respondents said that on average they spent about 0-5 minutes in the queue before accessing the ATM services.

CONCLUSION

Poor use and low effectiveness of ATM services leads to problems like congestion inside the banks, spending much time in the queues before accessing the ATM services by the users and it also discourages people to open up accounts with bank due to such problems as machine breakdown that manifests into poor services offered. From the study it can be realized that in order to improve the effectiveness of the ATM services, all potential barriers to its effectiveness must be considered. An expanded view that takes into account factors that lead to the low/poor effectiveness of the ATMs must be considered.

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Worker's Education in India and the role of Central Board for Worker's Education (CBWE)

Sheeba Joseph

ABSTRACT

Educating the working force has always been a challenge to a developing nation like India. The backbone of a nation is its working class people. The growth and development of a nation is measured to a great extent by the quality of it's work force who labors to build it up. Every civilized nation which has sensed this point has invested earnestly to train and educate its working class people. In India, this role has been taken up mainly by the Central Board of Workers Education (CBWE),a pioneer institution under the central Ministry of Labour & Employment. The Board has, over the years, successfully weaved out a special adult education programme that covers a whole range of skills and knowledge, which contribute to the harmonious development of a worker's personality, his role in the society and the knowledge and attitudes required for such roles. It prefers group advancement to individual development. The following article examines various programmes of CBWE and it's implementation.

Key Words: Central Board for Workers education, QWL, Training Impact.

INTRODUCTION

The Central Board for Workers Education (CBWE) is an autonomous body under the Ministry of Labour & Employment, Government of India. It is registered under the Societies Registration Act, 1860. Started in 1958, the Workers Education Scheme in India has been playing a very significant role in our nation building, creating an enlightened and disciplined work force and bringing about desirable behavioral changes in the workforce in organized, unorganized and rural sectors. It gets grants-in-aid from the Ministry of Labour & Employment to operate its activities. The Scheme of Workers Education aims at achieving the objectives of creating and increasing awareness and educating the workforce for their effective participation in the socio-economic development of the country. To achieve these objectives, various training programmes are conducted by the Board for the workers in formal and informal sectors at national, regional and unit levels through a network of 50 Regional and 9 Sub-Regional Directorates spread across the country.

Objectives of CBWE

The CBWEhas been formed with the following objectives.

1. To strengthen, a sense of patriotism, national integrity, unity, amity, communal harmony, secularism and pride in being an Indian among all sections of the working class.
2. To equip all sections of workers for their intelligent participation in social and economic development of the nation.
3. To develop the capacity of workers in all aspects to meet the challenges of the country from time to time.
4. To develop among the workers a greater understanding of the problems of their economic environ environment, their responsibilities towards family members, and their rights and obligations as citizens, as workers in industry and as members and officials of trade union.
5. To develop strong, united and more responsible trade unions and to strengthen democratic processes and traditions in the trade union movement through more enlightened members and better trained officials.
6. To empower the workers as employees of the organization and to develop a sense of belongingness effective instruments of amicable industrial relations and maintaining industrial peace.
7. To meet the needs of workers to have access to ways of acquiring and continuous up gradation of the knowledge and skills that they require to find and hold a job.
8. To educate the rural workers to enhance their self-confidence and build-up a scientific attitude.
9. To promote critical awareness among rural workers of the problems of their socio economic environment and their privileges and obligations as workers, as members of the village community and as citizens.

The Training Programmes of CBWE

The training programmes of CBWE has been designed with precision to achieve its well set goals. They are framed in such a way to bring all the workers under its cover and to give them quality education and training. The major training programmes are the following.

1. TheTraining of Trainers Course [TOT]

The training of trainers [TOT] course of CBWE is one of the long-term training programmes. The duration of the course is for 45 days. The main aim of the course is to develop in-house trainers or worker trainers in organizations so that they can in turn take over their responsibilities of training their co-workers. During the programme, the participants selected from various organizations are trained on all aspects of their work and family life. More stress is laid in developing their training and educating skills. A 7 days industrial tour is also a part of this programme. On successful completion of the course, the trainees are awarded certificates and are called as 'WORKER TRAINERS'. These worker trainers conduct Unit Level Classes (ULC)

2.Personality Development Programme for 21 days

The major objectives of the programme are the following.

1. To develop a positive attitude, self-development and second line leadership.
2. To create an awareness among the participants about the latest developments in industrial scenario.
3. To develop the personality of a person in all aspects viz. socio/psychological/ behavioural etc.
4. To inculcate a sense of responsibility and make them realize their duties and inherent potentials.

3. Joint Education Programme

This programme is conducted for the representatives of trade unions and Managements who come together for a purposeful dialogue on selected issues with a view to promote a climate of congenial Industrial Relation . It aims at making the workers realize their duties and responsibilities towards their work & organization and convince the management about the rights of the workers, thereby creating a conducive atmosphere. During these programmes the effects of New Economic Policy viz. Liberalization, Privatization & Globalization are discussed with the participants. The underlying objective of the programme is to make both the Workers and Management respect the sentiments of each other and make them realize that both are like the two wheels of the chariot. Only if their thinking and working synchronize, will the chariot move towards progress.

4. Need Based Seminar for 2 Days

Since the introduction of the New Economic Policy and Liberalisation in the Trade Policy, the factors such as Privatization, Globalisation, and Restructuring have changed the national scenario and put the domestic industries into tight situation in the global competition. Survival is possible only when industries are able to improve their competitive edge in terms of Quality, Cost dependability etc. To achieve the above, the managements are keen in imparting training to their workers after identifying their training needs.

Depending upon the needs identified by the Management/Trade Unions, The Central Board for Workers Education conducts 2days “Need based seminars” to provide in-depth and updated knowledge on topics of importance to Trade Unions and Managements.The objective of the programme is to impart training in line with the needs identified by the management / Trade Unions.

5. Plant Level Seminar

The Central Board for Workers Education conducts 1 day “Plant Level Seminar” for the workers/middle level managers/trade union functionaries as sought for by the management on need basis. This programme is charted out after a mutual discussion with the management and identifying the pressing need. It is a single point programme.

6. Unit Level Classes

The Unit Level Classes are conducted by the Worker Trainer on a FULL TIME basis or on a PART TIME basis as per the needs of the organization. In the part time programme, the classes are conducted for 45 Days at their respective organizations. These Classes are conducted for 1 hour daily. This ULC is conducted under the supervision and guidance of the Education Officers of the respective Regional Directorates of CBWE. He inspects the classes as and when required to help worker trainers and monitors the activity. The participants are also given study material prepared by the Education Officer during the Classes. The worker trainer is also paid honorarium for conducting classes. After the conclusion of the ULC, the participants are taken for an Educational Tour. During these tours, the participants are taken to different industries at various places (within or outside their states) for their learning experiences. The Railway concession is also available for these Education tours of CBWE.

7. Quality of Life Progamme for Organised sector

It has been seen since long that most of the workers in the organized sector do not give much focus to their Quality of Life. The reason being their low education, low earnings, unwarranted expenditure, social evils, etc. The workers in this sector have their own problems at their work place and it becomes worst when problems arise at their home too. Taking all the above mentioned factors into consideration the CBWE had come out with a unique programme viz. QUALITY OF LIFE.

Objective of the programme

- To sensitize the wives about their duties and responsibilities towards their family.
- To make them aware of their rights within the family.
- To enlighten them on the various roles played by them in the Family viz. as a mother, as an in-law, as a wife etc.
- To sensitize the husbands about their duties and responsibilities as a breadwinner of the family.
- To enlighten them on the various roles played by them in the Family viz. as a father, as an in-law, as a husband etc.
- To emphasis the need for better understanding between them in order to lead a happy family.

Customised Training Programme (CTP) for Organised Sector

These programmes are designed keeping in view of the need of the various organizations. These needs were assessed during the various Stakeholder's meets and the feedback given by them. The Customised Training Programmes are conducted for 1, 2, 3 and 5 day duration as per the need of the organizations.

CONCLUSION

The CBWE has been conducting the adult education programmes since its inception in 1956. Over the years, it has succeeded, to a great extent, in achieving many of its set goals through its various training programmes. The result is evident in the quality of work force that India has today. It is no longer the old illiterate work force of the yester years.

Today's laborer is well aware of his responsibilities and his rights. He recognizes his role in the future of the nation and its development. The CBWE and its devoted officials from time to time has worked with utmost dedication to achieve this end. But the work has not yet reached the zenith point. The quality of the work force has to be improved a lot more. Even now laborers in many of the remote areas of India are aloof from the reach of CBWE and its workers. The Board has been taking earnest effort to keep them also under its reach.

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Indian rural marketing: Latest developments, problems and strategies

V. Muhammed Rafi

ABSTRACT

Rural marketing is a processes of developing, pricing, promoting and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs and wants and also to achieve organizational objectives. Rural marketing is now a two-way marketing process. There is inflow of products into rural markets for production or consumption and there is also outflow of products to urban areas. The market scenario in the rural areas today is changing very rapidly. Rural consumers demand branded products mainly because of increase in disposable income and literacy level. Rural families do not like to cut their expenditure on weddings, pilgrimages, constructions and consumptions. Rural consumers have more aspirations, today this segment of buyers consumes large variety of products, both durable and non-durables and willing to pay right price for right products. It is the right time to penetrate into rural market. This paper provides a detailed information about various aspects of Indian rural marketing. It describes the latest developments, features and problems of Indian rural marketing and gives a deep insight to the strategies of rural marketing.

Keywords: Latest developments of Indian Rural marketing, Problems of Indian rural marketing, Strategies of rural marketing.

INTRODUCTION

The concept of rural Marketing in India economy has always played an influential role in the lives of people. In India, leaving out a few metropolitan cities, all the districts and industrial townships are connected with rural markets. The rural market in India generates bigger revenues in the country as the rural regions comprise of the maximum Consumers in this country. The rural market in Indian economy generates almost more than half of the country's income. Indian Rural marketing includes the market for consumer goods and agricultural inputs. The concept of rural marketing in India is often been found to forms ambiguity in the mind of people who think rural marketing is all about agricultural marketing. However, rural marketing determines the carrying out of business activities bringing in the flow of goods from urban. Sectors to the rural regions of the country as well as the marketing of various products Manufactured by the non-agricultural workers from rural to urban areas. The emergence of rural markets as highly untapped potential emphasizes the need to explore them. Marketers over the past few decades, with innovative approaches, have attempted to understand and tap rural markets. Some of their efforts paid off and many markets still an enigma. Rural consumers are keen on branded goods nowadays, so the market size for products and Services seems to have burgeoned. The rural population has shown a trend of moving to a state of gradual urbanization in terms of exposure, habits, lifestyles, and lastly, consumption patterns of goods and services. So, the marketer has to utilize this trend as a marketing opportunity. Rural marketing is an evolving concept, and as a part of any economy, has untapped potential; marketers have realized the opportunity recently. Improvement in infrastructure and reach, promise a bright future for those intending to go rural.

Objectives of the study

The present conceptual paper has been prepared keeping in view the following objectives:

- To develop an insight in to the latest developments of Indian rural marketing.
- To know the features, problems of Indian rural marketing
- To provide strategies for making Indian rural marketing a successful one.

Research methodology

The present study is based on secondary data which are collected from journals, magazines and websites etc.

Latest developments of Indian rural marketing

Indian rural marketing is changing day by day. So many developments are taking place in this sector. According to the third annual edition of Accenture Research, “Masters of Rural Markets: From Touch points to Trust points - Winning over India’s Aspiring Rural Consumers,” rural consumers are particularly aspiring or striving to purchase branded, high quality products. Consequently, businesses in India are optimistic about growth of the country’s rural consumer markets, which is expected to be faster than urban consumer markets. The report highlights the better networking among rural consumers and their tendency to proactively seek information via multitude sources to be better informed while making purchase decisions. Importantly, the wider reach of media and telecommunication services has provided information to India’s rural consumers and is influencing their purchase decisions. In line with general trend, rural consumers are evolving towards a broader notion of value provided by products and services which involves aspects of price combined with utility, aesthetics and features, and not just low prices. The hinterlands in India consist of about 650,000 villages. These villages are inhabited by about 850 million consumers making up for about 70 per cent of population and contributing around half of the country’s Gross Domestic Product (GDP). Consumption patterns in these rural areas are gradually changing to increasingly resemble the consumption patterns of urban areas. Some of India’s largest consumer companies serve one-third of their consumers from rural India. Owing to a favorable changing consumption trend as well as the potential size of the market, rural India provides a large and attractive investment opportunity for private companies.

Market size: India's per capita GDP in rural regions has grown at a Compound Annual Growth Rate (CAGR) of 6.2 per cent since 2000. The Fast Moving Consumer Goods (FMCG) sector in rural and semi-urban India is expected to cross US$ 20 billion mark by 2018 and reach US$ 100 billion by 2025.

Investments: Following are some of the major investments and developments in the Indian rural sector.

- The United Economic Forum (UEF), an organization that works to improve socio-economic status of the minority community in India, has signed a Memorandum of Understanding (MOU) with Indian Overseas Bank (IOB) for financing entrepreneurs from backward communities to set up businesses in Tamil Nadu. As part of the agreement, entrepreneurs who have been chosen by the UEF, will get term loan / working capital requirements from the bank. The UEF will appoint mentors to guide entrepreneurs for successful implementation of the project, with both IOB & UEF periodically monitoring the progress of the project.
- Tata Motors, India's biggest automobile company by revenues, plans to aggressively expand its network with a focus on rural markets. The company is aiming to more than triple its network to 1,500 over the next three years from 460 now, making it the biggest such expansion by a passenger vehicle maker in the country so far.
- Bharti Airtel is applying for a payments bank license and has involved Kotak Mahindra Bank as a potential investor in the venture, in a bid to tap significant revenue opportunities from the Reserve Bank of India's financial inclusion initiative. Payments banks are meant to fan out into the rural, remote areas of the country, offering limited but critical services such as money transfers, loans and deposit collection. While banks have the knowhow, telecom companies have the network, making it an ideal match.

Government Initiatives: The Government of India has planned various initiatives to provide and improve the infrastructure in rural areas which can have a multiplier effect in increasing movements of goods, services and thereby improve earnings potential of rural areas subsequently improving consumption.

- E-commerce players like Flipkart, Snapdeal, Infibeam and mobile wallet major Paytm have signed Memoranda of Understanding (MOUs) with the government to reach rural areas by connecting with the government's common service centers (CSCs) being setup in villages as part of the 'Digital India' initiative.
- With the increasing demand for skilled labour, the Indian government plans to train 500 million people by 2022, and is looking out for corporate players and entrepreneurs to help in this venture. Corporate, government, and educational organizations are joining in the effort to train, educate and produce skilled workers.
- The Union Cabinet has cleared the Pradhan Mantri Krishi Sinchaee Yojana (PMKSY), with a proposed outlay of Rs 50,000 crore (US$ 7.5 billion) spread over a period of five years starting from 2015-16. The scheme aims to provide irrigation

to every village in India by converging various ongoing irrigation schemes into a single focused irrigation programme.

- The Government of India aims to spend Rs 75,600 crore (US$ 11.34 billion) to supply electricity through separate feeders for agricultural and domestic consumption in rural areas. This initiative is aimed at improving the efficiency of electricity distribution and thereby providing uninterrupted power supply to rural regions of India.
- To promote agriculture-based businesses, the Government of India has started 'A Scheme for Promotion of Innovation, Rural Industry and Entrepreneurship' (ASPIRE). Under this scheme, a network of technology centers and incubation centers would be set up to accelerate entrepreneurship and to promote start-ups for innovation and entrepreneurship in agro-industry.
- The Government of India seeks to promote innovation and technology development in the remote rural and tribal areas. The government plans to form a committee to study various innovations and submit their reports to the concerned Department or Ministry. The programme called the 'Nav Kalpana Kosh' aims to improve rural areas at various levels, such as governance, agriculture and hygiene.
- Banks are working to set up rural ATMs, which will dispense smaller denomination currency notes.
- Confederation of Indian Industry (CII), an association of Indian businesses, plans to set up a Centre of excellence for start-ups in smaller towns across the country to help create a conducive environment for their incubation and growth.

Indian Rural FMCG Market: The Fast Moving Consumer Goods (FMCG) sector in rural and semi-urban India is estimated to cross US$ 20 billion by 2018 and US$ 100 billion by 2025.The rural FMCG market expanded at a CAGR of 13.2 per cent to US$ 100 billion during 2009-15x.In rural markets, durables like refrigerators as well as consumer electronic goods are likely to witness growing demand in the coming years as the government plans to invest significantly in rural electrification.

Source: AC Nielsen, TechSci Research, Dabur Reports
Note: E - Estimate

Features of Indian Rural Marketing

The following are the main features of Indian rural marketing. These are also the main reasons why the companies are focusing on the rural marketing and developing effective rural marketing strategies.

- **Large and scattered population:** Seventy percent of India's population live in rural areas. The rate of increase in rural population is also greater than that of urban Population. The rural population is scattered in over 6 lakhs villages. The rural population is highly scattered, but holds a big promise for the marketers.
- **Higher purchasing capacity:** Purchasing power of the rural people is on rise. Marketers have realized the potential of rural markets, and thus are expanding their operations in rural India. In recent years, rural markets have acquired significance in countries like China and India, as the overall growth of the economy has resulted into substantial increase in purchasing power of rural communities.
- **Market growth:** The rural market is growing steadily over the years. Demand for traditional products such as bicycles, mopeds and agricultural inputs; branded products such as toothpaste, tea, soaps and Other FMCGs; and consumer durables such as refrigerators, TV and washing machines has also grown over the years.
- **Development of infrastructure:** There is development of infrastructure facilities such as construction of roads and transportation, communication network, rural electrification and public service projects in rural India, which has increased the scope of rural marketing.
- **Low standard of living:** The standard of living of rural areas is low and rural consumers have diverse socio-economic Backwardness. This is different in different parts of the country. A consumer in a village area has a low standard of living because of low literacy, low per capita income, social backwardness and low savings.
- **Traditional outlook:** The rural consumer values old customs and traditions. They do not prefer changes. Gradually, the rural population is changing its demand pattern, and there is demand for branded products in villages.
- **Marketing mix:** The urban products cannot be dumped on rural population; separate sets of products are designed for rural consumers to suit the rural demands. The marketing mix elements are to be adjusted according to the requirements of the rural consumers.
- **Seasonal demand:** Farmers receive income during harvest. Most of the purchases are made during this season so, the marketers have to store more stocks for meeting seasonal demand.

Problems of Indian rural marketing

Although the rural market does offer a vast untapped potential, it should also be recognized that it is not that easy to operate in rural market because of several problems. Rural marketing is thus a time consuming affair and requires considerable investments in terms of evolving appropriate strategies with a view to tackle the problems. The major problems faced are:

- **Deprived people and deprived markets:** The number of people below the poverty line has not decreased in any appreciable manner. Thus, poor people and consequently under developed markets characterize rural markets. A vast majority of rural people is tradition bound, and they also face problems such as inconsistent electrical power, scarce infrastructure and unreliable telephone system, and politico-business associations that hinder development efforts.

- **Lack of communication facilities:** Even today, most villages in the country are inaccessible during the monsoons. A large Number of villages in the country have no access to telephones. Other communication infrastructure is also highly underdeveloped.
- **Lack of good Transportation facilities:** Many rural areas are not connected by rail transport. Many roads have been poorly surfaced and got severely damaged during monsoons. The use of bullock carts is inevitable even today. Camel carts are used in Rajasthan and Gujarat in both rural and urban sectors.
- **Many languages and dialects:** The languages and dialects vary from state to state, region to region and probably from district to district. Since messages have to be delivered in the local language, it is difficult for the marketers to design promotional strategies for each of these areas. Facilities such as phone, telegram and fax are less developed in villages adding to the communication problems faced by the marketers.
- **Dispersed markets:** Rural population is scattered over a large land area. And it is almost impossible to ensure the availability of a brand all over the country. District fairs are periodic and occasional in nature. Manufacturers and retailers prefer such occasions, as they allow greater visibility and capture the attention of the target audience for larger spans of time. Advertising in such a highly heterogeneous market is also very expensive.
- **Low per capita Income:** The per capita income of rural people is low as compared to the urban people. Moreover, demand in rural markets depends on the agricultural situation, which in turn depends on them on soon. Therefore, the demand is not stable or regular. Hence, the per-capita income is low in villages compared with urban areas.
- **Low levels of literacy:** The level of literacy is lower compared with urban areas. This again leads to a problem of communication in these rural areas. Print medium becomes ineffective and to an extent irrelevant, since its reach is poor.
- **Prevalence of spurious brands:** For any branded product, there are a multitude of local variants, which are cheaper and hence more desirable. Also, due to illiteracy, the consumer can hardly make out a spurious brand from an original one. Rural consumers are cautious in buying and their decisions are slow, they generally give a product a trial and only after complete satisfaction they buy it again.
- **Different way of thinking:** There is a vast difference in the lifestyles of the people. The choice of brands that an urban Customer enjoys is not available to the rural customer, who usually has two to three choices. As such, the rural customer has a fairly simple thinking and their decisions are still governed by customs and traditions. It is difficult to make them adopt new practices.

- **Warehousing problem:** Warehousing facilities in the form of godsons are not available in rural India. The available godowns are not properly maintained to keep goods in proper conditions. This is a major problem because of which the warehousing cost increases in rural India.
- **Problems in sales force management:** Sales force is generally reluctant to work in rural areas. The languages and dialects vary from state to state, region to region, and probably from district to district. Since messages have to be delivered in the local language, it is difficult for sales force to communicate with the rural consumers. Sales force finds it difficult to adjust to the rural environment and inadequate facilities available in rural areas.
- **Distribution problem:** Effective distribution requires village-level shopkeeper, taluk level wholesaler/dealer, district level stockiest/distributor, and company-owned depot at state level. These many tiers increase the cost of distribution. Bad roads, inadequate warehousing and lack of good distributors pose as Major problems to the marketers.

Strategies for Indian rural marketing

In India, the possibilities of rural marketing have been increasing rapidly. So, a lot of multinational companies are coming for making advantages from the Indian rural markets. In order to attract the rural customers, they have to formulate certain strategies. Some of these strategies are given bellow.

Product Strategies: The product should be designed according to the needs and wants of rural customers. For this, the company should conduct a detailed market research before introducing a product in the rural market. While designing the product, the company has to consider the life style of rural people. A company can attract the rural customers by giving the product in small quantities with low price packing. Now a days, the rural customers are purchasing the products by considering the brand name of the products. So the company should be more vigilant while giving a brand name to a particular product.

Pricing strategies: The rural customers are very price conscious. They prefer the products with low price. so, the marketer should fix a price which is suitable to the income of the rural people.

Packaging strategies: The marketers have to choose simple packing for reducing the price of the product. They have to introduce the Packaging that is reusable. It will be more attractive as far as the rural buyers are concerned.

Distribution Strategies: The Company can use its own delivery vans to sale its products to rural customers. By using this, they can reach at the every nook and corner of the rural market.

Advertisement Strategies: Marketers must be very careful while choosing the mediums for communication. Only a small percentage of rural customers are watching televisions. Internet is not so popular among them. Most of the rural customers are reading newspapers daily. So, advertisement through newspapers would catch the attention of rural customers very easily. Rural customers are also using Radio for information and Entertainment. It has become the part of their life. The company should use the opportunities of rural meals, festivals and other programs to advertise its products. The marketer should also try to use more Indian models/actors /players in the advertisement. It will create a positive attitude towards the products among the customers.

Customer relationship strategies: The marketer should establish a direct relationship with the rural customers. For this purpose, they can use rural youths as their marketing executives. So, they can understand their needs and wants in their own language, it will definitely increase the loyalty of customers towards the firm.

Communication strategies: The firm should make a communication system which is exclusively for rural marketing. It helps the marketer to understand the problems, needs and wants of customers very easily and correctly.

Sales force strategies: While recruiting sale force for rural marketing, the company should select those persons who have enough interest and time to do marketing activities in rural areas. The company should give continuous guidance and training to sales force to handle the rural customers.

CONCLUSION

Indian rural marketing offers a wide variety of marketing opportunities. The company can use this opportunities for their growth and development. But, The Companies are facing some challenges in rural marketing. They are not able to tackle the rural customers properly. The purchasing behavior of rural customers are entirely different from urban customers. Their needs and wants are also different. So, the marketers have to formulate and implement different strategies to attract the rural customers. In spite of all these problems, some positive signals are coming from Indian rural markets. Transportation facilities, communication facilities and other Infrastructural facilities are developing in rural areas. Literacy rate is also increasing. So, the marketer should utilize all these opportunities in a better way for making the rural marketing a successful one. Thus, it can be concluded that the future of rural marketing is very promising for those rural marketers who can understand the dynamics of rural markets.

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Sustainable Management Practices for Sensitive Eco-tourism in Kerala: An Overview

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ABSTRACT

Kerala has emerged as one of the prime tourism destinations on the national and international map and is considered as the tourism trendsetter in the country. The availability of plenty of natural resources, skilled manpower, supportive entrepreneurial community, strong local-self-governments, civil society organizations, multitude of micro enterprises, streams of professionals and academicians, responsible media and responsive tourism industry, provide the state an ideal setting to implement and practice sustainable tourism models in the state. As the best way to maximize the positive impacts of tourism and minimize the negative ones. This study attempts to analyze the eco friendly strategies for responsible eco tourism in Kerala

Keywords: sustainable tourism, sensitive or responsible eco tourism

INTRODUCTION

Kerala is one of the most wanted tourism destinations in the whole world. Kerala, the God's Own country, is a global super brand and is recognized as a pioneer and modernizer in theCountry. Naturally, Kerala tourism has bagged many awards, both national and international for its excellence in tourism initiatives. These include International Awards by World Tourism Travel Council (WTTC) and by PATA (Pacific Asia Travel Association) and National Awards by Govt. of India. Kerala is a beautiful state located in the southern part of India. The state Kerala known as 'God's own country', also referred as the 'spice garden of India' [Ponmelil]. The state is blessed with tremendous lush greens which include paddy fields, tea estates, plantation covered hills, palm lined beaches, thick jungles and enthralling lakes, rivers and waterfalls. The major cultivations in Kerala are coconut, rubber, cardamom, pepper, rice, cashews and ginger.

Ecotourism is a new concept in tourism. It is a purposeful travel to natural areas to understand the cultural and natural history of environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make conservation of natural resources beneficial to local people. The motto of Eco-tourism is a peek into the Eco-system without any harm to the organisms and environment but at the same time experiencing and creating awareness as to how the nature works with economic benefit.

Ecotourism is one of the fastest growing sectors of the tourism industry worldwide . Ecotourism is often seen as a type of nature-based tourism and has attracted a lot of attention from tourists as an alternative type of tourism. The growth of the tourism industry particularly in developing countries has not been planned and predicted accurately and is poorly organized, which has consequently resulted in the degradation, depletion and, in some cases, total destruction of essential economy-supporting natural resources. Therefore, it is logical to stress the sustainability enhancement since it contributes to environmentally sensitive tourism development and protection of natural resources from the detrimental environmental impacts of tourism.

Responsible tourism is a leisure activity implementing practices that are respectful of natural and cultural environment and which contribute in an ethical manner to the local economic development. It therefore favors the tourist awareness concerning his own impacts on the local territory and makes him an actor of his consumption. Sensitive tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. **Sensitive tourism should**:

1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities and contributing to poverty alleviation.

The purpose of sustainable tourism is to make a balance between protecting the environment, maintaining cultural integrity, establishing social justice and promoting economic benefits, meeting the needs of the host population in terms of improved living standards both in the short and long term.

Kerala eco tourism - major destinations

Major destinations of Kerala eco tourism are Bhoothathankett, konni, Kumbalangy, Kuruva Dweep, Thatekkad, Poovar Peruvannamoozhy , Thekkady, Nelliampathy, Thenmala etc.

Scope and significance

Kerala is one of the most wanted tourism destinations in the whole world. Kerala, the God's Own country, is a global super brand and is recognized as a pioneer and modernizer in the country. It has taken steps to develop sustainable tourism by creating a separate directorate for ecotourism. This is possible only through private-public partnership (PPP).

Objectives of the study

1. To know the Strength, Weakness, Opportunities and Challenges (SWOC) of Eco-tourism – kerala.
2. To know the management practices in Eco-tourism for sustainable development-Kerala.

Methodology: Secondary data is the main source for this study. It includes both published and unpublished sources like books, journals, magazines, website etc.

Review of literature

Haque Immanuel and Shanawaz Ahammed Dur (2007) in their study titled 'Dynamics of Tourism Economics: An Indian Perspective', showed the significance of tourism specifically with reference to employment sector, infrastructural facilities and poverty eradication

According to Santhosh Thampi (2001) ecotourism came into prominence as a strategy for reconciling conservation with development in ecologically rich areas. He points out that ecotourism comprises a number of inter-related components all of which should be present for authentic ecotourism to occur.

Bijender Punia (1999) in his study on 'Problems and Prospects of Tourism in Haryana' has highlighted the importance of elements like climate, seasonality, accessibility, attitude of host population, availability of man-power resources and the planning expertise in tourism development in any area, region, state or country.

Ayala(1995) defines ecotourism as 'tourism that allows for the enjoyment and understanding of the nature and culture of a destination while producing economic benefits and actively promoting environmental conservation.' Ecotourism management encounters many challenges, including establishing a profitable and ecologically sustainable industry, while simultaneously achieving a satisfying experience for visitors and increasing standards of living in the host community.

SWOC analysis of eco-tourism -Kerala

Strength

1. Biological diversity
2. Water bodies within the forest area because of the dams and hydel projects which will provide recreational facilities
3. Scope for mountaineering, trekking, bird watching
4. Availability of trained forest staff in wildlife, ecology etc
5. Well developed road network helping transportation.
6. Recognitions and awards, both from National and International agencies.
7. Six times winner of Best Tourism state from Govt. of India.

8. Excellent geographical features, extremely serene environments that attract tourists world over – lakes, hillocks, vast coastal areas, network of 44 rivers, waterfalls, lush green paddy fields, sprawling plantations, exotic wildlife etc.
9. World class health care (modern medicine) at cheap rates.
10. Above all, the world famous brand, God's own Country also.

Weakness

1. Poorly organized
2. Inaccurate planning and prediction leads to depletion and destruction of natural resources.
3. Gross underutilization of the excellent tourism potentialities
4. Poor local support

Opportunities

1. Employment opportunities
2. Development of local areas
3. Improves standard of living
4. Inflow of foreign money
5. Social services to host communities

Challenges

- Lack of better infrastructural facilities
- Lack of support from local people
- Lack of Public-private partnership
- Lack of enhances services and utilities

Eco-Friendly Strategies for Sustainable Tourism Development in Kerala

(1):Private Sector Participation through PPP (Public-Private Partnership) Model

The Government has to play the roles of enabler and regulator in any area. That is why the participation of both private sector and public sector is very essential in Kerala tourism sector. Firstly as an enabler the Government has to provide licenses to private agencies who fulfills the norms laid by the Government and also agrees to comply with the pre-fixed norms of service quality, use of natural resources, control of pollution, protection of environment etc..

(2): Better Infrastructure and Capacity Building amongst the Local Community

Better infrastructure facilities, like, road lines, air ports, accommodation facilities, drainage and sanitation facilities etc. need to be created with immediately for faster tourism development. India has to go a long way in this regard. Apart from infrastructure creation , a holistic and integrated approach would entitle for considerable amount of capacity building amongst the local community to manage and operate the tourism sector.

(3): Easier Entry/Immigration Facilities are Vital

The norms prevailing in India being rather technical, so the same should be overhauled based on international best practices. Liberalization should bring in the areas of entry and immigration is very essential. It will help to attract more foreigners in to our God's own country. That is to say, either a (i) Visa-Free situation, or (ii) Visa-on-Arrival situation need to be ensured, in order to attract more foreign tourism.

(4): Enhanced Level of Services and Utilities to the Tourists

Better services and utilities need to be provided to the international tourists, which include readily accessible information kiosks, information guides/bulletins, clean public utilities (sanitation, drainage etc.), stress-free arrivals, improved hygienic conditions in tourism sites and surroundings, clean air ports and railway stations and so on. Then only we can retain them and there by establish a brand loyalty among them.

(5): Thrust on Responsible Tourism and Eco-tourism

Added thrust on responsible tourism appears to be quite desirable in Kerala because of the peculiar socio-economic scenario. Complete co-operation from the various stake holders is a must for sustainability in the long run. Particularly important is the need for promotion of ecotourism in Kerala, as it ensures "responsible travel to natural areas that conserves nature and improves the well-being of local people".

(6): Special thrust on Medical Tourism, especially Ayurvedic Tourism

Kerala is one of the best place for health tourism. It is usually marketed as a health destination for its Allopathy, Ayurveda, Dental packages. Medical tourism is like any leisure product where apart from travel package, one gets medical treatment at the best hospitals. The medical treatment for various ailments are packaged with leisure packages at luxurious tourist resorts. Kerala is famous for its alternative medical therapies such as Ayurveda, which help to refresh and revitalize the body. Many tourists have now discovered that Kerala has a pool of trained doctors and nurses and an excellent network of hospitals that offer international standard treatments at very affordable prices. So special attention should be given to the areas of health tourism.

(7): Complete Co-operation and Support from Local Populace

Complete support and co-operation from local population is very essential for maintaining responsible eco tourism. For this purpose their representation in all activities is very essential like policy making and other managerial activities. One of the main advantage is it provide employment opportunities to the local people and there by increase theri percapita income which will lead to growth in National Income.

Conclusion

Of late, there has been increased push on tourism development in India and also in Kerala. While tourism has got excellent prospects for promotion of rapid economic development of India, particularly in a resourceful state like Kerala. The sustainability aspect of tourism needs more attention in government policies. That is, there is the need for adoption of ecotourism in its true letter and spirit. This in turn necessitates a combined action from the part of all concerned, for the cause of sustainable tourism development. In view of the resource constraints of the government for developing countries like India, private sector participation seems imminent, for integrated and sustainable tourism development. Ecotourism enjoys a significant superiority over general tourism with regard to tourist arrivals and economic, social and environmental benefits. In a nutshell, it can be concluded that ecotourism development and protection of environment can be made possible with the careful planning and execution by the government departments, tourist officials along with the co-operation of the public. In future, ecotourism will continue to grow in several parts of the world as a profitable.

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Level of Job Satisfaction of Employees in PSM Silks, Tirur

Nikhil M. & Habeeb Azhikkal Nalakath

ABSTRACT

Job satisfaction is important to all type of employees in the organization. Because the employees are conducting the business activity of the firm. Job satisfaction help to increase the productivity, quality and efficiency of employees in their work. Here this study conducting to know the satisfaction level of employees in PSM Silks Tirur. It also help to get an awareness about the working condition of the organization and improve their working condition through better management.

Key words : Job satisfaction, satisfaction level of employees, social welfare

INTRODUCTION

Job satisfaction is simply how people feel about their jobs and different aspect of their jobs. Job satisfaction is an issue of substantial importance for both employees and employers. As many studies suggest employers benefit from satisfied employees as they are more likely to profit from lower staff turnover and higher productivity if their employees experience a high level of job satisfaction. However, employees should also be happy in their work given the amount of time they have to devote to it throughout their working lives. Job satisfaction is important in its own right as a part of social welfare. It is frequently studied subject in work and organizational literature. This is mainly due to the fact many experts believes that job satisfaction trend can effect labour market behavior and influence the work. Measurement of job satisfaction would be included as part of an overall measure of job quality. So it considers job satisfaction and job quality to be strongly correlated. Job satisfaction depends on the balance between work role, education, working time, wages, fringe benefit, status, working condition etc. Maintain job satisfaction of employees is very important to every business organizations. Because they conduct business activity of the firm. An organization to meet strategic goals by attracting and maintaining employees and also to manage them effectively. There are different factors that can influence a person's level of job satisfaction. The study on employees satisfaction tells as how much the employees are capable and their interest at work and what the things tills to be satisfy to the employees.

Job satisfaction is a very important attribute which is frequently measured by the organization. The most common way of measurement is the use of survey among the employees of organization are used here to know the satisfaction of employees in his job.

Statement of the Problem

The problem is a study about the Job satisfaction of employees in PSM Silks, Tirur. This research conducted to know the employees of the PSM Silks are satisfied or not satisfied in their job and also to know the reaction of employees in their job.

Objectives of the Study

Following are the important objectives of making this study.

1. To study the level of job satisfaction of employees in PSM Silk, Tirur.
2. To study the various factors which influence the Job satisfaction of employees.
3. To give suggestion for the growth, idea and how to increase the satisfaction level of employees.
4. To identify the factors which improves the satisfaction level of employees.
5. To know the employees reaction towards the facility.

Research Methodology

Research methodology is a method to solve the research problems systematically. It guides as in conducting the research scientifically.

Sources of Data: The materials necessary for this study have collected on the basis of primary data and secondary data

Primary data: The primary data for this research study was collected through by means of personal interviews with managers, staff and also by means of structured questionnaire to be give to the respondent.

Secondary data: The secondary data was collected from internal sources as well as external sources. The Internal sources of data were collected from office of organization, brochures of organization. The external sources of data was collected from the internet and books.

Sample Design: The collection of data purely concentrated on the employees of PSM Silks, Tirur. 40 employees were selected as the sample size through convenient sample method.

Tools of Data Collection: Structured questionnaire to be give to the respondents for the primary data. Internet and books are used for the collection of secondary data.

Tools of Data Analysis and Presentation: Percentages are used for the analysis of collected data. Tables are used for the presentation of the analyzed data.

Scope of the Study: This project covers a survey among employees in PSM Silks, Tirur by taking 40 employees as sample size. It for identify the level of job satisfaction of employees.

Limitation of the Study

1. The employees they did not ready to give the correct information.
2. The study conducted only with a small sample, only in PSM Silks, Tirur

3. It is case study, conclusion arrived and not generalized.

Result and Discussion

Source : Primary Data

Interpretation: From the table 1, it is concluded 37.5% of employees are joined the company because of high salary and other 37.5% of employees are joined because of job satisfaction of firm.10% of employees joined because of organization nature, 12.5% because of goodwill of firm and 2.5% is because of job security.

Table 2 - Opinion of Employees in Over Load of Work

Over Load of Work	No. of Employees	Percentages
Yes	32	80
No	8	20
Total	40	100

Source : Primary Data

Interpretation: From the table 2, it is concluded that 80 percent employees are not in over load of work. But 20 percent of employees are giving opinion of over load of work.

Table 3 - Level of Satisfaction of Employees in the Working Condition of the Firm

Satisfaction Working Condition	No. of Employees	Percentages
Satisfied	36	90
Highly Satisfied	0	0
Dissatisfied	0	0
Highly dissatisfied	0	0
Neutral	4	10
Total	40	100

Source : Primary Data

Interpretation: The table 3 shows that 90 percent of the employees are satisfied in the working condition of the firm. Here no any opinion about dissatisfaction. 10 percent employees are neutral.

Interpretation: The table 4 shows that level of satisfaction of employee in the work. Here 70 percent employees are satisfied in their work. 25 percent of employees are highly satisfied in their work. Only 2.5 percent employees are dissatisfied in their work. From the above it

Table 4 - Level of Satisfaction of Employee in the Work

Satisfaction of Work	No. of Employees	Percentages
Satisfied	28	70
Highly Satisfied	10	25
Dissatisfied	1	2.5
Highly dissatisfied	0	0
neutral	1	2.5
Total	40	100

Source : Primary Data

concluded that most of the employees of this organization are satisfied in their work

Findings

1. Majority of employees are satisfied in their work.
2. Majority of employees are satisfied in their salary, allowances and in the bonus and commission
3. Majority of employees are satisfied in canteen facility provided by firm.
4. Majority of the respondent are satisfied the working time and rest time of organization
5. The good relationship exist between the employees and management shows the presences of a good work condition and proper working time and proper rest time
6. Rules and regulation of the firm is not difficult, it can follow by the employees. Because majority of employees are satisfied.
7. High salary and job satisfaction in PSM Silks is found to be the most attracting factor for employees to join in PSM Silks.
8. Majority of the employees are receives sufficient guidance from their superiors for perform in their job
9. Most of the respondent is satisfied in the participation of decision making. Here management receives the important information from their Employees.
10. The firm not provided the overload of work to their employees. Most of the respondent are disagree the over load of work.
11. Majority of the respondent are used the direct communication for communicative with the superiors
12. High salary provide by firm and job satisfaction are the important reason of employees behind to work this firm
13. Most of the respondent are agree in getting of benefit from this organization comparing with other employees in the same field.
14. Majority of employees are showing a tendency to exist in this Organization permanently.
15. From the survey it is found that employees satisfaction of the company was very high

Suggestions

For improving the satisfaction level of employees in the organization, the management of PSM silks needs to make improvements in the following areas.

1. Provide appreciation for work done.
2. Increase employee's welfare activities.
3. Provide proper promotion to employees.
4. Provide concentration in different allowance.
5. To ensure that they get better wages.
6. To provide different motivational benefit.

CONCLUSION

The main objective of the study is to understand the level of satisfaction of employees. It is understood that the satisfaction of employees is most important factor influenced their performance of work. Satisfaction coming from different factors like salary, allowance, work time, working condition etc. It was found that salary is the most important factor effecting in the level of satisfaction of employees. It seems that majority of the employees are loyal to the company were by company can use it as an asset for further development. Based on the study it can be concluded that for increasing the level satisfaction among employees which is essential for retaining loyal employees in the organization

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A Study on Attitude of Unemployed Women Towards Women Entrepreneurship with Special Reference to Kottayam District

Linmer Jaseentha Souz

ABSTRACT

Women have a unique position in the society. Real development cannot take place if it is bypasses women, who not only represent one half of a country's population but also the kernels around which societal revolution take place. Entrepreneurship enhances financial independence and self esteem of women. "Women Entrepreneurship" means an act of business ownership and business creation that empowers women economically increases their economic strength as well as position in society. But it is estimated that presently women entrepreneurs comprises about 10% of the total entrepreneurs in India. At the same time there are a large number of unemployed women with great potential who may not be able to enter into such productive areas. Such unexplored skills possessed by the unemployed women could be a large contributor to the country's GDP. For utilising such a productive resource, we have to identify the present attitude of unemployed women towards women entrepreneurship and find out the ways through which we can exploit the real excellence and traits among such women in the entrepreneurial arena.

Key words: Women entrepreneurship, Unemployed women, Hindrances, Entrepreneurship, Society, Unexplored capabilities.

INTRODUCTION

It is a general belief in many cultures that the role of women is to build and maintain the homely affairs like task of fetching water, cooking and rearing children etc. Tradition warrants women to confine themselves the four walls of houses, performing household activities. But in modern societies they have emerged out of four walls to participate in almost all activities, which men perform. Now the global evidences substantiate that women have been performing admiringly well in different spheres of activities like academics, politics, administration, social work, business etc. Since the turn of the century, the status of women in India has been changing due to growing industrialisation, urbanisation and social legislation. With the spread of education and awareness, women have shifted from kitchen to higher level of professional activities.

According to Arthur H. Cole," Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or aggrandise profit by production and distribution of goods and services"According to Frederic Harbison "any women or group of women who innovates, imitates or adopts an economic activity may be called women entrepreneurs". The women entrepreneurship development rate is very low in our country. In India, women have to face various socio-economic and other problems as entrepreneurs as they are not treated as par with men due to social and cultural traditions and also there are a huge number of unemployed women who are not yet entered into the field of business due to various reasons. Only a limited number of women are ready to enter into this field. So this paper is an attempt to reveal the present attitude and problems faced by the unemployed women with regard to the women entrepreneurship.

Concept of "Women" as an Entrepreneur in India

Entrepreneurship has gained currency across the sphere and female entrepreneurship has become an important module. India is one of the fastest emerging economies and the importance of entrepreneurship is realized across the gamut. "Women Entrepreneurship" means an act of business ownership and business creation that empowers women economically increases their economic strength as well as position in society. Women-entrepreneurs have been making a considerable impact in all most all the segments of the economy. "Women Entrepreneur" is a person who denies the role of their personal needs to participate and be accepted economically independent. Strong desire to do something positive is a high-quality women entrepreneur who contributes to the position values of family and social life. The Ministry of SS1 & ARI, Government of India defined a women Enterprise as "An SS1 unit industry related service or business enterprise, managed by one or more women entrepreneurs in Proprietary concerns, or in which she / they individually or jointly have a share capital of not less than 51 Per cent as Partners / Share Holders/Directors of Private Limited Company/Member of Co-operative Society.

Women Entrepreneurship in Kerala

Women in Kerala are more privileged than the rest of India. The state has a high female literacy rate. More than 87% of Kerala's women are literate. Also, Kerala one of handful states that have more women than men. Feminine talent has been active in high-designation jobs. However according to data gathered in 1987, the state constituted of only 6.2 % women out of 1.6 million small scale entrepreneurs. The efforts to encourage women sped up in 90s and by the end of that decade, the number of women in small scale business increased more than 5 times. Kerala has also been subject to a number of studies due to this rise in number. However Kerala has that potential to improve these situation by effectively using the talents of literate unemployed women.

New Awareness Regarding Women Entrepreneurship

Today increased awakening and motivation are being witnessed among women entrepreneurs. The new industrial policy of India government highlights the significance and importance of development of women entrepreneurship. The policy envisages creative and manifold training programmes for women entrepreneurs. These programmes are intended to motivate and instigate women entrepreneurs to initiate small scale industries of their own.

The objective of this policy is to raise status of women in social and economical fronds and thereby to uplift their standard of living. Due to the aforesaid instigator programmes, the growth of industrialisation wide spread popularly of technical education, democratic awareness among people etc. The tradition bound Indian society is now willing to accept the need, importance and significance of women entrepreneurship. Women entrepreneurship which has already tied over the gloomy period of crisis is now heading forward to universal acceptance and success.

Objectives of the Study

1. To identify the attitude of unemployed women towards women entrepreneurship.
2. To analyse the factors or problems behind the attitude of unemployed women towards women entrepreneurship.
3. To find the best means for tapping the unexplored capabilities in women for the well being of the society and nation.

Significance of the Study

Kottayam district is one of the industrially developing districts in Kerala. In Kottayam district entrepreneurship development has been identified as the crucial input for this region's development strategy. Nowadays many youngsters enter into the profession of entrepreneurship as a way to implement their innovative ideas. But there are a limited number of women entrepreneurs in this field and they face many problems in their profession. There are many unemployed women who are not able to take such a profession. A large volume of untapped skills are blocked in this area which can be effectively utilised for the development of the nation. So it is very significant to make an attempt to study the challenges before the unemployed women for selecting such a profession through this paper.

Methodology

The research work consists of both primary and secondary data. The primary data is collected through survey. Kottayam district has been selected for the sample survey. A sample of 50 unemployed women has been selected through convenient sampling method. The secondary data is collected from books, journals, internet etc.

Analysis and Discussion

Inference

The table 1 shows that 70% of the unemployed women are under the age group of 30-40 (30%) and 40-50 (40%). 22 women have the educational qualification of graduation and above. 20% are qualified with pre degree or plus two. 38% have the annual family income in the range of 50001-100000 and 11 respondents are under the income category of below 50000. Only 20% have the family income of above 300000.

Analysis of Attitude of Respondents towards Women Entrepreneurship

Confidence for Women Entrepreneurship

Self confidence is the major qualification of a woman to enter into the field of entrepreneurship. The following table shows the unemployed women who possess this quality.

Table 1 - Personal Profile

Age	Number of respondents	Percentage
Below 30	7	14
30-40	15	30
40-50	20	40
50 above	8	16
Level of education		
Below SSLC	7	14
SSLC	11	22
Pre degree/plus two	10	20
Degree	14	28
Post graduation	8	16
Annual family income		
Below 50000	11	22
50001-100000	19	38
100001-300000	10	20
300001-500000	6	12
Above 500001	4	8

Source : Primary Data

Table 2 - Confidence For Women Entrepreneurship

Confident or not	Number of respondents	Percentage
Yes	13	26
No	37	74
Total	0	100

Source : Primary Data

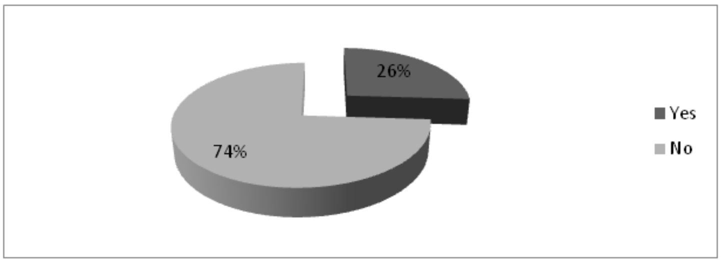

Figure 1 Confidence for women entrepreneurship

Inference

The table 2 shows that majority of the unemployed women (74%) are not even confident enough to enter into the field of entrepreneurship. Only 13 respondents (26%) express their confidence to enter into this field.

Hindrances for Women Entrepreneurship

There are some unemployed women who are confident but yet not enter into this field. The reasons for such obstacles are discussed in the following table and diagram.

Table 3 - Hindrances For Women Entrepreneurship

Hindrances	Number of respondents	Percentage
Lack of family support	2	4
Lack of adequate fund	7	14
Socio cultural barriers	3	6
Others	1	2
No opinion	37	74
Total	50	100

Source : Primary Data

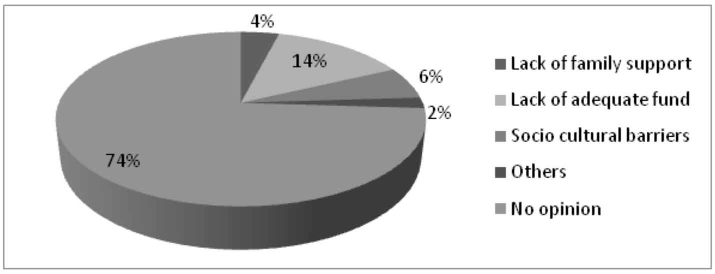

Figure 2 Hindrances For Women Entrepreneurship

Inference

From the table 3 and figure 2 it is clear that 14% of the women who are confident are facing the problem of lack of adequate funds. 3 respondents (6%) indicate socio economic barriers as a difficulty. 4% suffer lack of family support. One person has another opinion that the lack of adequate facility as the major hindrance. 74% does not give any opinion because they are not confident as mentioned in the previous table.

Reasons for not Being Confident

Women who do not have enough confidence to enter into the field of women entrepreneurship have stated many reasons for their lack of confidence. The following diagram and table shows the reasons behind this.

Table 4 - Reasons for not Being Confident

Reasons	Number of respondents	Percentage
Unable to take risk	8	16
Lack of skill and training	18	36
No previous experience	11	22
Others	0	0
No opinion	13	26
Total	50	100

Source : Primary Data

Inference

The table 4 and figure shows that 36% consider lack of skill and training are the major problem behind the lack of confidence.11 respondents (22%) are not confident because

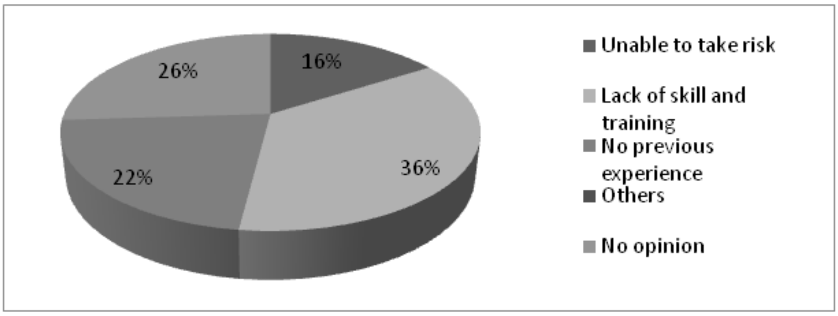

Figure 3 Reasons for not being confident

of the lack of previous experience and 16% expressed their inability to take risk.13 respondents (26%) did not give any opinion that they are confident to become entrepreneurs as mentioned in the previous table.

Awareness about incentives by the Government

The knowledge about government incentives and schemes should be disseminated to the unemployed women for prompting them to enter into the entrepreneurship. The following table and graph clearly indicates the awareness level of unemployed women in this regard.

Table 5 - Awareness About Incentives By The Government

Awareness	Number of respondents	Percentage
Yes	16	32
No	34	68
Total	50	100

Source: Primary data

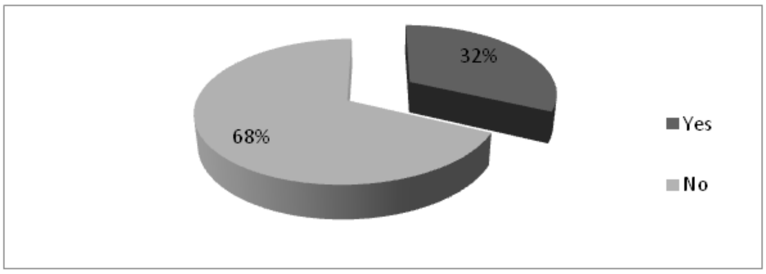

Figure 4 Awareness About Incentives By The Government

Inference

The table 5 and diagram shows that majority of the unemployed women (68%) are not aware about the incentives provided by the government. Only 16 respondents possess proper knowledge in this regard. This indicates that there is a failure either from the part of government agencies or from the unemployed women.

Need For More Women Entrepreneurs

The favourable or unfavourable attitude of the unemployed women towards the entrepreneurship development can be clearly known from their opinion about the need for more women entrepreneurs. The following table and graph shows their opinion in this regard.

Table 6 - Need For More Women Entrepreneurs

Needed or not	Number of respondents	Percentage
Yes	18	36
No	32	64
Total	50	100

Source: Primary data

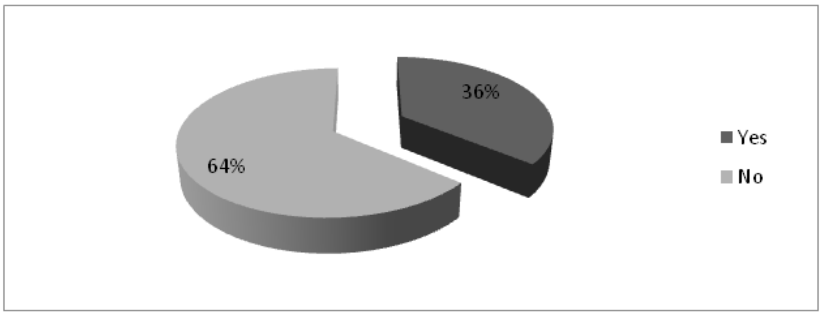

Figure 5 Need for more women entrepreneurs

Inference: From the table 6 and diagram we can infer that majority of the unemployed women (64%) do not have any favourable attitude towards the entering of more women into this field. Only 36% possess a favourable attitude in this regard.

Findings

Personal information

- The survey reveals that majority of the respondents (70%) belongs to the age group of 30-50 which includes 40% in 30-40 and remaining 30% is in the category of 40-50.
- 44% of the respondents are completed graduation (28% are graduates and 16% are post graduates.)
- Majority of the respondents have the annual family income of 50001-100000 and 100001-300000.

Attitude of respondents towards women entrepreneurship

1. Majority of the unemployed women (74%) are not confident enough to enter into the field of entrepreneurship. They want to stay in their current state itself.
2. Out of thirteen unemployed women who have confidence for entrepreneurial activities, seven are facing the problem of lack of adequate funds. Socio- cultural barriers and lack of family support are also act as hindrances before them to utilise their confidence in productive areas.

3. Thirty seven unemployed women who are not so confident to enter into the field of women entrepreneurship. Out of these eighteen are because of lack of proper training. Absence of previous experience and fear of risk are also some factors behind such an introvert nature of unemployed women.
4. Majority of the unemployed women (68%) are not aware about the incentives provided by the government. The reason for such unawareness may be due to the ignorance from the part of women or inadequate communication efforts of the government.
5. Sixty four percentage of the unemployed women do not have any favourable attitude towards the entering of more women into the field of women entrepreneurship. This attitude may adversely affect the future developments in this women entrepreneurial arena.

Suggestions

- Adequate managerial training programmes to equip women in management skills and Vocational training programmes that enable them to understand the production process and production management.
- Counselling on a large scale of interested unemployed women to remove psychological causes like lack of self confidence and fear of success etc...
- Women interested in business should be offered loans & subsides for encouraging them into industrial activities. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
- Efforts can be made by government to spread information about government policies, plans and strategies on the development of women in the field of industry, trade and commerce. The unemployed women can utilize the various schemes provided by the Government for their entrepreneurial activities.
- Business incubation centres for women must be established to properly counsel and guide potential women entrepreneurs.
- Fundamental changes are needed on school and college education level. At this level "Women entrepreneurship Cells" should be established so as to identify the potential in girl child to be an entrepreneur and opportunity should be provided accordingly.
- For women entrepreneurship to work as a tool to eradicate poverty at grassroots level, housewives as potential source of entrepreneurship should be targeted by government. Their potential should be identified and opportunities should be provided to them.

Thus by adopting the following aforesaid measures in letter and spirit the problems associated with women can be solved.

CONCLUSION

Women entrepreneurship is recent phenomenon in Kerala. They have been attracting the attention of policy makers and government department by their excellent performance.

Couple of decades ago, the number of working women was very less, but now as the cost of living has increased; they have keenly felt the need to work outside. It is in this context that the question of women entrepreneurship assumes a new significance especially when unemployment has become a crucial problem to all. The right kind of assistance from family, society and Government can make the unemployed women one of the crucial entrepreneurial resource and they can contribute towards the economic and social development of India. To conclude, in the words of Former President APJ Abdul Kalam "Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured.

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Swarm Intelligence Applied in Traffic Management

M.V. Jisha

ABSTRACT

With the ever increasing traffic demand, congestion has become a serious problem in many major cities around the world. This paper deals with the traffic congestion and also provides the citizen an alternate, less congestion route for their travel, thus in turn saving a lot of time, fuel and also control pollution . Swarm intelligence is implemented in this paper. The embedded system using swarm intelligence proposed in this paper captures images of the traffic and analysis their behaviour according to the surrounding and redirects the traffic in different routes so that congestion in each routes will decrease. One more new feature is added that is android application designed through App-Inventor that helps to locate the least congestion route for a traveller based on his or her destination.

Keywords - App-Inventor, Embedded System, Swarm Intelligence, Traffic Congestion

INTRODUCTION

Swarm Intelligence (SI) describes the collective behaviour of decentralized, self-organized systems. It is the technique wherein several decentralized intelligent independent units function and aid each other in task. SI provides a basis with which it is possible to explore collective (or distributed) problems solving without centralized control or the provision of a global model. Many units can function in tandem, reducing load and increasing efficiency**.** This also removes the need for a central server. In SI there are several units working together, helping each other without any central control over them. For every square there will be four signals and each will be equipped with a camera. Cameras will take snapshots of the traffic and directly send to cloud for storage. From cloud the images will be used to detect the intensity of traffic at each junction. Through edge detection process intensity on incoming traffic can be judged and the flow of traffic from each direction also can be estimated. Then through ARM7 microcontroller will direct the traffic lights according to traffic flow, for a limited number of vehicles the green light will glow for lesser amount of time and for a large amount of vehicles rushing the green light will glow for a more amount of time. This was the scenario for a single traffic square but for a the entire city swarm intelligence is used all traffic signals are interconnected through a network and through swarm intelligence flow of traffic is control adaptively and directed to different routes in order to minimize congestion at every signal. So for a smart city this traffic management can be applicable.

Through App-Inventor using block programming an android application is designed through which we can get updates about the traffic congestion on each route, so that we can select the best route for our travel.

II. Related Work

Some of the optimization technique for the road network management proposed by the researchers is grouped below, along with their strength and limitations.

Graph Theory Based

The classical minimum shortest route algorithm such as Dijkstra algorithm, Priority queues, bidirectional search etc. are used by many research for road traffic management . Appert et al. utilized graph theory for the measuring urban road network vulnerability. Baruah proposed cut-set of graph for the traffic control problem. As the complexity of traffic control on network expansions it becomes more complicated to coordinate the actions of the large number of heterogeneous traffic management instruments that are available in the network. One way of handling this complexity is to divide the coordination problem into smaller coherent sub-problems that can be solved with a minimum of interaction. Multi agent systems can aid in the distribution of the problem (over the various agents that comprise the multi agent system) and facilitate the coordination of the activities of these agents when required. In the literature no consensus exists about the best configuration of the traffic managing multi agent system and how the activities of the agents that comprise the multi agent system should be coordinated. Katwijk et al. reported a test bed for multi agent control systems in road traffic management that can deals the traffic managing multi agent system can be configured, evaluated in a realistic simulated traffic environment, easily transferred to a real world application. Raza and Rao proposed agent based urban traffic and transportation control. This paper gives a theoretical foundation of an intelligent traffic clouds.

Genetic Algorithm based

Genetic Algorithms (GAs) have been demonstrated to be a promising search and optimization technique. It has been successfully applied to system identification and a wide range of applications including filter design, scheduling, routing, control, and others. For applying GAs to complex problems has been the high computational cost due to their slow convergence rate is one of the main obstacles. Han and Tabata combined a genetic algorithm and controlling lethal gene for solving of the vehicle routine problem but the performance for the practical example was not investigated. Meshkat and Vrancken used multi objective technique for the road network partitioning. This study fast and elitist Non-dominated Sorting Genetic Algorithm (NSGA-II) and Pareto Archived Evolution Strategy (PAES) were implemented. Jiang et al. proposed an agent model with adaptive weight based multi-objective algorithm to manage road-network congestion problem. The aim of this study was to construct a quantitative index series to describe the road network congestion distribution, and use such indexes as weights in the multi-objective algorithm to shunt vehicles on those congested links. In the first phase, a multi-agent system was built, where each agent stands for a vehicle that adapts its route to real-time road network congestion status by a two-objective optimization process: the shortest path and the minimal congested degree of the target link. The agent-based approach captures the nonlinear feedback between vehicle routing behaviors and road-network congestion states. Next, a series of quantitative indexes was constructed to describe the congested degree of nodes, and such indexes were used as weights in the two objective functions which were employed by the agents for routing decisions and congestion avoidance.

Fuzzy Logic Based

The fuzzy logic appeared in 1965 by Zadeh introducing the concept of fuzzy sets. It was shown as a very capable mathematical approach for dealing with subjectivity, ambiguity, uncertainty, and imprecision . Fuzzy logic was used as a framework to solve transportation problems such as traffic assignment problem, accident analysis and prevention, traffic control at roads intersection, and traffic light control. During the last decade, some developments in information acquisition technologies through advanced traveller information systems have been done. However, many contextual factors (such as departure time, travel distance, usual driving speed of the driver, weather information, personal preferences, roadwork information, and other information which could be available to the guidance systems in real-time) increase the uncertainty of the itinerary choice.

Ridwan used choice function based fuzzy preferences relations and considered the spatial knowledge of individual drivers. This method strengthened the travel decision by fuzzy preference relations but it utilized small number of influence factors and in real scenario there are multiple influence factors. Hawas estimated the route utility by using neuro fuzzy data training with a hidden neuron in each fuzzy process. This method used adaptive to the variation of perceptions from drivers but there is no fuzzification training not exist. Arslan and Khisty developed route choice model. They utilized hybrid model based on fuzzy logic and analytical hierarchy process. The preference was extracted from driver's psychology. Ghatee and Hashemi proposed quasi logiest formula based algorithm for traffic assignment. It maximizes the level of certainty and minimizes the perceived travel delays. The limitation of this study is no results for real networks. Balaji and Srinivasan proposed multi agent system based on type-2 fuzzy decision module for urban traffic management. This method reduces the total delay of vehicles and it was simulated on real traffic of Singapore. The limitation of this method is unavailability of vehicle route guidance. Kammoun et al. proposed an adaptive multi agent system based on the ant colony behaviour and the hierarchical fuzzy model. This system allows adjusting efficiently the road traffic according to the real time changes in road networks by the integration of adaptive vehicle route guidance system. This system was implemented and simulated under a multi agent platform in order to discuss the improvement of the global road traffic quality in terms of time, fluidity and adaptively.

Swarm Intelligence Based

The swarm intelligence has been used to model complex traffic and transportation processes. In fact, the self-organization of the social insects is based on relatively simple rules of individual insect's behaviour. Among the different colony insects, the ant colony succeeds to find food by following the path with highest pheromone quantity deposited by other ants . The pheromone signal represents the communication tool between individual ants. It contributes to the formation of collective intelligence of social ant colonies that can be considered as multi-agent systems. Bertelle et al. proposed road traffic management by using ant system for shortest path in weighted dynamic graph. This method utilized neural networks for traffic flow regulation and it simulated using multi agent platform. Yang et al. proposed optimization model based on coarse-grain parallel ant colony algorithm for the bus network optimization. It was demonstrated on data of Dalian city, China but it did not consider the real time traffic management. Deng et al, proposed hybrid particle swarm optimization algorithm by combining fluid neural network. This method is influenced by search best path in stochastic traffic networks and this method was simulated with only 20 nodes road network. D'Acierno et al. proposed swarm intelligence algorithm to optimize the signal setting of each intersection for the asymmetric traffic assignment and it lacks on real time management. Garcia-Nietoa et al. used particle swarm intelligence to find cycle programs of traffic lights and implemented for 2 cities in Spain. Mostly, Ant Colony Optimization was used to solve transportation problems such as Travelling Salesman Problem (TSP) and Vehicle Routing Problem (VRP), only few works based on swarm intelligence are developed to solve road traffic management problem. In fact, the problem cannot be solved using the classic versions: artificial ants are able only to generate successively shorter feasible tours by using information accumulated in the form of a pheromone trail deposited on the graph edges.

Various Operations of the System

Our aim is to develop the system at signals; this system will have multifunctional operations. Initially the system will measure the traffic density at different signals using image processing using edge detection and accordingly change the time delays for traffic lights viz. the side at which the traffic is high the signal will remain green for more time. Secondly it will also communicate with the adjacent junction signal. Both the signals will collectively manage the traffic depending on the density. So in the same way all signals of the city will communicate with each other forming a SWARM dedicated system. Also send message to next signal when panic key is pressed using Wi-Fi module.

A. Edge Detection

Edge detection is an image processing technique for finding the boundaries of objects within images. It works by detecting discontinuities in brightness. Edge detection is used for image segmentation and data extraction in areas such as image processing, computer vision, and machine vision. There are many methods for edge detection but most of them can be grouped into two categories, search based and zero-crossing based. Common edge detection algorithms include Sobel, Canny, Prewitt, Roberts, and fuzzy logic methods.

B. MAX232

MAX 232 is the name of IC which is used for TTL to RS232 or RS232 to TTL conversion. To communicate serially between two devices, that devices must be TTL

Fig.1 Image segmentation using Sobel method [32]

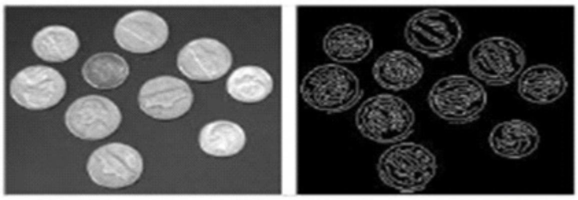

Fig.2 Image segmentation using Canny method [32]

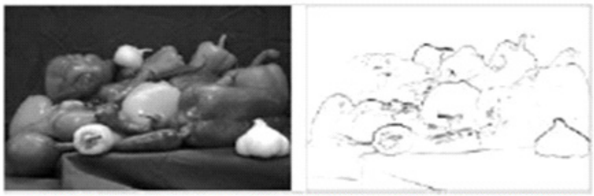

Fig.3 Image segmentation using Fuzzy Logic method [33]

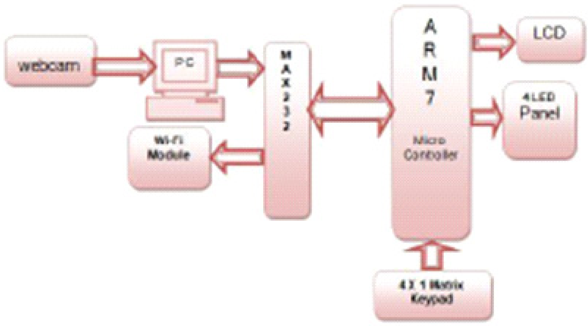

Fig.4 Block diagram of the system at unit signal 1and 2

compatible. TTL compatibility means TTL logic levels (logic 1/ logic 0) must be same for both the devices. MAX232 converts TTL of 5v in to RS232 standard or RS232 standard in to TTL of 5v. Whereas MAX3232 converts TTL of 3.3v in to RS232 standard or RS232 standard in to TTL of 3.3v.

C. ARM7 Microcontroller

The original ARM7 was based on the earlier ARM6 design and used the same ARMv3 instruction set. The ARM710 variant was used in a CPU module for the Acorn Risc PC. This forms the core of our system, where decisions based on the inputs from the computer are made and respective LEDs are made to glow for desired time intervals. It also controls the Wi-Fi module which is responsible for the communication between the signals.

D. Wi-Fi Module (ESP8266)

ESP8266 offers a complete and self-contained Wi-Fi networking solution, allowing it to either host the application or to offload all Wi-Fi networking functions from another application processor. When ESP8266 hosts the application, and when it is the only application processor in the device, it is able to boot up directly from an external flash. It has integrated cache to improve the performance of the system in such applications, and to minimize the memory requirements. Alternately, serving as a Wi-Fi adapter, wireless internet access can be added to any microcontroller-based design with simple connectivity through UART interface or the CPU AHB bridge interface.

E. LED Panel

The LED panel forms the visual part of the system which will direct the traffic flow. The LEDs are controlled by the micro-controller and based on its control action.

F. LCD Display

LCD display is used to display messages to the public in case of emergencies or suggestions for alternate routes. It can also be used to display the general traffic conditions of the next signal so that the drivers can decide their routes wisely.

G. Android Phone

Android phone is used to receive the traffic updates so that we can select the best route for our faster travel. Block programming is written using App-inventor through which our android phone can measures the less congestion routes and display them on our screen. App-Inventor is a open source web application designed by Google. It uses a graphical interface, very similar to Scratch and the Star Logo TNG user interface, which allows users to drag-and-drop visual objects to create an application that can run on Android devices. In creating App Inventor, Google drew upon significant prior research in educational computing, as well as work done within Google on online development environments.

APPLICATION

A. Smart City

A smart city uses information and communication technologies (ICT) to enhance quality, performance and interactivity of urban services, to reduce costs and resource consumption and to improve contact between citizens and government. Sectors that have been developing smart city technology include government services, transport and traffic management, energy, health care, water and waste. Smart city applications are developed with the goal of improving the management of urban flows and allowing for real time responses to challenges. A smart city may therefore be more prepared to respond to challenges than one with a simple „transactional relationship with its citizens.

B. Direction of Management of Traffic

In addition to the earlier method of traffic congestion detection, one more method can be used. A server can be maintained which can receive certain crucial data calculated by the Controller of the signals. The main aim is to implement a system that would trace the travel time of individual cars as they pass the roadside controllers and compute an average trip time using a rule-based system to decide whether the area is congested or uncongested. If congestion is sensed then system would control traffic signals / generate automatic re-routing messages to selected approaching vehicles.

C. Automatic Detection of Speed

We can use this technique to calculate the speed of a motorist and to detect if he violates the prescribed/set speed limit. If the motorist violates the rule, a warning message will be sent to the motorist via audio and/or video interface and penalty will be calculated in the server and billed monthly to the vehicle owner.

D. Automatic Billing

Automatic toll collection and automatic ¯core area charge collections are also done using the same framework. Controller unit will be placed at toll-booth and along the motor able roads around the core area which will detect each individual vehicle uniquely within its zone by capturing their device ids and will keep records of the time during which the vehicle was seen by those Controllers within its reading zone. This information will be sent to a main server. Accordingly the main server will calculate the charges and raise bills against the vehicle ids.

E. Selection of Less Congestion Route

Through our android phone we can select the less congestion routes for our travels.

V. Future Scope

The major application is the traffic management of a smart city. Further the image processing could be replaced by video processing for more accurate results. Data on cloud server could be used for analysis of behavioural pattern followed at different signals so help in reducing traffic congestion for effectively and within stipulated time.

CONCLUSION

This paper has fairly tried to highlight the concept of dealing with traffic congestion in a smart city. It introduces us to the vast world of image processing, which is used in several modern day applications. Endeavour has been made to touch every field the device can be related to like designing, programming involved, circuitry, construction, working and application. It highly reduces the modern day problem of traffic congestion that we are facing today.

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A Study on the Stress Management in HLL Life Care Ltd.

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ABSTRACT

Stress has been viewed as an inevitable consequence of work life; or at most, a health care issue. Neither view begins to capture just how costly this problem is to employers. This interferes with human intellectual, emotional, and interpersonal functioning. In fact, nearly every popular training and organizational development initiative is directly compromised by the intellectual, emotional, and interpersonal and emotional consequences of stress. The current paper looks an outlook about-the factors affecting job stress, effects of stress in the employees of HLL and difference between job stress and work life balance with respect to measures stress level of employees.

INTRODUCTION

Stress is your body's way of responding to any kind of demand. It can be caused by both good and bad experiences. When people feel stressed by something going on around them, their bodies react by releasing chemicals into the blood. These chemicals give people more energy and strength, which can be a good thing if their stress is caused by physical danger. But this can also be a bad thing, if their stress is in response to something emotional and there is no outlet for this extra energy and strength. This paper describes about different causes of stress, how stress affects people today.

Causes of stress

Many different things can cause stress- from physical (such as fear of something dangerous) to emotional (such as worry over your family or job.) Identifying what may be causing you stress is often the first step in learning how to better deal with your stress. Some of the most common sources of stress are:

Survival Stress-When we are something may physically hurt you, your body naturally responds with a burst of energy so that you will be better able to survive the dangerous situation (fight) or escape it all together (flight).This is survival stress.

Internal stress-Have you ever caught yourself worrying about things you can do nothing about or worrying for no reason at all? This is internal stress and it is one of the most important kinds of stress to understand and manage. Internal stress is when people make themselves stressed. This often happens when we worry about things we can't control or put ourselves in situations we know will cause us stress. Some people become addicted to the kind of hurried, tense, lifestyle that results from being under stress. They even look for stressful situation and feel stress about things that aren't stressful.

Environmental stress-This is a response to things around you that cause stress, such as noise, crowding and pressure from work or family. Identifying these environmental stresses and learning to avoid them or deal with them will help lower your stress level.

Fatigue and overwork-This kind of stress builds up over long time and can take a hard toll on your body. It can be caused by working too much or too hard at your job(s), school, or home. It can also be caused by not knowing how to manage your time well or how to take time out for rest and relaxation. This can be one of the hardest kinds of stress to avoid because many people feel this is one of their controls.

What is Not Stress?

To make the meaning of stress more clear, it is useful to state that what does not constitute stress. Each of the following does not amount to stress. Stress is not simply anxiety or nervous tension: These symptoms do not constitute stress. People exhibiting these behaviors may not be under any stress. Similarly, individuals who are under stress may not anxiety or nervous tension. Stress need not always be damaging: People frequently experience stress without any strain at all. Daily activities of life may be stressful, but not always harmful. Stress is not always due to overwork: Stressed-out individuals are not always those who are overworked. Stress may also result from having too little to do. Stress can not be avoided: It is necessary to realize that stress is an inevitable part of life and that it cannot be avoided. However, be avoided are the negative reactions to stress. The body has a limited capacity to responds: Stress is the body's biological response mechanism. The body has only limited capacity to respond to stressors. The workplace makes a variety of demands on people and too much stress over too long a period of time exhaust the ability to cope with the stressors, as is evident from the second preview case to this chapter.

EFFECTS OF STRESS

1. Effect on Society

The societal costs of stress are already high- and are increasing steadily. Society bears the cost of public services such as healthcare for those made ill by stress, pensions for early retirements brought on by stress, and disability benefits for accidents occurring because of stress. In addition of this, stress often makes people irritable, and this affects the overall quality of everyone's lives.

2. Effects on Companies

Stress costs industry over $150 billion a year in the US alone- through absenteeism and reduced level of performance by those who are physically present but mentally absent. In the UK as much as 60% of all absenteeism is believed to be caused by stress related disorders. Anything that can reduce the damaging effects of stress makes workers happier and companies richer.

3. Effects on the Body

When the human body is suffer from physical or psychological stress, it increases the production of certain hormones, such as adrenaline and cortical. These hormones produce marked changes in heart rate, blood pressure levels metabolism and physical activity. Although this physical reaction will help you to function more effectively when you are under pressure for short periods of time, it can be extremely damaging to the body in the long term.

4. Effects on Emotions

Those who suffer from stress are far more likely to indulge in destructive behavior, which can have a high cost to themselves, to employees, and to society. Typical symptoms such as mood swings and erratic behavior may alienate colleagues as well as friends and family. In some cases, this can start a vicious circle of decreasing confidence, leading to more serious emotional problems, such as depression.

5. Effects on Decisions

Suffering from any level of stress can rapidly cause individuals to lose their ability to make sound decisions, especially if their self-confidence fails. This affects health, family and career alike, since stress in one area of life inevitably affects others. Someone suffering from stress may not heed physical signs of illness, attributing them to the side-effects of stress. Faulty decisions made in the workplace and at home may lead to accidents or arguments, financial loss or even the loss of job.

6. Effects on Family

Stress can break up homes and families. The high divorce rates in the West are due partly to the rapid increase in stress I the workplace, especially where both partners are working full time. It is difficult to find the energy to be to family and friends if work is very difficult or you are afraid that you may lose your job. When children are involved, stress can cause a conflict relating to childcare and careers. Separation or divorce may have long term impact on the children, it is not best way to create a generation of stress-free individuals. This requires a very careful balance of the demands of work and home. Initiatives like The Learning Organization, Process Re-engineering, Diversity Training, Collaborative Team Work, and The High Performance Organization are all impacted by the way people are affected by stress.

Literature Review

- (Kivinaki et al. 2000) found that the percentage of employees suffering from high blood pressure doubled after the company laid off ten percent of its workforce.
- (Pattnayak 2000) observed that the level of stress experienced does not vary much across the positions. There is not much significant difference between stress experienced by the executives and the supervisor. Employees' responses to work demands and pressures are largely influenced by their personality characteristics, and psychological and behavioral patterns, such as beliefs and values, aspiration and expectancy, need structure, attributions, locus of control, personality traits, coping skills, cognitive patterns, etc. An important personal characteristic which influence the experience of stress is

"sense of control." Control refers to the perception by the individual worker that his or her action results in expected outcomes, particularly those which are important for the workers. Sense of control has been found to have significant effect on people's response to stress.

- In a study (Srivastava & Veena 2009), on a sample of industrial supervisors noted that supervisors rating higher on emotionality, dependence and sensitivity and imaginativeness experienced comparatively higher degree of occupational stress. High anxiety also is a frequent source as well as promoter of stress. Indicating the relationship of anxiety to stress.
- Anitha, R. (2011), A Study on job satisfaction of paper mill employees with special reference to Udumalpet and Palani taluka, Associate professor, Department of Management, Sasi Creative School of Management, Coimbatore, Tamilnadu, India. Job satisfaction is a general attitude towards one's job, the difference between the amount of reward workers receive and the amount they believe they should receive. Employee is a back bone of every organization, without employee no work can be done. So employee's satisfaction is very important. Employees will be more satisfied if they get what they expected, job satisfaction relates to inner feelings of workers. As Udumalpet and Palani Taluk are famous for paper industries, the main aim of this study is to analyze the satisfaction level of paper mill employees. Chi-Square test and percentage analysis have been used in this study to analyze the job satisfaction of paper mill employees in Udumalpet and Palani Taluk. The study shows that only 44% of the employees are satisfied with the working conditions, 31% of them with the welfare facilities, 44% of them with the accident compensation, and 42% of them are satisfied with the rewards provided and 52% of them are satisfied with the grievance handling procedure. The organization may give importance to certain factors such as Canteen, rest room facilities, rewards, recognition and promotion policy so that satisfaction of the employees may be improved further.

Statement of the Problem

Stress has been viewed as an inevitable consequence of work life; or at most, a health care issue. Neither view begins to capture just how costly this problem is to employers. Research shows that stress interferes with human intellectual, emotional, and interpersonal functioning. In fact, nearly every popular training and organizational development initiative is directly compromised by the intellectual, emotional, and interpersonal and emotional consequences of stress.

The emergence of many super specialty hospitals in every nook and corner of the state of Kerala has created unhealthy competitions among the health care institutions. The meaning of work life balance is hard to define. It is the idea that people should have enough time to be able to work and have outside interests and responsibilities. But also, it may be about having the control over when, where and how they should work to allow them to have a fulfilled life both in and outside of work. So the research problem is confined to study the importance of stress management in a factory environment.

Objectives of the study

- To study on the job stress among employees at HLL LIFECARE LTD., Thiruvananthapuram
- To find out the factors affecting job stress.
- To find out effects of stress in the employees of HLL.
- To study the difference between job stress and work life balance with respect to measures stress level of employees.

Methodology

Primary data: In this study simple random sampling is applied. The sample size of the study was 100 employees.

Secondary data: The secondary data was collected from human resource department files and records. The other information that are relevant for the study collected from books and journals.

Analysis and Interpretation

Table 1: Gender wise Classification

Gender	Frequency	Percentage
Male	70	70
Female	30	30
Total	100	100

Table 2:Clarity of expectation from work

Response	Frequency	Percentage
Never	7	7
Seldom	24	24
Sometimes	14	14
Often	37	37
Always	18	18
Total	100	100

Table 3:Decision at break

Response	Frequency	Percentage
Never	8	8
Seldom	21	21
Sometimes	11	11
Often	42	42
Always	18	18
Total	100	100

Table 4.:Demand from different groups

Response	Frequency	Percentage
Never	10	10
Seldom	13	13
Sometimes	35	35
Often	27	27
Always	15	15
Total	100	100

Table 5:About the job

Response	Frequency	Percentage
Never	14	14
Seldom	22	22
Sometimes	18	18
Often	29	29
Always	17	17
Total	100	100

Table 6: About personal harassment

Response	Frequency	Percentage
Never	28	28
Seldom	36	36
Sometimes	14	14
Often	14	14
Always	8	8
Total	100	100

Table 7:About unachievable deadlines

Response	Frequency	Percentage
Never	4	4
Seldom	30	30
Sometimes	9	9
Often	41	41
Always	16	16
Total	100	100

Table 8: About colleagues

Response	Frequency	Percentage
Never	8	8
Seldom	25	25
Sometimes	12	12
Often	37	37
Always	18	18
Total	100	100

Table 9:About supportive feedback

Response	Frequency	Percentage
Never	12	12
Seldom	11	11
Sometimes	32	32
Often	27	27
Always	18	18
Total	100	100

Table 10:About intensive work

Response	Frequency	Percentage
Never	5	5
Seldom	26	26
Sometimes	14	14
Often	36	36
Always	19	19
Total	100	100

Table 11 :About work speed

Response	Frequency	Percentage
Never	8	8
Seldom	17	17
Sometimes	32	32
Often	19	19
Always	24	24
Total	100	100

Table 12:Clarity about duties and responsibilities

Response	Frequency	Percentage
Never	14	14
Seldom	21	21
Sometimes	16	16
Often	17	17
Always	32	32
Total	100	100

Table 13:About negligence of tasks

Response	Frequency	Percentage
Never	13	13
Seldom	22	22
Sometimes	22	22
Often	29	29
Always	14	14
Total	100	100

Table 14:Clarity about goals and objectives

Response	Frequency	Percentage
Never	10	10
Seldom	16	16
Sometimes	32	32
Often	27	27
Always	15	15
Total	100	100

Table 15:Friction or anger between colleagues

Response	Frequency	Percentage
Never	14	14
Seldom	20	20
Sometimes	19	19
Often	37	37
Always	10	10
Total	100	100

Table 16: Choice in work

Response	Frequency	Percentage
Never	17	17
Seldom	20	20
Sometimes	19	19
Often	29	29
Always	15	15
Total	100	100

Table 17:Ability to take breaks

Response	Frequency	Percentage
Never	5	5
Seldom	22	22
Sometimes	17	17
Often	39	39
Always	17	17
Total	100	100

Table 18:Awareness about overall aim of the organization

Response	Frequency	Percentage
Never	19	19
Seldom	10	10
Sometimes	14	14
Often	39	39
Always	18	18
Total	100	100

Table 19:Pressure to work long hours

Response	Frequency	Percentage
Never	8	8
Seldom	58	58
Sometimes	3	3
Often	19	19
Always	12	12
Total	100	100

Table 20:Choice in work

Response	Frequency	Percentage
Never	17	17
Seldom	28	28
Sometimes	19	19
Often	22	22
Always	14	14
Total	100	100

Table 21:Speed at work

Response	Frequency	Percentage
Never	16	16
Seldom	6	6
Sometimes	36	36
Often	28	28
Always	14	14
Total	100	100

Table 22: Subject to bullying

Response	Frequency	Percentage
Never	4	4
Seldom	38	38
Sometimes	27	27
Often	14	14
Always	17	17
Total	100	100

Table 23:Awareness about bullying

Response	Frequency	Percentage
Never	5	5
Seldom	21	21
Sometimes	34	34
Often	22	22
Always	18	18
Total	100	100

Table 24: About unrealistic time pressure

Response	Frequency	Percentage
Never	22	22
Seldom	34	34
Sometimes	15	15
Often	21	21
Always	8	8
Total	100	100

Table 25: Help and support from colleagues

Response	Frequency	Percentage
Never	7	7
Seldom	31	31
Sometimes	18	18
Often	32	32
Always	12	12
Total	100	100

Table 26: Respect at work

Response	Frequency	Percentage
Never	9	9
Seldom	30	30
Sometimes	17	17
Often	33	33
Always	11	11
Total	100	100

Table 27: Willingness of colleagues to work- related problems

Response	Frequency	Percentage
Never	11	11
Seldom	15	15
Sometimes	31	31
Often	29	29
Always	14	14
Total	100	100

Table 28: Encouragement of line managers

Response	Frequency	Percentage
Never	10	10
Seldom	14	14
Sometimes	36	36
Often	27	27
Always	13	13
Total	100	100

Findings

- Most of the respondents are clear about what is expected of them at work and also found that majority of the employees can take decision regarding the timing of break. Different groups at work demand things from them that are hard to combine.
- Even though majority of the employees knew how to go about getting their job done, some employees didn't know how to go about getting their job done. Majority of the employees didn't subject to personal harassment in the form of unkind words or behavior.
- It was found that majority of the employees have unachievable deadlines. It can be interpreted from the study that majority of the respondents are clear about the goals and objectives for their department.
- The study reveals that most of the employees in the organization got supportive feedback on their work. Even though more than half of the respondents have clarity about their duties and responsibilities some of the respondents are not clear about their duties and responsibilities.
- It was found that there exists a friction or anger between colleagues. Most of the employees have to work very fast. Majority of the employees are subject to bullying at work. Even though most of the employees pressured to work long hours, some of the employees are not pressured for the long work.
- The study reveals that colleagues give help and support to employees and they give them respect and are willing to listen to their work- related problems etc. It was also found that the line managers encourage the employees at work.

Suggestions

- Provide adequate and fair compensation
- Provide safe and healthy working condition
- Provide immediate opportunity to use and develop human capacities.
- To create future opportunity for continued growth and security
- Try to introduce social integration in work environment
- Try to introduce attractive retirement benefits.
- Company provides clear cut guidelines framed for promotion and training policies.
- Studies of work life balance of competing and other industries should be undertaken. This will give the company knowledge of where it stands and how much distance it has to bridge.
- A suggestion scheme should also be introduced.

CONCLUSION

Though many researches have been done on the subject of stress management among employees in various industries, not many studies have been conducted in similar lines among HLL employees. This research was intended to map the occupational stress profile of employees working in Health care sector and to identify various stress alleviation measures that can be integrated in the work culture of the organization for its effective management. It was expected that the results of the research would be highly useful for the management of the organizations in Health care industry to sketch their strategy to reduce the occupational stress among employees. This would further help in minimizing the gap between effectiveness and efficiency of the services in offer in addition to assured improvement in employee job satisfaction level.

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Green Energy: Need of the Hour

Serene Anna Sam

ABSTRACT

India is an emerging economy. Increasing GDP and rising population are driving the demand for additional electrical energy and transportation fuels. In spite of abundant renewable energy sources, the country still depends excessively on primary fuels. Renewable energy sources are environment friendly as well as cost efficient and this opens a roadway to sustainable economic development. Realising the potential of these green energy sources, the Government of India offers various tax exemptions and incentives to these projects. This article attempts to focus on the different renewable energy sources available in the country and the support mechanism provided by the Government on this front.

INTRODUCION

Energy is the basic thing needed for every activity in the world. Just like our body requires energy in the form of carbohydrates and protein, the man-made things like machines, appliances and automobiles require energy for the easy working. Some of these machines run with electricity, while others like automobiles, use energy stored in the substance like gasoline. Some energy can be stored while some are not; some are portable while others are not. The two most common forms of energy we use are heat and electricity. Heat is the energy of moving particles in any substance. The faster the particles move, the warmer the substance is. Electricity is the energy of electrons moving along a conductor like a copper electrical wire. Most of the machines around us use either heat or electricity to do their work. Besides heat and electricity, we use many other forms of energy every day of our lives. Energy is easily converted from one form to another. This is an important and very useful property, because we rarely produce energy using the same device, or in the same form as what is needed for the task at hand. Since energy is often produced at some distance from its end use, we also need to transmit it from its source location to where it is needed. This is done by means of wires in the case of electricity, or pipelines or tank trucks in the case of oil or natural gas. Not all forms of energy can be easily stored or transported. For instance, light is impossible to store directly. It has to be converted to some other form, such as chemical energy first.

Non-renewable versus renewable energy

Non-renewable Energy

Much of our energy supply comes from coal, oil, natural gas, or radioactive elements. They are considered non-renewable because once they are removed from the ground and used, they are not immediately replaced. In fact, the world's natural gas, crude oil and coal deposits took millions of years to form. Once gas or oil is taken from the earth and used, it cannot be replaced.

Renewable Energy

Renewable energy on the other hand quickly replaces itself and is usually available in a never-ending supply. Renewable energy comes from the natural flow of sunlight, wind, or water around the earth. With the help of special collectors, we can capture some of this energy and put it to use in our homes and businesses. As long as sunlight, water and wind continue to flow and trees and other plants continue to grow, we have access to a ready of supply of energy. Renewable energy is often used interchangeably with the term green energy. Green energy is the term used to describe sources of energy that are considered to be environmentally friendly and non- polluting, such as geothermal, wind, solar and hydropower. Sometimes nuclear power is also considered a green energy source. Green energy sources are often considered 'green' because they are perceived to lower carbon emissions and create less pollution. Alternative energy and clean technologies are other terms often used instead of renewable energy. The terms suggest a non-polluting, non-fossil-fuel source. The entire world is facing the challenge of global warming and by adopting the green energy source, we can contribute towards mitigating its effects to some extent. Green power is sometimes used in reference to electricity generated from 'green' sources. Brown energy has been used to contrast non-renewable or polluting energy sources with green energy. The list below summarizes some of the more common forms of renewable energy.

Solar energy

Sunlight is an excellent source of heat and electricity, the two most important forms of energy we consume. Solar energy is becoming increasingly popular for remote power needs such as telecommunication towers, agricultural applications (irrigation and pasture management), in tropical countries that are not connected to an electrical grid, for heating swimming pools, and many other applications around the world. Solar power is a clean source of power and works in a silent mode without slicing any share of the power that may have been intended for any community use. Solar offers immense environmental gain as against the conventional power. These do not produce further heat for production of electricity and thus have no carbon emissions associated. Moreover these equipments need minimal maintenance on a daily basis. Solar energy sources include, solar photovoltaic power which produces electricity, solar water heaters, used for water heating, solar cooker, solar lanterns and the new developments are solar motorcars / two wheelers and solar traffic lighting systems.

Wind energy

Wind energy is really just another form of solar energy. Sunlight falling on oceans and continents causes air to warm and rise, which in turn generates surface winds. The wind has been used by humans for thousands of years, first to carry ships across oceans and, later, to pump water and grind grain. More recently, wind has been harnessed as a clean, safe source of electricity. Number of windmills has been developed and operational at different parts of the world.

Biomass energy

The term 'biomass' refers to any form of plant or animal tissue. In the energy industry, biomass refers to wood, straw, biological waste products such as manure, and other natural materials that contain stored energy. The energy stored in biomass can be released by burning the material directly, or by feeding it to micro-organisms that use it to make biogas, a form of natural gas. Energy from biomass is still used around the world, for everything from cooking and heating to generating electricity.

Moving water

Man uses water power to supply energy for almost as long as we've used wind. Archaeologists have discovered descriptions of water wheels used for grinding grain that date back to more than 3,000 years ago. Today, the energy of falling water is used mainly to drive electrical generators at hydroelectric dams. As long as snow and rainfall can fill the streams and rivers, moving water can be a renewable source of energy. Hydroelectric generation does not produce significant greenhouse gas emissions, but does have other major environmental impacts. The reservoirs often destroy vast areas of highly productive forest and wildlife habitat. The dams also damage freshwater ecosystems by blocking the movement of fish and other organisms. While large hydro projects are considered a source of renewable energy, they may not be sustainable in the long run because of their impact on the environment.

Other Green Energy Sources

While discussing about the green or clean energy sources, primarily we may talk about solar, wind, hydro energy. But there are some 'green' environmentally friendly energy sources. These sources can also provide heat, light, and electricity without polluting the air or disturbing large areas of land or water. The following are a few of these new technologies, some of which are likely to become mainstream sources of energy in the approaching decades.

Geothermal Heat

Scientists know since ancient times that the Earth's interior is very hot. The temperature of the Earth's core is estimated to be between 3000 and 5000^{o} C. This heat is generated by the slow breakdown of radioactive elements, and by the immense gravitational pressures acting on the rocks and minerals of the Earth's interior. Temperatures in excess of 500^{o} C can be found in the Earth's crust just a few thousand meters below the surface, but geothermal heat right at the surface of the land is barely detectable energy. Geothermal heat has been used to heat homes and businesses on a commercial scale since the 1920s. In most cases, communities take advantage of naturally occurring geysers, hot springs, and steam vents (called fumaroles) to gather hot water and steam for heating. Geysers and fumaroles occur when ground water seeps through cracks and comes in contact with volcanically heated rocks.

Ground Source Heat Pumps

This is another source of green energy in the future. The temperature of the soil below about 2 meters remains constant regardless of the weather or season. The difference between air and deep soil temperatures can be used for heating and cooling in a very efficient manner, with a ground source heat pump, also called a geothermal heat pump. But tapping of this energy source is still in the infant stage.

Hydrogen Fuel Cells

Hydrogen could be used as an efficient fuel which, when burned with oxygen, produces harmless water vapor. Combining oxygen with hydrogen is a clean, efficient way to make huge amounts of both heat and electricity. One of the main problems with fossil fuels is that they release large quantities of carbon dioxide when they are burned. The biggest difficulty faced by engineers designing fuel cells is figuring out how to store and handle the hydrogen gas safely. Several studies are being conducted to develop hydrogen as a fuel in the automobile industry.

Why renewable energy is important today?

Energy Price Stability

In the last three years, we have seen large fluctuations in the cost of natural gas, oil, and electricity due to global economics, market deregulation, and political events in some parts of the world. Renewable energy is not subject to sharp price changes because it comes from sources such as sunshine, flowing water, wind, and biological waste, all of which are free. This gives people greater certainty about the cost of energy, which is good for society and the economy. By comparison, fossil fuels are limited in their supply, and their price will increase as they become scarcer.

Clean Air

Air pollution is a major problem that we face today all over the world. The biggest cause of air pollution in cities is the burning of fossil fuels, including fuels used for transportation. The Canadian federal government estimates that more than 16,000 Canadians die prematurely each year from diseases caused by air pollution. Thousands more suffer from long-term sicknesses and disabilities. The great advantage of using renewable energy in place of fossil fuels is that renewable energy adds very few pollutants to the environment. Renewable energy is considered ‘clean’ and ‘green.’

Protecting Global Climates

When fossil fuels are burned, they release carbon dioxide. This gas acts like an invisible blanket, trapping more of the sun’s energy in the atmosphere, causing the earth to warm up little by little. Carbon dioxide is building up in the atmosphere as more and more fossil fuels are used in homes, factories, and automobiles. If this continues, most scientists think our planet is likely to become significantly warmer, which could cause many serious problems around the world. These problems could include melting of arctic ice, increased forest fires, rising sea levels, loss of animal habitat, damage to coral reefs, the spreading of tropical diseases, expanding deserts, and more frequent and severe storms.

Protecting Landscapes and Watersheds

Some energy projects, particularly big coalmines, hydro dams, and oil and gas activities, can have a large impact on lands and watersheds. Damage or loss of natural lands and watersheds is likely to affect humans and animals. For example, wilderness areas could be lost when energy resources are extracted. Hydro dams can flood large areas, while the facilities associated with oil and gas and oil sands development can affect forests and disrupt animal movements and migrations. On the other hand, solar energy can provide a continuous supply of energy, which is integrated directly into buildings so that it has very little impact on land use. Run-of-river hydro plants can be designed to allow for free flow of existing streams.

Unlimited Supplies

Renewable energy supplies will never run out. While the supplies of coal, oil, and natural gas are limited, sunshine, wind, biomass, and water power are considered almost limitless resources. Canada's coal supply is expected to last 200 years, and natural gas about 100 years. It is estimated that Indian coal reserves will be exhausted within a period of 40 years. Our large, untapped supplies of wind, sun, water, and biomass can power our society indefinitely.

Jobs and the Economy

Renewable energy can be developed in such a way that every household or neighborhood could have its own renewable power generating equipment. This would create many new jobs for people involved in setting up and maintaining this energy supply, and in manufacturing the equipment. It is also more efficient to produce renewable energy in small amounts where it is needed. The energy loss and equipment needed to transmit power over long distances can also be minimized in this way.

Indian Initiatives in Renewable Energy Production

After independence, India has made significant strides in power generation, energy supply, and technology in the power sector. The current cumulative power generation capacity is more than 267637 Megawatts (MW) as on 31 March 2015 produced from different sources. Among them fossil fuels namely coal, oil, and gas together play a dominant role in power generation, which accounts for about 70.56%; the share of hydropower is 15.4%, share of renewable is 11.84 %, and the contribution of nuclear power is 2.16%.

It is also evident from the table 1 that coal is continued to be the dominant energy source in India (61.51%). However it would have to actively develop non-coal sources to meet its future needs. It is estimated that at a growth rate of 5 percent in coal production, India's extractable coal reserves would get exhausted in 40 years. However, the challenges in the 21st century in the energy sector will be formidable considering requirements of the

Table 1 Total Installed Power Generation Capacity (as on 31.03.2015)

Source	Utilities Capacity	Percentage
Coal	164,635.88	61.51
Hydro electricity	41,267.43	15.42
Renewable Energy Source	31,692.14	11.84
Natural Gas	23,062.15	8.61
Nuclear	5,780.00	2.16
Oil	1,199.75	0.44
Total	**267,637.35**	

Source: Energy Statistics Report 2015, GOI

growing economy and the energy needs of the increasing population. India's energy consumption has increased manifold, basically due to impressive economic growth, ever-increasing population, and the increased income levels of the vast segments of the population. Therefore, from a long-term perspective and in view of growing environmental concerns from use of coal and other non renewable energy sources, the country needs clean sources of energy to protect our coming generations.

Here comes the need and relevance of renewable sources of energy. India is a reliable, fast growing and profitable market for renewable energy. The total potential for renewable power generation in the country as on 31.03.14 is estimated at 147615 MW. This includes wind power potential of 102772 MW (69.6%), Small Hydro power potential of 19749 MW (13.38%), Biomass power potential of 17,538 MW (11.88%) and 5000 MW (3.39%) from bagasse-based cogeneration in sugar mills.

The energy requirement is expected to increase by 200 percent from 2015 to 2030.The energy need of India is approximately 2.5 times more than that of the developed countries even though India's total per capita energy consumption is still very low. Per Capita Energy Consumption (PEC) during a year is computed as the ratio of the estimate of total energy consumption during the year to the estimated midyear population of that year. India's PEC is about one- third of the world's average and below other comparable developing countries. This growth has picked up in the recent years, rising from 612 kWh to 1010 kWh over the last decade – a growth of 5.1 percent per annum.

Primary fuels are India's single largest import, accounting for 37 to 40 percent of total imports and excessive dependence on them has led to budgetary deficits and inflation. The average quality of the Indian coal is not very high and this necessitates the import of high quality coal to meet the requirements of steel plants. There has been an increasing trend in the import of coal. Net Import of coal has steadily increased from 36.60 MTs during 2005-06 to 166.29 Metric Tons (MT) during 2013-14. During the said period, the quantum of coal exported increased from 1.99 MTs during 2005-06 to 2.15 MTs during 2013-14. India is highly dependent on import of crude oil. Net imports of crude oil have increased from 99.41MTs during 2005-06 to 189.24 MTs during 2013-14.

The renewable energy sector in India is rapidly evolving and opens up myriad opportunities for advancement. Strong support from the Government of India has encouraged this growth to a great extent. India already has 35 Giga Watts (GW) of renewable energy capacity and plans to grow this 500 percent over the next 5 to 6 years. Accelerating the clean energy revolution, India is pledging to double its clean energy research from USD 72 million to USD 145 million in the next 5 years.

Table 2 - Renewable Energy in India: Status and Revised Targets

Capacities in MW

Source	Installed Capacity by end of 11th Plan (Mar 2012)	Current Installed Capacity (Mar 2015)	Target as per 12th Plan (Mar 2017)	Revised Targets till 2022
Solar power	941	3383	10941	100000
Wind power	17352	22645	32352	60000
Biomass	3225	4183	6125	10000
Small Hydro	3395	4025	5495	5000
Total	24914	34351	54914	175000

Source: Ministry of New and Renewable Energy

The market opportunity in renewable energy has attracted a number of potential strategic investors to India. The Government of India's policies have been very supportive to renewable energy companies seeking Foreign Direct Investment, multilateral and development bank funds or external commercial borrowings. With economic slowdown in infrastructure including conventional power projects, renewables are increasingly seen as an opportunity by the banks and financial institutions for funding big ticket projects. The proposed introduction of the Goods and Service Tax will also have a major impact on renewable projects. Solar power tariff has reached a new bottom of INR 4.34 as against INR 5 and is expected to drop further. The Rural Electrification Corporation offers to extend loans to renewable energy projects at 75 basis points below that of comparable conventional generation projects. Green bonds are also another option that is gaining popularity. The Ministry of New and Renewable Energy is exploring its prospects of collaborating with The World Bank to fund India's renewable power initiatives.

Incentives and tax benefits provided by the Government of India in the renewable energy sector

Renewal energy sector is one of the fastest growing and profitable sectors in India. Keeping in view the significance of this sector, various incentive schemes have been facilitated by both Central and State Governments under wind energy, solar energy and other renewable energy projects. The Indian Renewable Energy Development Agency has been set up under Ministry for Non-Conventional Energy Sources and is a specialized financing agency to promote and finance renewable energy projects.

The incentives for wind energy include 80 per cent accelerated depreciation on equipments in the first year, 100 per cent Tax Holiday on the earnings for 10 years, over a 15 year period to be taken consecutively (Section 80IA of Income Tax Act), Soft loan for setting up renewable energy enterprises, concessional customs duty on select equipment imported and excise duty exemption.

Government has also introduced generation based incentive (GBI) in parallel with existing fiscal incentives.GBI incentive provides for Re. 0.50 per unit with a cap of Rs 62 Lakhs per MW over and above tariff approved by State Electricity Regulatory Commission. This parallel provision will continue till 11th Plan Period or introduction of direct tax code, whichever is earlier.

In the Solar energy sector, incentives includes 10-year tax holiday for photovoltaic (PV) and thermal solar plants set up by 2020, reduced customs duty and zero excise duty on specific capital equipment, critical materials and project imports, besides loans at cheap interest rates.

The recent Special Incentive Package Scheme (SIPS) for semi-conductors has attracted the interest of several players. Under this programme, the GOI would provide an incentive of 20 percent capital expenditure during the first ten years for the units in special economic zones (SEZs) and 25 per cent of the capital expenditure for other units. Any unit can claim incentives in the form of capital subsidy or equity participation.

Following the Central Government's guidelines, a number of states are also pursuing solar energy and wind energy development aggressively with good response from industry and have come out with their incentives. These include an enhanced feed-in-tariff rate when electricity is sold to the grid.

Apart from the Government policies, both private companies and the society as a whole have been very supportive on the concept of sustainable green energy in India. A number of private companies are setting up their own renewable energy projects in different parts of the country. These projects are often located in remote and distant areas and this, even though in limited numbers, provide direct and indirect employment opportunities and also contribute to the economic and social development of the region.

Considering the necessity to enlighten the next generation on the importance of energy efficiency, a number of programmes are being implemented at the school level. The Bureau of Energy Efficiency (BEE) is implementing the Energy Conservation Awareness Scheme for the XIIth Five Year Plan and intends to include the same in the new NCERT syllabus. The Bachat Lamp Yojana (BLY) is a public- private partnership programme where over 29 million incandescent bulbs have been replaced by CFLs. The Super Efficient Equipment Programme (SEEP) aims to support the introduction and deployment of super efficient 35W ceiling fans as against current average ceiling fan sold in the Indian market with about 70W rating.

The annual energy conservation awards recognize innovation and achievements in energy conservation by the industries, buildings, zonal railways, state designated agencies; manufacturers of BEE star labeled appliances, electricity distribution companies, municipalities and raise awareness that energy conservation plays a big part in India's response to reducing global warming through energy savings. The awards are also recognition of their demonstrated commitment to energy conservation and efficiency. The scheme has motivated industry and other establishment to adopt energy efficiency measures.

CONCLUSION

It is evident that renewable energy sources are not only replenish able but also clean, cost effective and sustainable. Given the present rate of consumption of traditional energy sources, they are likely to get exhausted within the next 50 years. Therefore, it is the need of the hour to protect our existing reserves of non renewable resources and also make the best use of green energy sources.

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Knowledge of Mental Hygiene among the Adolescents in Selected Pre University Colleges in Mangalore, Karnataka State

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ABSTRACT

Mental hygiene is a branch of hygiene that studies measures and means for creating, protecting, and strengthening mental health and preventing mental illness. Adolescence is a period which begins at the end of childhood and closes at the beginning of adulthood. Many children and adolescents have mental health problems that interfere with their normal development and daily life activities. A descriptive study was conducted in selected pre-university colleges at Mangalore to assess the knowledge of adolescents regarding mental hygiene with a view to develop a health education pamphlet. Non-experimental descriptive approach with a typical descriptive design was adopted in the present study. Stratified random sampling technique was used for the selection of the sample. A structured knowledge questionnaire was used to assess the knowledge of adolescents on mental hygiene. Reliability of the knowledge questionnaire was r=0.78. A pilot study was conducted on ten adolescents who were studying in B. G. S. Pre-university College, Kavoor. The main study was conducted at Government Pre-university College, Kattipalla; St. Ann's Pre-university College, Mangalore; Government Pre-university college, Car Street; M. G. C. Pre-university College, Bondel; and Government Pre- university College, Kavoor. The findings of the present study reveal that the mean percentage of total knowledge score was 47.62% with mean 15.24 and SD±1.17. Most 60% of the samples had moderate knowledge; about 40% of them had inadequate knowledge regarding mental hygiene. The assessment of association of knowledge among adolescents on mental hygiene with demographic variables revealed that there is no association between knowledge and the selected demographic variables. The overall findings of the study revealed that majority of the adolescents had poor knowledge regarding mental hygiene. Hence, it is concluded that further improvement of knowledge on mental hygiene is needed in this area. The researcher here emphasises that more research is needed to understand how to improve the knowledge of adolescents regarding mental hygiene.

Keywords: Mental hygiene; selected pre-university college, health education pamphlet.

INTRODUCTION

"Man is by nature a social animal; an individual who is unsocial naturally and not accidentally is either beneath our notice or more than human. Society is something that precedes the individual. Anyone who either cannot lead the common life or is so self-sufficient as not to need to, and therefore does not partake of society, is either a beast or a God."- Aristotle

Health is a state of complete physical, social, and mental wellbeing, and not merely the absence of disease or infirmity. Health is a resource for everyday life, not the object of living. It is a positive concept emphasising social and personal resources as well as physical capabilities. Mental health is a state of balance between the individual and the surrounding world, a state of harmony between oneself and others, the coexistence between the realities of the self and that of other people and the environment. Mental health would include not only the absence of diagnostic labels but also the ability to cope with the stressors of daily living, freedom from anxieties and generally a positive outlook towards life's vicissitudes and to cope with those.

Mental hygiene is a branch of hygiene that studies measures and means for creating, protecting, and strengthening mental health and preventing mental illness. Knowledge regarding mental hygiene is very essential for adolescents to promote their mental health and prevent them from mental illness. The goal of mental hygiene includes realisation of potentialities, promotion of happiness and enhancement of harmonious development in order to prevent mental illness and preserve mental health.

Adolescence is a period which begins at the end of childhood and closes at the beginning of adulthood. It ranges from 13-18 years and may extend even up to 20 years. It is a period of transition from childhood to adulthood. It is a period of rapid physical, intellectual, emotional and social growth. As highlighted by the WHO European Ministerial Conference on Mental Health in Helsinki in January 2005, mental ill health is currently one of the biggest challenges facing every country. Mental disorders affect at least one in four people at some time in their lives. Young people are at risk, with 4% of 12H17-year-olds and 9% of 18-19 year-olds suffering from depression and suicide being the second leading cause of death among those aged 15–35 years. In addition to treating mental disorders, there is an increasingly recognised need for mental health promotion and the prevention of mental disorders and this particularly concerns children and adolescents.

Mental wellbeing is fundamental to good quality of life. Happy and confident children are most likely to grow into happy and confident adults, who in turn contribute to the health and wellbeing of nations. Emotional health and wellbeing in young people have implications for self-esteem, behaviour, attendance at school, educational achievement, social cohesion, and future health and life chances. Young people with a good sense of mental wellbeing possess problem-solving skills, social competence and a sense of purpose. These assets help them rebound from setbacks, thrive in the face of poor circumstances, avoid risk-taking behaviour, and generally continue a productive life.

There are many new pressures and challenges for young people in early to midadolescence. They need to deal with considerable change in their lives at this time: growing academic expectations, changing social relationships with family and peers, and physical and emotional changes associated with maturation. Many factors have an impact on children's ability to deal with these changes: factors specific to the child, to their family, to their environment (particularly their school) and to life events.

To safeguard child and adolescent mental wellbeing, it is important to create awareness on preventive and promotive aspects of mental health that offer protective factors for mental health and limit exposure to risk factors for mental disorders. Good relationships in the home, school and neighbourhood play a part in ensuring that young people can develop social competence and contribute to cohesive societies.

Mental health is about enhancing competence of the individuals and enabling them to achieve their self-determined goal. Mental health should be a concern for all of us, rather than only for those who suffer from a mental disorder. Mental illness is shrouded in the gloom of ignorance, superstition, feelings of mystery and fear in the society. Many mentally ill persons are taken to different healers and temples where they usually undergo torturous rituals and procedures. Often the family spends most of its income in seeking relief from various other sources before coming to mental hospital; by this time mental illness would have reached an advanced stage and the family members have lost all their hopes.

Objective of the study

a. determine the existing knowledge of adolescents on mental hygiene using a structured knowledge questionnaire

b. find the association between knowledge of adolescents regarding mental hygiene and selected demographic variables.

c. develop and distribute a health education pamphlet on the measures to improve their mental hygiene.

Review of Literature

An exploratory study was conducted at Newman College of Higher Education, Birmingham, UK, regarding adolescents understanding of mental hygiene. The study aimed to investigate adolescents' thinking about mental illness and prevention of mental illness. This study adopted a semi-structured interview technique and a card selection task to assess adolescents' response to causes, consequences, timeline, and curability of different types of mental illnesses. The results indicated that majority of sample (52.3 percentage) possesses an unsatisfactory knowledge regarding the above mentioned aspects. This necessitates the need for improved education regarding the causes, consequences, timeline and curability of different types of mental illnesses.

Kaoru Yamamoto and Henry F.Dizney (2005) conducted a study on mental health knowledge among students in two universities namely university of Oregon and Iowa. A total of 180 students were selected using a four item questionnaire to assess their mental health knowledge. Females gave consistently higher estimates than males, although both sexes were ascribed incidence figures not significantly different from each other. These results suggest needed improvement in the mental health education of students.

Ponizovsky A, Grinshpoon A, Sasson R, Baidani-Auerbach A, Ben Eliezer D, Shershevsky Y (2003) conducted a study on knowledge and attitudes about mental disorders among students of higher secondary schools to explore the knowledge and attitudes of the students towards mental illness and persons with mental disorders. Their attitudes revealed an ambivalent approach to the person with a mental disorder.

Mohammed Kabir et al, (2004) had conducted a study on knowledge and beliefs about mental illness among adolescents in northern Nigeria. Totally 250 adults participated in the study. A cross sectional study design was used. The study result shows that almost half of the respondents harboured negative feelings towards the mentally ill. Literate respondents were seven times more likely to exhibited positive feelings towards the mentally ill as compared to non–literate subjects (OR=7.6, 95% confidence interval = 3.8 – 15.1). This study demonstrates the need of better understanding of mental illnesses by the youth.

A qualitative study was conducted in West Sussex Health and Social Care NHS Trust, UK, regarding adolescents understanding of mental health and their view on appropriate services for their age group. This study was designed to explore adolescents understanding of the concept of mental health and their opinion regarding appropriate services for their age group. Two focus groups were conducted and data was analysed using interpretative phenomenological analysis. The researcher concluded that the participants showed a sophisticated understanding of mental health. The participants thought that school based services would not be appropriate for their age group.

Adewuya AO, Makanjuola Ro (2008) conducted a study on social distance towards people with mental illness in southwest Nigeria among young adults in different universities. A cross-sectional survey was carried out in which 500 samples were selected. Social distance towards people with mental illness was measured with a modified version of the Bogardus Social distance Scale. The study findings showed that level of desired social distance towards the mentally ill was seen to increase with the level of intimacy required in the relationship, with 14.5% of the participants categorized as having low social distance, 24.6% as having moderate social distance and 60.9% as having high social distance towards the mentally ill. There was an emerging evidence of a high level of social distance and stigmatization of mental illness in sub-Saharan Africa. There is need to incorporate anti-stigma educational programmes into the mental health policies of countries in sub-Saharan Africa. Such policy should include education regarding the causation, manifestation, treatment and prognosis of mental illness..

Aghanwa HS conducted a study on young people’s knowledge and attitude about mental illness in Fiji islands. There is a dearth of information on the extent of knowledge about mental illness and attitudes towards the mentally ill in Fiji. This study aimed to explore these aspects, and also to determine the factors influencing them. A majority of the subjects attributed the cause of mental illness to substance abuse, believed in the diversity of mental illness, considered hospital as an important source of help and acknowledged the effectiveness of medication. Less than one-fifth of the subjects were willing to marry mentally ill persons.

Literatures related to prevention of mental illness and promotion of mental health

A cross-sectional study was conducted in the UK among 52 teenagers to assess primary care recognition and management of mental ill health during adolescence. The finding of study indicated that there were several deficiencies at present, namely, lack of identification of teenage distress, lack of training in teenage health, lack of a research base, lack of resources, and finally lack of information provided by any teenagers who have experienced turmoil and could give useful insights in to their experience.

Budderberg-Fisher, Gnam G and Christen undertook a study in Zurich on school type, school stress and health problems in 17 year old middle school students. Samples of 661 students in different undergraduate colleges were investigated by questionnaire related to psychosocial variables, school life and their physical and mental health. The aim of the study was to investigate whether students of different college type differ in regard to their psychosocial and morbidity characteristics. The study finding showed that regardless the college type, low academic grades and stressfully assessed school life were accompanied with higher symptom score in female students. The study findings indicated that targeted concept for prevention and health promotion should be advanced especially in the classes of modern college.

Desecio J and Hootman J from Portland USA, has undertaken an integrative review of literature to examine the impact of students health on their school success. The literature confirmed a confluence of problems associated with school performance and adolescent mental health. As the issue is within the scope of school nursing, the literature concluded with the emphasis of school health nursing programme for responding to the need for mental health promotion and illness prevention related to mental health of children and adolescents.

Anant Kumar at Jawaharlal Nehru University, New Delhi has mentioned in his article 'Adolescent health' that adolescents have specific health problems which generally are not being adequately met in most countries. So there is a need to reiterate the WHO s Adolescent Health Development goal once again with a new spirit. He has further reported in his article that study conducted by Kidwai Memorial Institute of Oncology in Bangalore, in 2001 revealed that 67% of tobacco chewers were students and 75% of them were between the age group of 10-20 years. A study conducted in Punjab among students from five schools confirms this giving emphasis to the mental health promotion strategies.

A study conducted by Sinha assessed the mental health of adolescents and their psychological dynamics in a sample of 670 students from Kurukshetra University and Regional Engineering College. The findings of mental health questionnaire revealed that emotionally secure subjects are significantly different from emotionally insecure subjects in the dimensions of neurotic tendencies. It was concluded that many subjects needed counselling for solving some of their psychological problems. The study stressed the need to open guidance and counselling centres in colleges and universities for the benefits of students.

Usha Marath has undertaken a study to assess the mental health status of intermediate students and its relationship with selected variables. A descriptive correlational research design was used to study a sample of 400 students. The tool used consisted of mental health status scale with 80 items. The study findings revealed that majority of students are standing on the brink of mental health that is vulnerable to various problems of life. The study implied implementation of mental health services to improve the mental health status of adolescents and to prevent them from going in to crises.

Methodology

To accomplish the objectives of the study, descriptive approach and non-experimental typical descriptive design was used to describe the knowledge of adolescents regarding mental hygiene.The study was conducted in selected pre-university colleges at Mangalore, Dakshina Kannada, Karnataka. The colleges selected for the present study were Government Pre-university College, Kattipalla; St. Ann's Pre-university College, Mangalore; Government Pre- university College, Car street; M. G. C. Pre-university College, Bondel; and Government Pre-university College, Kavoor.

Sample: The data was collected from 100 adolescents studying in selected pre-university colleges at Mangalore, as the size is acceptable to generalize the findings. Stratified random sampling technique was used for the selection of subjects.

Results

Part I: Description of demographic characteristics of adolescents

Section B: Area-wise analysis of level of knowledge of adolescents regarding mental hygiene

Table 2: Overall and area-wise mean, SD and mean percentage of level of knowledge of adolescents regarding mental hygiene (n=100)

Knowledge Areas	Min. score	Max. score	Max. Possible Score	Mean	SD	Mean %
Concept of mental health	4	8	13	6.35	0.080	48.80
Prevention of mental illness	4	8	12	6.40	0.098	53.33
Promotion and maintenance of mental health	1	5	7	2.46	0.090	35.14
Overall	12	16	32	15.24	1.70	47.62

Data in Table 2 reveal that the overall mean percentage of the adolescent's knowledge regarding mental hygiene is 47.62% with mean and SD is 15.24 and ±1.17. Area-wise mean percentage of the knowledge was 48.8% in area related to "concept of mental health" with mean and SD is 6.35 and 0.08. In the area of "prevention of mental illness" the mean percentage was 53.33 % with mean and SD is 6.4 and 0.098 and in the area related to "promotion and maintenance of mental health" the mean percentage was 35.14% with mean and SD is 2.46 and 0.09.

Table 1: Frequency and percentage distribution of adolescents according to their baseline characteristics (n= 100)

No.	Variable	Frequency	Percentage
1	**Age (in years)**		
	16	32	32
	17	38	38
	18	30	30
2	**Year of study**		
	First year	50	50
	Second year	50	50
3	**Gender**		
	Male	58	58
	Female	52	52
4	**Religion**		
	Hindu	62	62
	Muslim	21	21
	Christian	17	17
5	**Educational status of father**		
	No formal education	4	4
	Primary education	12	12
	Secondary education	27	27
	Higher secondary education	27	27
	Graduate and above	30	30
6	**Educational status of mother**		
	No formal education	11	11
	Primary education	9	9
	Secondary education	21	21
	Higher secondary education	32	32
	Graduate and above	27	27
7	**Type of family**		
	Nuclear	78	78
	Joint	19	19
	Extended	3	3
8	**Source of information about mental health**		
	School curriculum	21	21
	Mass media	25	25
	Books and periodicals	40	40
	Health personnel	14	14
	Any other	0	0
9	**Living status**		
	With parents	62	62
	With relatives	5	5
	In hostel	33	33
10	**Residence**		
	Urban	61	61
	Rural	39	39
11	**Family income in rupees per month**		
	Rs. 1000-5000	15	15
	Rs. 5001-10000	36	36
	Above Rs. 10000	49	49

Part III: Association of knowledge of adults on primary prevention of mental disorders with selected demographic variable

Table 3: Association of knowledge level of adults with the selected demographic variables

n=100

Sl. No.	Demographic variables	df	Calculated value (χ^2)	Table value	Inference
1.	Age	1	1.84	3.84	NS
2.	Year of study	1	0.04	3.84	NS
3.	Gender	1	1.30	3.84	NS
4.	Religion	1	2.20	3.84	NS
5.	Educational status of father	1	2.20	3.84	NS
6.	Educational status of mother	1	3.00	3.84	NS
7.	Type of family	1	0.94	3.84	NS
8.	Source of information	1	1.10	3.84	NS
9.	Living status	1	3.60	3.84	NS
10.	Residence	1	1.50	3.84	NS
11.	Family income	1	2.20	3.84	NS

NS = Not significant; S = Significant.

The data presented in the table 3 shows that there was no association between the knowledge scores of the adolescents and demographic variable.

DISCUSSION

The present study intended to determine the level of knowledge on mental hygiene among the adolescents studying in selected pre-university colleges in Mangalore.

The level of knowledge on mental hygiene was determined by structured knowledge questionnaire. The findings of the study were discussed with reference to the objectives and hypothesis of the present study.

Major findings of the study

Section I: Description of baseline characteristics

In accordance with 100 samples, it is observed that:

- Highest percentage (38%) of the samples were from the age of 17 years.
- Highest percentage (58%) of the samples were males.
- Fifty percent of the samples were studying in first year and 50% in second year.
- Highest percentage (30%) of the fathers of the samples were educated up to graduate and above.
- Highest percentage (32%) of the mothers of the samples were educated up to higher secondary education.
- Highest percentage (62%) of the samples were Hindu.
- Highest percentage (78%) of the samples were from nuclear family.
- Highest percentage (40%) of samples had received information about mental health from books and periodicals.
- Highest percentage (62%) of samples were living with their parents.
- Highest percentage (61%) of the samples were from urban area.

- Highest percentage (49%) of the samples had family income more than Rs. 10000.

Section 2: Adolescent's knowledge regarding mental hygiene

The findings of the present study reveal that the mean percentage of total knowledge score was 47.62% with mean 15.24 and SD 1.17. Most 60% of the samples had moderate knowledge; about 40% of them had inadequate knowledge regarding mental hygiene.

Area-wise analysis of the knowledge scores

The overall knowledge on mental hygiene measures is 47.62% with mean 15.24 and SD 1.17. The area-wise analysis revealed that the samples scored highest in the area of prevention of mental illness with mean percentage 53.33% with mean 6.4 and SD 0.098 .the mean percentage in the area concept of mental health was 48.8% and in the area of promotion and maintenance of mental health is 35.14%.

Part III: Association of knowledge score of adolescents with selected demographic variables

There was no significant association between the knowledge score and the demographic variables.

CONCLUSION

The analysis of demographic data revealed that majority (38%) of the samples was in the age of 17 years. Most (58%) of the samples were males. 50% of the samples were studying in first year PUC and 50% in PUC second year. Highest percentage (30%) of the fathers of the samples were educated up to graduation and above and highest percentage (32%) of the mothers of the samples were educated up to higher secondary education. Majority (62%) of the samples were belonging to Hindu religion. Most (40%) of samples had received information about mental health from books and periodicals. Highest percentage (78%) of the samples were from nuclear family and most (62%) of samples were living with their parents. Most (61%) of the samples were from urban area. 49% had a monthly family income of more than Rs 10000. The findings of the present study reveal that the mean percentage of total knowledge score was 47.62% with mean 15.24 and SD 1.17. Most 60% of the samples had moderate knowledge and about 40% of them had inadequate knowledge regarding mental hygiene. The assessment of association of knowledge among adolescents on mental hygiene with demographic variables revealed that there was no association between knowledge and the selected demographic variables.

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