Editorial

Journal 'Marian Quest' reflects the unquenchable thirst of a bunch of academicians at St. Mary's College (Autonomous) to promote scientific research and help the scholars from different avenues of knowledge to get their valid findings published. As Stephen Hawking observed, these professors became the bearers of the torch of discovery in their quest for knowledge. The 'Marian Quest' stands for Quality, Understanding, Excellence, Success, and Training.

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We would like to thank members of the Marian Research Form, reviewers, authors, our Principal, the Secretary, and a team of experts for their unprecedented support, effort, and encouragement behind the publication of this Journal. We are confident that the journal will continue to be an important conduit for scientific reporting of St. Mary's College (Autonomous), Thoothukudi.

Best wishes,

The Editors
Marin Quest, Marian Research Forum
smcreserchforum@gmail.com

Guidelines for Submission of Articles

Marian Quest the Bi-annual Multidisciplinary Research Journal of St. Mary's College (Autonomous), Thoothukudi, publishes articles of high reputation and innovation. The articles intended for publication must be typed in A4 size format, 1.5 line space and Times New Roman Font 12. Tamil papers should be in Bamini Font. The latest writing manual for MLA Hand book should be followed in Literature articles. Footnotes, References, Citation Marks should also be included in the research paper.

For reviewing and correction purpose, kindly send one hard copy with the soft copy. Full paper generally consists of the title, pictures, charts, graphs etc., along with Footnotes.

Instructions to contributors (for Science Articles)

Title : It should be short & informative

Keywords : Five or six keywords indicating the contents of the manuscript.

Address of Authors : It includes author's name, institution name, telephone number (office only), and e-mail address. Author for correspondence should be indicated with an asterisk (*).

Main Heading : Each article should be divided into the following main headings: Abstract, Introduction, Materials and Methods, Results and Discussion, Conclusion, Acknowledgement and References.

All articles are, as a rule, referred to experts in the subject concerned. Those recommended by the referees alone will be published in the journal.

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OCCUPATIONAL STRESS AMONG DCW EMPLOYEES IN THOOTHUKUDI

J. Kerenhap Angelin, *S. Bulomine Regi

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT:

Stress is a state of mind or an illness. Stress is the way human beings react both physically and mentally to changes, events, and in their lives. Another word for stress is tension or anxiety. Stress occurs where demands made on individuals do not match the resources available or meet the individual's needs and motivation. This study aimed at finding the most stressful aspect of the job in DCW. To identify the level of stress among employees working in DCW, and analyse occupational stress index among DCW employees using occupational stress index. The present study is analytical and descriptive nature. The questionnaire was constructed to elicit the required information from the respondents. Structured questionnaire was framed and collected manually. Excessive and otherwise uncontrollable demands and pressures can be caused by poor work design, poor management and unsatisfactory working conditions. Similarly, these things can result in workers not receiving sufficient support from others or not having enough control over their work and its pressures. The exploration on occupational-stress/work-stress/Job-stress has been relatively a neglected area of research among industrial/organizational psychologists. Occupational stress (Job stress/Work stress) relates to one's job.

Key words: Stress, deskilling, psychological and personal.

INTRODUCTION:

Occupational stress is one of the major health hazards of the modern workplace. It accounts for much of the physical illness, substance abuse, and family problems experienced by millions of blue and white-collar workers. Occupational stress and stressful working conditions have been linked to low productivity, absenteeism, and increased rates of accidents on and off the job.

Work is a central part of human life. It is the expression of the basic need to accomplish, to create, to feel satisfaction, and to feel meaningful. Rewarding work is an important and positive part of our lives. However, when work denies people an opportunity to utilize their creativity, intelligence, and decision-making ability, it causes stress. The traditional response of management has been to "blame the victim," defining stress as an individual or "personal" problem that workers bring from home to work. In contrast to this approach that blames people for their inability to fit into an inhumane work environment, it is important to analyze the structure of job requirements and social relationships at work as the primary sources of stress.

With the introduction of new technologies, many jobs have become more fragmented and job tasks have been narrowed, leaving workers more disconnected from the final product. This process of "deskilling" has created increased levels of boredom, making work less challenging and less satisfying for many workers. Offices are becoming factories with rows of workers connected to computers that are capable of monitoring every key punched. The knowledge that every minute of one's working day is being recorded has intensified the pressure of the job, which, in turn, has led to an increased rate of cardiovascular health problems/heart disease among office and clerical workers.

STATEMENT OF THE PROBLEM:

Any job in today's world includes a certain level of stress either directly or indirectly to be handled by the employees. Occupational stress is found to occur when there is an imbalance between the capabilities of the workers and the resources to meet the demand of the organization. It may be both emotional and physical. It said to be the inability of the employees to cope up with the pressures of the job. Occupational stress may have an effect on the productivity, effectiveness, quality of the work and also in the personal health of the workers. This study intends to find the causes, level, and

the effectiveness of stress management programs in the organization. Through this the personal and the psychological well-being of the employees and their level of satisfaction towards their job and job role. Also, by identifying the unhealthy stress management techniques practiced by the organization and suggesting measures to enable the employees to handle stress effectively, the performance and the productivity of the individuals and the organization will be improved.

OBJECTIVES OF THE STUDY:

The following are the objectives focused in this study:

1. To study the causes of stress among employees working in DCW.
2. To know about the most stressful aspect of the job in DCW.
3. To identify the level of stress among employees working in DCW, Thoothukudi.
4. To analyse occupational stress index among DCW employees using occupational stress index.
5. To suggest ways to manage work stress among employees.

METHODOLOGY:

The present study is analytical and descriptive nature. The questionnaire was constructed to elicit the required information from the respondents. Structured questionnaire was framed and collected manually. The questionnaire had the objective of finding out the impact of stress on employee performance. Hence the questions were related to factors causing occupational stress among DCW employees and the questions were framed to ascertain the strategies for dealing with occupational stress among DCW employees.

FINDINGS:

Following are the findings in regard to various response from the respondents regarding "Occupational stress among DCW employees in Thoothukudi",

- ❖ Majority of the respondents are from the age group between 46-55.
- ❖ Majority of the respondents are male.
- ❖ Majority of the respondents educational qualification is UG.
- ❖ Majority of the respondents monthly income is above Rs 20000.
- ❖ Majority of the respondents native place is Tiruchendur.
- ❖ Majority of the respondents are living in Thoothukudi between 1-35 years.
- ❖ Majority of the respondents have worked in a company before joining in DCW.
- ❖ Majority of the respondents reason to quit the previous job because salary was not enough for them.
- ❖ Majority of the respondents are working in DCW for more than 10 years.
- ❖ Majority of the respondents feel stress at workplace.
- ❖ Majority of the respondents say stress is not caused by relationship with co-worker
- ❖ Majority of the respondents are not happy at workplace.
- ❖ Majority of the respondents are feeling relaxed most of the time.
- ❖ Majority of the respondents have neutral level of job stress.
- ❖ Majority of the respondents feel that stress is caused by nature of the job and responsibilities given to them.
- ❖ Majority of the respondents say that they enjoy their job.
- ❖ Majority of the respondents are satisfied with their current job.
- ❖ Majority of the respondents also feel that job would be better if the conditions were changed.
- ❖ Majority of the respondents tell job doesn't affect family.
- ❖ Majority of the respondents have good terms with the co-workers.
- ❖ Majority of the respondents feel stress does not positively influence job performance.
- ❖ Majority of the respondents feel they can manage stress without the help of outside force.
- ❖ Majority of the respondents tell they have activities for stress relief.
- ❖ Majority of the respondents feel that their nature of the job is repetitive and monotonous.

- ❖ Majority of the respondents are feeling that they have very long working hours.
- ❖ Majority of the respondents feel they experience increase in heart pulse rate due to occupational stress.
- ❖ Majority the respondents feel that their job enhances social status.
- ❖ Majority of the respondents feel that they get ample opportunities to use their abilities and experience independently.
- ❖ Majority of the respondents tell that their strategy to overcome stress is by talking to their friends & family.

SUGGESTIONS:

- ➢ The management should create and honour a clear leadership structure so everyone knows to whom they are accountable.
- ➢ Majority of the employees feel stress at workplace so to overcome this the management should train leaders to identify stress and to prevent it from becoming a problem among employees.
- ➢ Majority of the employees feel their work is monotonous. So, it is suggested that management can arrange small group interaction weekly or monthly for employees to know each other on an individual level. This is most effective when combined with training and team building activities.
- ➢ Stress Management Counselling is another technique to reduce stress where professional assistance and guidance is provided to trigger the personal and psychological problems.
- ➢ The employees should be able to rotate shifts from high to lower stress tasks.
- ➢ Employees need pleasant and safe working environment to reduce workplace stress.

CONCLUSION:

For every organization, it's important to manage and decrease the stress among the employees as the occupational stress hampers the growth of the organization directly or indirectly. Occupational stress decreases the efficiency and capability of the employee. This decreased capability affects the growth of the organization directly or indirectly. Stress is both, negative and positive. If stress is at moderate level, then it is positive stress and it makes the employee more productive and constructive. On the other hand, if stress is intense and continuous then it is negative and it makes the employee mentally and physically ill and can lead to depression, anxiety, increased turnover rate and increased absenteeism. Organization should take steps for combating stress like job clarification, distributing job responsibilities, maintaining healthy and good working environment, giving recreation hours, etc. The individual should also try meditation, yoga and breathing exercises to cope with stress at their level. Managing stress is important for both organization and individual for their growth and development. Thus, both i.e. the organization and the employee must try to transform Di-stress into Eu-stress. Eu-stress is the moderate stress which makes the employee work beyond his or her capability and to give his hundred percent in the growth and development of the organization. Motivating and guiding the employee in the right direction is very important as this will help them avoid the stress and maintain a work-life balance.

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IMPACT OF COVID-19 LOCKDOWN RESTRICTIONS ON RESTAURANT BUSINESS IN THOOTHUKUDI

G. Dhana Selvi, [*] **Mary Judith Reene Fernando**

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT :

The COVID-19 pandemic is responsible for a health crisis and, at the same time, for a sharp drop in activities of economic sustainability, particularly in tourism and Hotel management, and has consequences in most countries that are still difficult to measure. The objective of this research is to identify restaurant entrepreneurs' perceptions about the future, government measures, strategies they will apply, and lessons learned for the future after the mandatory lockdown of restaurants and hospitality establishments related to pandemics. The framework was developed through content analysis with line-by-line coding applied through primary data based on convenience sampling with the help of questionnaires collected from area within the Thoothukudi restaurant holders , Hotel entrepreneurs , suppliers , cleaners chef , and other employees working in the restaurants . The results reveal the existence of common concerns to all employers and employees working in the restaurant business for the post-pandemic period, about the measures that the governments should implement, and about the strategies and lessons learned for the future. Resilience in face of the future, fear of a lack of appropriate government measures, strategies designed for markets with greater immediate availability, and the creation of working capital are visible concerns in the restaurant business. Wastages of food and raw materials leads to loss of capital amount as well as profit, and fear of infection and rapid spread of virus transmission leads to shutdown of restaurants business.

Keywords: restaurant business; Corona virus ; Social Distancing ; foodborne bacteria and viruses .

INTRODUCTION:

Infectious diseases are still challenging in last decades. After the outbreaks of SARS in China on 2002, Ebola in West Africa and MERS in 2015, the beginning of 2020 was marked by a novel coronavirus (COVID-19) outbreak (WHO 2020). The virus SARS-CoV-2 that causes COVID-19 seems to be spreading mainly from person to person, easily and sustainably, leading to the respiratory illness, and deaths of older adults and people of any age who have serious underlying medical conditions (CDC 2020). In less than 3 months, after the first confirmed case in Wuhan, China (December 2019), COVID-19 has been spreading rapidly across the world, spiraling into pandemic affecting 210 countries and claiming more than 100,000 lives (WHO 2020). Because of the absence of specific vaccines or treatments for COVID-19, many countries like Tunisia have chosen a lockdown strategy to stop the spread and to protect their populations. This approach aims to reverse epidemic growth, reducing case numbers to low levels by social distancing the entire population, closing schools and universities and halting all non-essential economic activities (CDC 2020). In 3 months, one third of humanity was under COVID-19 lockdown. During lockdown, people are urged to stay at home and to go out only to meet the most urgent needs like buying food. Therefore, COVID-19 caused a drop in household consumption and a shift in their life and spending habits (Criteo Coronavirus Survey 2020). It is interesting to consider these changes in people's behaviours in the longer term. On the other hand, lockdown has led to a decrease in energy and material utilization. The European Environment Agency (EEA) has reported decreasing amounts of air pollutant concentrations, largely due to reduced traffic and other activities, especially in major cities under lockdown measures (EAA 2020). Interestingly, COVID-19 could accidentally contribute to progress toward meeting several Sustainable Development Goals (United Nations SDG 2015–2030), and in particular of SDG 2 (End Hunger) and SDG 12 (Ensure sustainable consumption and production patterns), including the target to halve per capita food waste at the consumer level by 2030. According to the United Nations Food and Agriculture Organization, food waste can be defined as a decrease in

the quantity of edible food resulting from decisions and actions by retailers, food service providers and consumers (FAO 2011). This created a drastic change and effect on Hotels and Restaurant business.

STATEMENT OF THE PROBLEM :

Now-a-days foods are available at the door step due to the increase of online food delivery business. Mostly there is loss of frequent supply of food during this restricted Covid-19 period. There is a struggle to open the restaurants regularly during this lockdown and this may lead to loss of regular customers.

There are also other problems faced by the Restaurants during this Covid-19 lockdown such as increase in price of food materials. There was a lack of Raw material supply ,due to delay in delivery of raw material and lack of transport availability. The restaurants struggled a lot from problems such as excess in wastage of food, increase in price of raw materials and electricity bill , non availability and procurement of low quality food products and raw materials. And in turn these reasons lead to increase in loss of profit. There may be loss of profit, sales and loss of raw materials and it is these factors which lead to shutdown of entire restaurant business.

OBJECTIVES OF THE STUDY :
- To study the socio-environmental conditions, cleanliness and ventilation facilities available in the Restaurants.
- To study the business operations of restaurants during covid-19 pandemic.
- To study the difficulties faced and losses incurred in running the restaurants during covid-19 period.

REVIEW OF LITERATURE :

Elena ., (2020) – In her study,found that challenges have affected every stake holder in hotel industries, owing to travel bans and social distancing norms during the pandemic. There has been a decline in tourist willingness and access to travel . This has led tourists to cancel travel plans and hotel bookings, which has eventually affected the jobs and income security of hotel employees. The consequential shortage of labourers and cash has led to the postponement of hotel renovation projects , and standby of the expansion projects of domestic hotel groups.

Lanjing (2020) – Pointed out that many hotel owners ,especially individuals hotel owners, have temporarily shutdown or transferred their properties during the lockdown . This scenario has led to a sharp decline in the market value of stocks in the hotel sectors.

Zhang et al (2020) – In his study on 498 hotels revealed that the overall occ(occupancy) dropped by 89% in 2-weeks between January-14 and 28 and subsequently remained at around 10% until the end of February. In major cities , hotels revenue per available rooms (RevPAR) declined by over 85% year-over-year(YOY) in February.

CONSTRUCTIONS OF TOOLS :

The project materials have been collected through the source of Primary and Secondary Data ; Primary data was collected from various restaurant holders through structured questionnaire and discussions with owners , labourers and suppliers who work in the restaurants and apart from the primary data, secondary data was collected through text books , journals , reports , newspapers and websites .

Statistical Tools Used:
- Percentage Analysis
- Garrett Ranking
- Likert's scaling technique

Sampling Design :

The data collected are original in nature . The sample design consisting of 80 respondents who are holding and working in the hotels and restaurants business were selected. The sample design is selected by adopting convenience sampling techniques. The questionnaire were distributed to collect primary data .

Table 1.1
Response Regarding Business Operation of Restaurants During Lockdown

Business operation	No. of. Respondents	Percentage (%)
Daily	31	38.2
Alternate Days	49	61.8
TOTAL	80	100

INFERENCE :

The above table-1.1 reveals that 61.8 % of the respondents had their restaurant business on alternate days while 38.2% of the respondents opened their restaurants and made their sales on alternate days during COVID-19 pandemic period

Thus a major proportion (61.8%) of the restaurants had their business operation on alternate days only.

Table 1.2
Reason for Repeated Visits by Consumers (Likert Scale)
SA-Strongly Agree ; A-Agree ; N-Neutral ; DA-Disagree ; SDA-Strongly Dis Agree

INFERENCE :

REASON	SA	A	N	DA	SDA	TOTAL	PERCENTAGE	RANK
Reduced Price	170	156	33	12	0	371	4.63	II
Quality of Food	265	96	9	6	0	376	4.7	I
Quantity of Food	180	100	60	4	0	344	4.3	V
Taste and variety	210	128	21	8	0	367	4.58	III
Neat and Hygienic Supply	270	64	18	6	3	361	4.51	IV

From the above table-1.2 it clearly indicates that the respondents were asked to rate the features which influenced customers to make repeated visits to their restaurant during lockdown , From the above table , it is clearly shown that respondents have rated Quality of food as their First choice , Reduced price falls next , Taste and Variety gets the Third place , Neat and Hygienic supply is ranked Fourth and Quantity of food is placed at the end with Fifth rank.

Hence it is clear from above table that Quality of Food influenced consumers to visit the restaurant repeatedly even during the lockdown .

Table-1.3
Problems Faced by the Restaurants during Covid-19

Difficulty faced	No.of.Respondents	Percentage(%)
High price of raw materials	19	23.8
Lack of raw materials	18	22.5
Delay in delivery of raw materials	19	23.7
Low quality of raw materials	8	10
Non-Availability of employees	12	15
Wastage of food	4	5
TOTAL	80	100

INFERENCE :

The abovetable-1.3 reveals that 23.8% of the respondents say that the problems they faced are high price of raw material and delay in delivery of raw materials, for 22.5% of the respondents problem occurred due to lack of raw materials , for 15% of the respondents problem occurred due to non-availability of employees , for 10% of the respondents the problem was supply of low quality of raw material while for 5% of the respondents the problem occurred was wastage of food .

Thus, the major problems faced by the restaurant during COVID-19 situation is high price of raw material and delay in delivery of raw materials (23.8%) and lack of raw materials (22.5%)

Table-1.4 Sales Promotional Activity During Lockdown

Sales Promotional Activity	No. of. Respondents	Percentage (%)
Discount in prices	29	36.3
Instant & fast supply of food	18	22.5
Door delivery	33	41.3
TOTAL	80	100

INFERENCE :

The above table-1.4, reflects the increase in sales due toimplementation of sales promotional activities. It is found that 36.3% of the respondents offered discount in prices,22.5% offered instant and fast supply of food, while Door delivery was the sales promotional activity undertaken by 41.3% of the respondents during the pandemic situation, to increase the sale and profit .

Thus , for majority of the restaurants Door delivery (ie.,41.3%) was the major sales promotional tool to increase the sales during the pandemic .

Table-1.5
Financial Issues Faced by Restaurants

Financial issues	No. of. Respondents	Percentage (%)
Non-availability of cash	12	15
Not enough capital	12	15
Delay in payment of raw materials	32	40
Delay in payment of transport charges	15	18.8
Loss of profit	9	11.3
TOTAL	80	100

INFERENCE :

The above table-1.5 shows that 15% of the respondents feel that there is non-availability of cash and not enough capital , 40% of the respondents have faced the problem of delay in payment of raw materials , 19% of them faced the problem of delay in payment of transport charges , while 11% of the respondents have faced loss of profit during the lockdown .

Thus a major proportion of the respondents (ie., 40%) have faced financial issue of delay in payment of raw material .

Table-1.6
Struggles And Difficulties Faced By Restaurants During Lockdown

Struggles & Difficulties	No. of . respondents	Percentage(%)
Lack of (COVID-19)awareness among labourers	18	22.5
Lack of social distancing among labourers	36	45
Unsold & wastage of food & raw materials	26	32.5
TOTAL	80	100

INFERENCE :

The abovetable-1.6, indicates the struggles and difficulties faced by restaurants during the lockdown period. It is found that 22.5% of the restaurants faced the problem of lack of (COVID-19) awareness among labourers , 45% of the restaurants say they faced the problem of lack of social distancing among labourers , while 32.5% of the restaurants had to face the problem of unsold food or wastage of food and raw materials .

Thus a major proportion of the restaurants (ie.,45%) faced the difficulty of lack of Social-distancing among their labourers during lockdown .

Table-1.7 Motivation To Run The Restaurant During Pandemic

Motivating Factor	No. of. Respondents	Percentage (%)
To retain regular customers	22	27.5
To sustain the living standard of labourers	15	18.8
To provide quality food at reasonable prices	24	30
To give employment opportunities to labourers	13	16.2
To gain profit	6	7.5
TOTAL	80	100

INFERENCE :

From the above table-1.7 it is clear that 27.5% of the respondents were motivated to run the business in order to retain the regular customers , 18.8% to sustain the living standard of labourers , 30% to provide quality food at reasonable price , 16.2% to give employment opportunities to labourers and 7.5% to gain profit .

Thus it is clear that a major proportion of the restaurant holders opened their restaurants during lockdown (ie.,30%) to provide quality food at reasonable prices , and to retain regular customers (ie.,27.5%).

Table-1.8

Reason for continuing the Restaurant Business even during pandemic (Garrett Ranking)

Particulars	I	II	III	IV	Total Score	Total Respondents	Percentage Mean score(%)	Rank
To earn profit	2304	1120	774	270	4468	80	55.85	**I**
To give employment to workers	1440	1680	989	189	4298	80	53.725	**III**
To maintain goodwill of consumers	2160	1176	817	270	4423	80	55.287	**II**
To retain regular customers	2304	728	645	540	4217	80	52.712	**IV**
TOTAL					17406			

INFERENCE :

The above table-1.8 depicts that ranking of reason for continuing the business activities during pandemic using Garrett ranking method. The respondents have indicated that earning profit was their top priority and is ranked first , followed by reason "to maintain goodwill of consumers" , "to give employment to workers" , and lastly "to retain regular customers".

Hence it is clear from above table that the main reason to continue the restaurant even during pandemic is to earn profit .

FINDINGS :

The result of this study is being made by an analysis of data collected through the Structured questionnaire . The followings are the Findings of the study :

➢ Around 2/3rd majority of the restaurant (61.3%) were opened daily even during COVID-19 lockdown.

➢ From the TABLE-3.9-REASON FOR REPEATED VISITS BY CONSUMERS (LIKERT SCALING) it is clear that Quality of Food influenced consumers to visit the restaurant repeatedly even during the lockdown .

➢ Major problems faced by the restaurants during COVID-19 lockdown situations were high price of raw materials , delay in delivery of raw materials (23.8%) and lack of raw materials(22.5%) .

➢ From the Table-3.14-REASON FOR CONTINUING THE RESTAURANT BUSINESS EVEN DURING PANDEMIC (GARRETT RANKING) – The main reason to continue the restaurant even during pandemic is to earn profit .

➢ Around 1/3rd majority of the Restaurant promote their sales by undertaking Door delivery (41.3%) was their Sales Promotional activity.

➢ Around 1/3rd majority of the Financial issues faced repeatedly by the Restaurant was delay in payment of raw materials (40%).

➢ Around 1/3rd majority of the restaurant struggled and faced lot of difficulties due to (45%) lack of social distancing among labourers.

➢ Around 1/3rd majority of the restaurant were motivated to open and run their business, to provide quality food at reasonable prices (30%).

SUGGESTIONS :

- ❖ Compensation may be provided by the government for the small restaurants during lockdown for their upliftment.
- ❖ Arrangements could be made to facilitate payments through debit or credit card.
- ❖ Support and subsidy may be provided for upliftment of Small Scale Business units such as Restaurants during Covid-19 lockdown period.
- ❖ Steps to be taken to satisfy the need to provide employment opportunities to all the workers who are employed in the restaurant, on alternate days to support them financially.
- ❖ More safety and precaution measures should be taken up by restaurants to protect from the COVID-19 virus spread and to provide quality food at reasonable price to consumers even during pandemic to retain consumers and to sustain the business.
- ❖ Practice of maintaining social distance among employees within the restaurant while working should be insisted.
- ❖ Regular pay may be given to all the workers working in the restaurant even during pandemic .
- ❖ To follow the rules and regulations provided by the Government and provide healthy and hygienic food to every consumers.
- ❖ Full sanitation of Restaurant, hygienic food preparation , safe handling and hygienic package of foods leads to safe distribution of food and in turn it increases the profit .

CONCLUSION :

The COVID-19 outbreak has brought down the total commerce and every industrial and business units to a stagnant situation and has lead to loss of profit and revenue for a continuous period . No one knows how long this situation will last. Some are hoping that warm weather will slow the virus' spread and let health officials get a hold of the situation. The only thing we know is that it's going to get worse before it gets better. The corona virus pandemic is a worldwide crisis, unprecedented in living memory. Not one expert or government official knows how long it will last, nor what the ultimate economic damage will be. All we can forecast now is that if people become scared to gather in groups, the scars on both the economy and the society will last a very long time. One can use this economic slowdown as an opportunity to build real relationships. The restaurant is in the business of selling experiences - human experiences and connections that transcend food or finances. The coronavirus is a peculiar crisis in that it deprives us of the one thing that helps people adapt to crisis towards each other. The restaurant can be the place where people come to get that connection back. **"Stay safe, Stay connected".** Thus this study is observed and evaluated through proper primary data collection through structured questionnaire that how the present scenario of hotels and restaurant business have overcome the challenges they have come across in their day to day business life in the competitive markets .

Thus , even during the pandemic and COVID-19 lockdown situation the restaurants have tried to open and run their business to sustain the living standard of employees and to retain their regular customers and also they continue their business to earn profit to live life ahead .

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A STUDY ON YOUNGSTERS PREFERENCE TOWARDS LAKME PRODUCT IN THOOTHUKUDI

B. Jasmine, *O. Sony Fernando

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT:

The present study highlights" a study on youngsters preference towards lakme product" lakme is the Indian women's beauty sutra" inspiring expression of her unique beauty and sensuality. Lakme brings expert products and services that are borne out of true understanding of the needs of the youngster's. They help the youngster's in expression of her best self-sensual, original, expressive, alive and intuitive. Lakme inspires her to unleash the potency of her femininity, beauty and sensuality. It also tries to find out who its competitors are and what are the various products of lakme used by the customers. The primary data was collected by circulating the questionnaire to the respondents through google forms. The secondary data were obtained from various scholarly journals.

INTROUDUCTION:

Within a short span of the last 2015 to 2020 years, the use of cosmetics by Indian consumers has increased significantly. With more and woman and men taking greater interest in personal grooming increasing disposable incomes, changing life styles, influence of satellite television and the opening up of the market to foreign companies, many of the world 's popular cosmetics brands entered the Indian market in the early and mid-nineties and some more have set their sights on India. The cosmetics and personal care industry has been growing at an average rate of 20% for the last few years. The growing Indian cosmetics market offers promising prospectus for beauty care products in India

REVIEW OF LITERATURE:

Syed Kazim and D. G. Kantharaj (2015): In there study entitled Impact of Advertisements Towards Customer Purchase Decision: A Study with reference to Cosmetic Products. In the last Two decades, advertising has increased dramatically change. Advertising has a major impact on customers' purchasing decisions for specific brands. It is generally accepted that advertising can give a product or service special features that would otherwise be lacking. The study focuses on identifying the impact of advertising on the behaviour and attitudes of consumers, especially   cosmetics, among young people aged 15 to 24 years. To find answers to the research problem, a descriptive search mode was used. The information was collected from primary and secondary sources. The study was conducted in Bangalore with a sample of 100 people, focusing on the random sampling method for adolescents. The collected data were analyses by SPSS using various statistical techniques. The study then showed that there is a close relationship between cosmetics advertising and the buying decision of the customers. The result of the study would help the various stakeholders to exercise caution.

S. Bagiyalakshmi and S. Saranya (2017): In his study entitled, "a study on cosmetics usage of girls". The purpose of the study is to find cosmetic usage of girls and the most popular products are coloured cosmetics, of which nail polish, lipsticks and shine are the largest number of products in the entire Indian cosmetics and toiletries market. Popular local brands in the region include Lakme and Revlon. This study has made a serious attempt to study the behaviour of teenage girls in the use of cosmetics. A sample of 100 girls was examined and their data collected. The samples for the study are selected systematically. The study uses statistical techniques such as percent analysis and Chi-

square test. In addition, a study may also be conducted to identify differences in the use of cosmetics by female students of the arts and sciences, engineering and other professional academy students. The behaviour of workers in cosmetics can also be studied

STATEMENT OF THE PROBLEM:

Today's world is changing rapidly either economically, technologically or politically due to the globalization. It has become difficult for any type of company to sustain in the market. And to face the challenge fulfill the needs and wants of the customer and at the same time increase market share.

A special emphasis is made on lakme cosmetics to uncover impact effectiveness and Efficiency of lakme cosmetics. This research studies youngsters preferences towards lakme Product.

OBJECTIVES OF THE STUDY

- To identify the factor that influence youngsters to purchase lakme products.
- To identify the buying behaviours of youngsters towards lakme products.
- To determine the price factor in buying lakme products.
- To study the satisfaction level of youngsters in using the lakme products.
- To find out the innovative strategy of lakme products.

RESEARCH METHODOLOGY:

This is an explanatory study on woman preference towards lakme beauty products. Both descriptive and analytical methods have been to explore the linkages on the status of lakme Beauty products. The presentation is based on both primary and secondary data.

ANALYSIS AND INTERPRETATION

1. **What is your age from**

AGE	NO. OF RESPONDENTS	PERCENTAGE
18-20	38	48
20-22	28	35
22-24	14	17
TOTAL	80	100

INTERPERETATION:

From the above table, it is revealed that 48% of the respondents are from the age group between 18-20,48% of the respondents are from the age group of 20-22 and 35% of the respondents are between the age group of 22-24. 17% that is majority (48%) of the respondents are between the age group of 18-20.

2.**How often do you use lakme product**

USE OF LAKME PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
Daily	22	28
Rarely	28	35
Frequently	16	20
Often	14	17
Total	**80**	**100**

INTERPERETATION:

From the above table, it is revealed 35% of the respondents use lakme products rarely, 28% of the respondents use them daily, 20% of the respondents use lakme products frequently and 17% of the respondents use lakme products often.

3. **Which factor influence you the most while choosing the lakme product**

FACTORS INFLUENCE LAKME	NO. OF	PERCENTAGE

PRODUCT	RESPONDENTS	
Advertisement	23	28
Friends	42	52
Personal experience	12	15
Social media	03	05
TOTAL	**80**	**100**

INTERPERETATION:

From the above table, it is revealed that 52% of the respondents are influenced by their

friends to use Lakme products, 28% of the respondents say that advertisement influence them to buy Lakme products, 15 % of the respondents say that personal experience is the factor that influence their purchase decision and 5% of the respondents say that social media influence them to buy Lakme products. Thus majority(52%) of the respondents are influenced by their friends to use Lakme products.

4 .Influential factor towards the purchase of product

SATISFACTION LEVEL	S.A	A	N	D.A	S.D	TOTAL	PERCENTAGE	RANK
NECESSITY	80	128	78	8	2	296	3.7	II
STATUS SYMBOL	55	140	63	18	4	280	3.5	III
COMFORT	100	124	60	8	5	297	3.8	I
REASONABLE PRICE	65	80	78	26	8	257	3.2	IV
QUALITY	80	104	48	14	5	251	3.1	V
BRAND NAME	80	76	66	12	7	241	3	VI

INTERPRETATION

From the above it is revealed that I rank is given to comfort, II rank is assigned for necessity, III rank for status symbol, lV rank for reasonable price. V rank of the respondents for quality, Vl rank for brand name towards the purchase of the products.

FINDINGS:
- ❖ It is analyzed that 90% of the respondents are student.
- ❖ It is evident from the analysis 45% of the respondents are in the age group of 18-20.
- ❖ Majority 65% of the respondents monthly income is below 15,000.
- ❖ It is found that 48% of the respondents use lakme products rarely.
- ❖ Majority 35% of the respondents are using lakme products rarely.
- ❖ Majority 76% of the respondents feel that lakme products are affordable.
- ❖ Majority 52% of the respondents are friends.
- ❖ The study reveals that 59% of the respondents spend on lakme products are below Rs.250.
- ❖ Majority 41% of the respondents are shopping lakme product in hyper market.
- ❖ Majority 49% of the respondents are using lakme products less than a year.
- ❖ The study reveals that 40% of the respondents durability for lakme products with more varieties.
- ❖ Majority 65% of the respondents feel that purchase of lakme product has increase due to price.
- ❖ The study reveals that 46% of the respondents favourite lakme product is Kajal.

- ❖ The study reveals that 37% of the respondents get chance for experimenting the product of neutral.
- ❖ Majority 54% of the respondents are using lakme product sometimes.
- ❖ Majority 37% of the respondents suitable lakme products for skin is peach milk.
- ❖ Majority 61% of the respondents feeling about comparison of lakme products with other products are satisfied.
- ❖ Majority 73% of the respondents period of availing of offer is during festival.
- ❖ Majority 70% of the respondents budget suits the price of the product.
- ❖ The study reveals that 81% of the respondents opined advertisement attracts new customers for lakme.
- ❖ Majority 76% of the respondents are purchasing right product at right choice.
- ❖ Majority 81% of the respondents opt online purchasing of lakme products as they feel safe and convenient.
- ❖ The study reveals that 50% of the respondents opinion about price level of lakme product is high.
- ❖ Majority 76% of the respondents prefer discount policy.
- ❖ Hence it is inferred from the ranking that majority of the respondents have choosen comfort which has been given 1st rank with the highest average score of 3.8.
- ❖ Hence it is inferred from the ranking that majority of the respondents have choose price which has been given 1st rank which the highest average score 52.

SUGGESIONS:

Brand preference studies reveal that comparatively there is more preference for lakme among consumers so in order to attract and maintain their consumers, Advertising programs should be intensified.

Perception of the consumer is changing rapidly. They seek new benefits and values in their preferred brand. Morever, consumer likes to have brand at low rate. So lakme should insert it so as to meet the changing preference of the consumer.

Lakme is the market leader in make-up products. Most of the consumers are brand loyal. They should be treated as intangible assets. Lakme should ever strive to satisfy them.

Target supply must be properly fulfilled so the need of the customer satisfied.

The lakme company and dealers should develop its marketing information system up to data information of competitors policy, price and product, target market, so that the company can know it's strength and weaknesses.

The general perception is that company-owned salons are expensive, though lakme beauty priced, it has not been communicated well enough.

CONCLUSION:

Lakme cosmetics are primarily used to enhance the teenager's facial beauty. Most of the people use cosmetics for making themselves attractive before the opposite sex. Cosmetic products are perfect solution for beauty and for those who have sensitive skin. Nit improves ones appearance and glow. This study ensures that they get the right product and do not get fascinated by any fake products.

The study highlights the teenager's preference to lakme products, as lakme is a company which has a high focus on its brand image by taking certain strategic steps to attract the . The competition with the international youngsters brands like grainier, L'Oreal stands secondary when compared of lakme. The local markets of the cosmetics cerates image and awareness among the youngsters and emphasize on the quality factors.

➢   The overall quality of the lakme can be improved by effective advertisements which increase the product preference between the youngsters.

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PERCEPTION AND ATTITUDE OF GENERAL PUBLIC TOWARDS AYUSH PRODUCTS IN LIFESTYLE MODIFICATION AT THOOTHUKUDI CITY

S. Carlin, *S.Bulomine Regi

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

Health is considered as the most precious wealth. Hence everyone wants to take care of one's health at all costs. Traditionally, people in India made use of natural elements to cure various diseases. With the arrival of English medicine, some of these ancient medical methods have been abandoned. Today, there is a revival of traditional medicine because people are conscious of their many long-term benefits. AYUSH products belong to these traditional natural ways of taking care of one's health. This project studies the perception and attitude of the general public in Thoothukudi City towards the AYUSH products. It is both analytical and descriptive in nature. Through an online questionnaire with objectives questions and affirmations, the study highlights the major factors that determine people's preference for Ayush products, namely, the immediate availability, long-term effects, holistic immune system, standard of quality control, specialised cure, price, and ideological conflicts.

KEY WORDS

Ayush products, Indian traditional medicine, perception of natural cure

INTRODUCTION

People want to live a happy life, which includes first and foremost enjoying good health. For many centuries, Indians relied on local medicine made up of natural elements and ancient curing methods. Even though allopathic medicine is easily available everywhere, there is an increased awareness about the long-term benefits of using traditional medicines. In the era of Covid-19, many people are looking for immediate, easy and truly beneficial medicine that would improve their general immune system. In this context, AYUSH products have earned the attention of the present generation. The overall effects of Ayush products have been scientifically compared with other medicines. Because of their many advantages, many people in India and abroad begin to use local medicine. Their benefits have been scientifically studied and the results have been published in the international literature. The Indian economy is set to receive a momentous boost because of the global awareness of these alternative medicines.

To understand more accurately the use of Ayush products in the City of Thoothukudi, an online questionnaire was formulated, taking into consideration various factors that make people choose these products. The present study has examined the people's awareness, preferences, and evaluations of Ayush products. Many frequent users notice significant differences between traditional and modern medicines. The holistic and long-term effects are important factors that determine people's choice. The positive experience of friends and family members contributes to an increase in their use. The advertisement of these products too plays an important role in influencing people's choice.

STATEMENT OF THE PROBLEM

Nowadays Ayurvedic medicine and treatment have become very popular among the public.

Traditional alternative medicine seems to have many long-term benefits and are found to be useful for improving the general immune system.

However, many unfavourable factors have become major obstacles to their use such as lack of proper information, heavy competition, lack of health centres, faith in its true efficiency, fear of loss and conflict of interests, the standard of medical care, lack of investment in capturing market etc. Under these circumstances, it may not be able to run successfully for a long time. Hence, this study is conducted on perception and attitude towards AYUSH in lifestyle modification among the general public.

OBJECTIVES OF THE STUDY

The following are the objectives focused in this study:

- ➢ To study the growth and popularity of the origin of AYUSH in India.
- ➢ To know the usage and benefits of AYUSH products in lifestyle Modification.
- ➢ To identify the difficulties faced by the general public due to the usage of AYUSH product.
- ➢ To understand the perception of individuals towards AYUSH Product in the lifestyle Modification.
- ➢ To analyse the attitude of individuals towards AYUSH Products in the Lifestyle Modification

METHODOLOGY

was made available online to the general public of Thoothukudi City. It contains direct and objective questions and affirmations. The respondents had to answer them just by clicking the appropriate reply. The questionnaire had the objective of finding out the customers' perceptions and attitudes towards AYUSH products. It intended to elicit awareness about these products in general. Hence the questions were related to factors such as sources of knowledge, availability of products, preferences compared to similar medicines, frequency, cost advantages, side-effects, long-term benefits, trust in the local medicine, and quality control.

FINDINGS

Following are the findings with regard to the "Perception and attitude of general public towards Ayush products in lifestyle modification at Thoothukudi City":

- ➢ Majority of the respondents are male
- ➢ Majority of the respondents are from the age group of 21 to 30
- ➢ Major proportion (46.4) of the respondents are graduate
- ➢ Around 2/3rd majority (63.2%) of the respondents are unmarried
- ➢ Around 2/3 majority (63.2%) of the respondents belong to nuclear family
- ➢ 2/3 majority of the respondents have upto 4.5 members in their family
- ➢ Major proportion of the respondents (ie, 38.4%) earn monthly income upto ₹15000.
- ➢ Major proportion (45.6%) of the respondents live and resides in the urban area
- ➢ Half the majority (i.e., 48.8%) of the respondents are using Ayush products for only less than 1 years
- ➢ Around 1/2 the majority of the respondents (47.2%) have said that it took around months to cure the problems while using Ayush product
- ➢ Around 3/4 majority of the respondents (74.4%) have said that there are no side effects while using Ayush products
- ➢ Around 3/4 majority of the respondents revealed and said that there are some differences between Ayush products and Allopathy medicine
- ➢ Around 3/4 majority of the respondents (ie, 28.8+ 23.2 +24.8%) said that using Ayush products give natural feel clear skin and there are no side effects while using Ayush
- ➢ Around 2/3rd majority (68.8%) of the respondents said that their family members were using

Ayush products.

➢ Around 50% (or) half 1/2 the majority (ie, 44%) of the respondents are benefited by getting improvement in blood circulation
➢ Around 2/3rd majority (68%) Ayush products are available in all shops
➢ Around 50% of the respondents (24+24) purchase Ayush products from online shops and pharmacy
➢ 3/4th majority (13.2+41.6=84.8%) of the respondents spent ₹250-₹500 per month for buying Ayush products.

SUGGESTIONS

➢ AYUSH should try to advertise and communicate its products through various media that people use daily.
➢ Create awareness among consumers in attractive ways to induce the purchase and use of Ayurvedic.
➢ The comfort and safety level of AYUSH products should be constantly monitored.
➢ The quality of products should be constantly improved to increase the sale of AYUSH products.
➢ Always highlight the extra benefits of purchasing AYUSH products since the customers look for such an advantage.
➢ Attention should be given to the price because customers demand more quality products at reasonable and affordable price.
➢ Try to create awareness about AYUSH products through social media and increase the sale through online shopping.
➢ Try to instil in the mind of the customers the immediate as well as long-term benefits of using more traditional and natural medicinal products to capture the attention of customers.
➢ Make available the AYUSH products in each and every corner to spread its market all over the world.
➢ Constantly study and understand the needs and wants of the public and general consumers and try to produce the AYUSH products accordingly.

CONCLUSION

The development of guidelines for methodology in Ayurveda requires a huge professional work both by academicians and practitioners who must have the necessary knowledge and motivation for this task. Otherwise, Ayurveda will gradually lose its identity and will become a history of medicine. Hence, there is an urgent need to design advanced research methodology for the validation of Ayurvedic fundamentals as well as its treatments. There is The present study is analytical and descriptive in nature. A questionnaire on AYUSH products was formulated and

a huge difference in the

approach of allopathic and Ayurvedic medicines. Ayurveda has evolved as a holistic system having an understanding of physiology enabling it to maintain and restore health with a few side effects and will focus rather on health, while allopathy whose analytic understanding of physiology leads mainly to suppression of symptoms with many side effects. Similarly, there is a great contribution of allopathy in the fields of emergency medicine, diagnostic techniques, and surgery where the existing practice of Ayurveda cannot compete. Thus, both systems have to complement each other for the benefit of ailing. Ayurveda requires more researches in the areas of fundamental principles and diagnostic tools in place of drug research. In the present scenario, the research methodology of Ayurveda is not good enough, which needs further advancements in the development and promotion of Ayurveda in the future.

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A STUDY ON CONSUMERS PREFERENCE TOWARDS HOMEMADE CHOCOLATE IN THOOTHUKUDI

A.Pavithra, [*]P. Banumathi

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

The aim of the study is to explore the consumer's preference towards Homemade Chocolate. Homemade Chocolate plays an important role in people's life to protect them against various health issues. A convenience sampling of 75 respondents were surveyed at Thoothukudi. Chocolate production is a complex process during which numerous chemical reactions occur. The price of cocoa has generated concern in small farmers dedicated to the cultivation of thus fruit which has led to the search of ventures that contribute the family economically. The objective of this work to make known the interest of the farmers to produce handmade chocolate. Homemade chocolate have the following types as Milk chocolate, Dark chocolate, White chocolate, Ruby Chocolate, Unsweetened chocolate and Semi-sweet chocolate etc. The study found that consumers have positive attitudes to Homemade Chocolate products but necessary initiative should be taken to make consumers satisfaction.

Key words: Consumer preference, Cocoa and Homemade Chocolate

INTRODUCTION

We can love something without knowing exactly what it is. This also applies in chocolate. Millions of people are very fond of it, but only a few have any idea where chocolate come from, how it is made, or that it even has its own history. However, a little knowledge of our subject can lead to even greater pleasure.

After we have read this article we can regard our self as an expert on chocolate. We will "taste" a bar of chocolate in a quiet a different way than before. Perhaps we will think, now and then of the remarkable story and the vast amount of labour and intensive genius, which lies behind this delightful delicacy.

Chocolate is a typically sweet, usually brown, food preparation of Theobroma cacao seeds, roasted and ground often flavoured, as with vanilla. It is made in the form of a liquid, paste or in a block or used as a flavouring ingredient in other sweet foods. Cacao has been cultivated by many cultures for at least three millennia in Mesoamerica. The earliest evidence of the use traces to the Mokaya (Mexico and Guatemala), with evidence of chocolate beverages during back to 1900 BC.

The taste of chocolates travels long from bitter tasted extract of cacao beans liquid drink to sweet milk chocolate bar.

Chocolate has become one of the most popular food types and flavours in the world, and a vast number of foodstuffs involving chocolate have been created. Chocolate chip cookies have become very common, and very popular, in most parts of Europe and North America. Gifts of chocolate moulded into different shapes have become traditional on certain holidays. Chocolate is also used in cold and hot beverages such as chocolate milk and hot milk. Chocolatiers use the finished covertures chocolate to make chocolate candy bars, truffles and other desert items. The first chocolate was drunk instead of eaten and was served only o the higher nobles and clergy of the Mesoamerican age. Both the Aztecs and Mayans created sweet and bitter drinks by mixing the ground powder with water. Chocolate liquor (smooth liquid chocolate) is blended in different quantities with cocoa butter with different types of chocolate.

Chocolate is a preparation of roasted and ground cacao seeds that is made in the form of a liquid, paste, or in a block, which may also be used as a flavouring ingredient in other foods. Once the cocoa mass is liquefied by heating, it is called chocolate liquor. The liquor may also be cooled and processed into its two components: cocoa solids and cocoa butter. Baking chocolate, also called bitter chocolate, contains cocoa solids and cocoa butter in varying proportions, without any added sugar. Powdered baking cocoa, which contains more fibre than cocoa butter, can be processed with alkali to produce Dutch cocoa. Much of the chocolate consumed today is in the form of sweet chocolate, a combination of cocoa solids, cocoa butter or added vegetable oils, and sugar. Milk chocolate is sweet chocolate that additionally contains milk powder or condensed milk. White chocolate contains cocoa butter, sugar, and milk, but no cocoa solids.

Chocolate is one of the most popular food types and flavours in the world, and many food stuffs involving chocolate exist, particularly desserts, including cakes, pudding, mousse, chocolate brownies, and chocolate chip cookies. Many candies are filled with or coated with sweetened chocolate. Chocolate bars, either made of solid chocolate or other ingredients coated in chocolate, are eaten as snacks Chocolate is also used in cold and hot beverages, such as chocolate milk and hot chocolate, and in some alcoholic drinks.

REVIEW OF LITERATURE

Francene M. Steinberg Monica M. Bearden and Carl L.Keen (2003) Journal of America Dietetic Assistant about chocolate flavonoids and cardiovascular heal they looked at an exhaustive list of the components of chocolate and how each they may contribute to health. They admit that while it is clear that a high intake of fruits and vegetables (full of antioxidants) leads to lower risk of cardiovascular disease it is hypothetical that this such as chocolate, tea or wine which all contains antioxidants also leads to lower cardiovascular disease. Chocolate has more flavonoids because it has a higher concentration of cocoa liquor than milk chocolate thus it can be inferred that the author adjust react that chocolate with more flavonoids has more cardiovascular benefit than milk chocolate. They conclude their article by saying that daily intake of flavonoids, whether in chocolate or other foods to lower the risk of cardiovascular disease cannot be made at this time.

Stephen Beckeltt (2004) The Science of Chocolate identified the major substance found in chocolate to be the methylanthines known as theobromine and caffeine, anadamides, polyphenois and flavonoids. Theobromine a relative of the more commonly known substance caffeine is a mild stimulus believed to hold addictive aphrodisiac and myocardial

STATEMENT OF THE PROBLEM

The study attempted to find the choice of Homemade chocolate in Tuticorin. The study was to seek the profile and eating habits of Homemade chocolates. Now a day there is a huge increase in the range of chocolates and there is number of chocolate consumer has increased to a large extent, so there is a great demand for chocolates. This has led a great competition among the companies. Therefore a study is conducted to find out the consumer preference towards homemade chocolate.stimulating qualities.

OBJECTIVES

1. To analyse the factors affecting the consumers to buy Homemade chocolates.
2. To identify the consumer satisfaction level associated with the chocolate.
3. To study about the different types of Homemade chocolate.

CONSTRUCTION OF TOOLS

The researcher had a group discussion with a Homemade Chocolate customer. A questionnaire is used to elicit information from chocolate consumers. Based on discussion a questionnaire was prepared. Then it was pretested and necessary changes were incorporated. A copy of questionnaire is appended.

SAMPLING DESIGN

The data collected are original in nature. By adopting convenience sampling method respondents were selected and the questionnaires were distributed among them to elicit primary data.

PERSONS INFLUENCES TO BUY HOMEMADE CHOCOLATE

Group	No. of respondents	Percentage (%)
Through friends	30	40
Through family	25	33
Through relatives	12	16
Others	8	11
Total	75	100

Source Primary data

Inference

The above table clearly indicates that 40 percent of the respondents are influenced to buy chocolate through friends, 33 percent of them are family, 16 percent of them are relatives and 11 percent of them are through others.

Thus majority, i.e. 40 percent of the respondents are influenced to buy chocolate through friends.

EATING CHOCOLATE AFTER MEAL

Opinion	No. of respondents	Percentage (%)
Yes	59	79
No	16	21
Total	75	100

Source Primary data

Inference

The above table clearly indicates that 79 percent of the respondents preferred to eat chocolate after meal and 21 percent of them not preferred to eat chocolate after meal.

Thus majority, i.e. 79 percent of the respondents preferred to eat chocolates after meal

NUMBER OF TIMES BUYING CHOCOLATE

Times buy	No. of respondents	Percentage (%)
Once in everyday	7	9
2-3 times a week	21	28
Once a week	14	19
On special occasions	33	44
Total	75	100

Source Primary data

Inference

The above table clearly indicates that 44 percent of the respondents buying chocolate on special occasions, 28 percent of them buying chocolate 2-3 times a week, 19 percent of them buy only once a week and 9 percent of them once in everyday.

Thus majority, i.e. 44 percent of the respondents buying chocolate on special occasions.

FOR LOOKING IN HOMEMADE CHOCOLATE

Factors	No. of respondents		Percentage (%)
Richness	21		28
Crunchiness	15		20
Sweetness	26	35	
Strength of flavor	13	17	

Total	75	100

Source Primary data

Inference

   The above table clearly indicates that 35 percent of the respondents are looking sweetness, 28 percent of them richness, 20 percent of them crunchiness and 17 percent of them are looking strength of flavour in a homemade chocolate.

   Thus majority, i.e. 35 percent of the respondents are looking for sweetness in a homemade chocolate.

TYPE OF CHOCOLATE

Type	No. of respondents	Percentage (%)
Dark chocolate	33	44
Milk chocolate	23	31
Fruit and Nut chocolate	10	13
Soft chocolate	9	12
Total	75	100

Source Primary data

Inference

   The above table clearly indicates that 44 percent of the respondents choose dark chocolate, 31 percent of them milk chocolate, 13 percent of them fruit and nut chocolate and 12 percent of them soft chocolate.

   Thus majority, i.e. 44 percent of the respondents choose dark chocolate.

FINDINGS

  The following are the findings of the study:

  ➢ The study found i.e. Majority 40 percent of the respondents are influenced to buy chocolate through friends.
  ➢ The study found i.e. majority 79 percent of the respondents prefer eating chocolates after meal.
  ➢ The analysis reveals i.e. Majority 44 percent of the respondents buying chocolate on special occasions.
  ➢ It is observed i.e. majority 35 percent of the respondents look for sweetness in a Homemade chocolate.
  ➢ It is observed i.e. majority 44 percent of the respondents choose dark chocolate.

SUGGESTIONS

  The following are the suggestion made:

  ➢ Dried fruits and nuts are included in Homemade chocolates.
  ➢ Dark chocolate are associated with lower risk of heart attack.
  ➢ It has been observed a modest reduction in the blood pressure and flow mediated dilation after consuming dark chocolates daily.
  ➢ One of the primary demand drivers for chocolates and other sweets in consumers taste likeness towards chocolates hence the taste of the chocolates should be enriched according to the consumers taste and preference.
  ➢ Websites exclusively for chocolates can be created, and the consumer should be made known about the different varieties and brands of chocolates available globally to enhance effective sales of chocolates.

CONCLUSION

Frequent consumption has a possibility of preventing various diseases due to its chemical compound flavonoids which has antioxidant properties. Chocolate also act as a stimulant that causes the brain to produce chemical such as endorphins, serotonin that can help to reduce stress and lead to feelings of eurrophia, or phenyl ethylamine, " chocolate amphetamine" that causes changes in blood pressure and blood sugar levels leading to feelings of excitement and alertness.Therefore the key to eat chocolate in moderation or balance or diet so that we can benefit the most out of it. A little of bitter goodness a day keeps the stress away.

Chocolate milk is just a villain in disguise, ready to turn our health upside down with its excessive amounts of cholesterol and saturated fats. Chocolate milk is also known for its sky-high sugar content. The cocoa in chocolate contains components that lessen cholesterol, blood pressure and therefore, lower chances of heart failure. Chocolate is healthy for us in moderation. Luckily for all chocolate lovers the researchers prove its usefulness for both our health and mood. Packaging of small quantity of chocolate make it affordable to who are aspiring to perches it. The chocolate may seem to be same as other chocolates existing in the market but it has a distinct taste of its own. The chocolate melts in our mouth not on our hands.

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A STUDY ON IMPACT OF EMPLOYEE'S PERCEPTION TOWARDS UNDEREMPLOYMENT

R. Maria Mercilin, [*]**P.Jayamary**

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

This paper is about measurement and analysis of underemployment of labour. Here an index of underemployment is defined for a person who belongs to the labour force in usual status but may be employed, unemployed and seeking employment or out of labour force during each half-day of a 7-day reference week. This simple index admits aggregation over similar workers and thus can lead to an underemployment index for a category of workers, like workers of a household, a village, a district, of the age group 15-40 years etc. Using the unit-level dataset of the NSS 66th round: Employment-Unemployment Survey, underemployment index for different categories of workers has been estimated for comparison. In another exercise Tobit regression analysis has been done using the unit-level survey data mentioned above to find out statistically significant covariates of underemployment at the worker level as well as at the household level.

Key words: Underemployment, Tobit analysis, India

INTRODUCTION

In many emerging economics the crisis has lowered the pace of poverty reduction and formalization, leaving many still facing chronically high levels of structural underemployment. Underemployment covers different aspects of the underutilization of potential labour resources in each country, including working fewer hours than desired and not fully utilizing the available pool of skills and talent. The first of these aspects sometimes referred to as time-related underemployment can be captured by a measure of the share of the labour force working less than full-time hours for involuntary reasons. While the data are not strictly comparable across countries because of differences in the exact definition used, time-related underemployment accounts for a significant share of the labour force in many advanced and emerging economies, reaching more than 8% in Argentina, Indonesia and Mexico. It is also quite high in Australia, reflecting the high incidence of part-time employment in Australia. In general, it also tends to be much higher for women than men.

Underemployment in the emerging economies also manifests itself more generally through the prevalence of low-productivity, informal jobs and working poverty. More than 4 in 5 workers in India occupy informal jobs, while the rate of informality exceeds 30% in all other countries. Working in an informal job not only implies lower social protection and less employment security than working in a formal job, but often also means lower participation in training which may reinforce the likelihood of remaining stuck in a low-paid, precarious job. In developing and emerging country contexts, an important dimension of underemployment is "working poverty". Despite working for long hours, frequently in multiple jobs, workers do not earn enough to lift themselves and their families out of poverty.

Objectives of the Study

1. To know the socio-economic characteristics of respondent.
2. To know the opinion on the job and perception of employees.

3. To know about the different sectors of underemployment.

4.To Analysis the challenges faced by underemployment.

5. To know about the skill development course available in the work environment.

6. To know the job satisfaction of underemployment employee in present job.

STATEMENT OF THE PROBLEM

In low income countries like India where agriculture provides employment for a large proportion of the labour force, actual surplus labour consists of two parts, removable labour which is surplus throughout the year and non-removable labour which is surplus only during the slack season. One of the most disturbing problems in India has been the mounting rate of under employment, both in the rural and urban sectors. In case of rural sector,

there has been both unemployment and under employment. In urban sector, there has been both educated and industrial under employment. Unless unemployment and underemployment problems are solved, the future of India cannot be bright. There will be no peace and prosperity in the country if jobless people do not get a proper channel and the problem more serious even when the people of highly academic and technically qualified are underemployed for very direction.

Hence the research team has tried to find the causes of underemployment problem and also the satisfactory opinion of the underemployed persons in their present job in the study area.

Sampling Design

The data collected are original in nature. It is first-hand information. For the collection of data, 75 respondents working in different sectors were selected by Convenience Sampling method.

Processing of data

After collecting the primary data, the researcher has thoroughly verified the data and arranged them for further analysis. A master table has been prepared to sum up all the information contained in the questionnaire. A required number of tables are formed there from. Thus, the data collected through questionnaires were tabulated, classified and analyzed on the basis of Pie-chart, Percentage, Simple Ranking Method and Five Point Scaling.

REVIEW OF LITERATURE:

Frances M. McKee-Ryan and Jaron Harvey (2011) revealed that the underemployment literature, providing a comprehensive integrative overview of underemployment research. Underemployment, which occurs when a worker is employed in a job that is inferior by some standard, is linked to a broad range of negative outcomes for employees. This article builds on Feldman's 1996 model of underemployment and identifies relevant theoretical perspectives and dimensions of underemployment, as well as reviewing the empirical research on the relationships between underemployment's antecedents and outcomes. Suggestions for future research are offered, with particular attention on career implications, the effects of underemployment on an employee's identity, and the importance of "choice" for underemployed employees. Finally.

Chris Kossen1 and Peter McIlveen2 (2017) announced that the unemployment is a ubiquitous problem that is a complex of cultural, economic interpersonal, physical, and psychological dimensions. Whereas the pernicious negative outcomes of unemployment are empirically established in the literature, there is a need to better understand the psychological experiences of unemployment so as to inform interventions that ameliorate its impact. The present research is based on archival interview data and uses the psychology of working theory to understand 32 individuals' experiences of unemployment. The findings include themes that are consistent withthe hypothesized predictors posited in the theory, including marginalization, economic constraints, volition, career adaptability, proactive personality, critical consciousness, social support, and economic conditions. The research findings affirm the conceptual precepts of the theory with regard to its predictors; thus, this

contribution to the literature on the psychology of working and unemployment opens new perspectives on a perennial problem.

Mr. Shikhar Agrawal, Director General of Employment & Training Ministry of Labour and Employment (India) in presence of **Mr. S. Ramadorai,** National Skill Development Corporation & Indian National Skill Development Agency & Advisor to the PM on Skills, **Mr. Chandrajit Banerjee,** Director General, CII, **Mr. S Mahalingam,** Chairman CII National Committee on Skill Development.

Mr. Rajeev Dubey, Co-Chairman, CII National Committee on Skill & President (Group HR Corporate Services & After- Market) & Member of the Group Executive Board, Mahindra & Mahindra Ltd.

NSS Report from Ministry of Statistics and Programme Implementation, Government of India published on 2013 Kerala has the highest unemployment rates, while Rajasthan and Gujarat have the least unemployment rate among major States of India. National average for unemployment rate stands at.

Swarna Jayanti Shagari Roger Yojana (SJSRY) (1997) investigated for urban poverty alleviation. The target population is the urban poor living below the poverty line. The key objective of the Scheme is to provide gainful employment to the urban unemployed through the setting up of self-employment ventures or provision of wage employment. Studies show that the training programmers for beneficiaries were organized by NGOs and other institutions which were not recommended in the SJSRY guidelines. Thus, it is evident that this policy has been unable to generate the required level of employment due to several drawbacks.

Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) was enacted by the Central Government in 2005, aimed at improving living standards of the rural poor and providing social security to them by giving the adult members of every household at least one hundred days of guaranteed wage employment of unskilled manual work in a financial year. The Act succeeded in generating employment in more than 300 districts since it was lanced. In the financial year 2013-14, 3,81,26, 455 households provided employment. 3 besides all these achievements there are many issues faced by the government which are related low level of income. More attention should be given. Otherwise this problem can make jobless youths go to wrong to this scheme. In April 2011, the Central and the State Level revised the policy and concluded that the budget of Rs. 40,000 crores could have been utilized more efficiently with effective planning for curbing unemployment to add on to it, the lack of adequate administration and technical knowhow at Block and Gram Panchayat has adversely affected the Preparation of plan, security, appropriate monitoring and measurement of work. With proper implementation of this policy, the rate of employment generation could have been higher as compared to the four-fold increase in the budget for this scheme since 2005. Distribution of respondents on the factors of socio-economic

Factors	No. of Respondents	% of respondents
Age	50	66.7%
Gender	22	70.7%
Occupation	60	80%

SOURCE: Primary data

Inference:

Hence it is show that these are the socio-economic factors of respondents, From the

above table, it is clear that out of the total respondent's, Occupation (80%) has the majority respondents

Nature of employment

Nature	No. of Respondents	(%) of Respondents
Full time	60	79.2%
Part time	15	20.8%
Total	75	100.00

Source: Primary data

Inference:

From the above table, it is clear that out of the total respondent's

79.2 percent of the respondents have been working as full time and the remaining 20.8 percent of the espondents as part time.

Thus, the majority (79.2%) of the respondents have been working as full time.

On the permanency of job

Permanency of job	No. of Respondents	% of Respondents
Yes	42	56%
No	33	44%
Total	**75**	**100**

Source: **Primary data Inference**

From the above table, reveals that majority 56 percent of the respondents belongs to job is permanent and 44 percent of the respondents belongs to job is not permanent. Thus, most of them are doing in permanent job.

The reason for not permanency of job

Reason	No. of respondents	% of respondents
Seasonal job	3	23.4%
Daily wages	12	18.8%
Term job	15	45.3%
Other specify	3	12.5%
Total	**33**	**100**

Source: Primary data

Inference

From the above table, reveals that majority 45.30 percent of the respondent's job is not permanent belongs to term job and 23.40 percent of the respondents belongs to job seasonal job and 12.50% percent of the respondents belongs to contract job.

Thus, the majority (45.30) percent of the respondent doing term job. Thus, the Majority (36%) of the respondents earn below Rs.20000 –Rs.30000 as monthly income.

Main source of economic dependence

Source of economic dependence	No. of Respondents	(%) of Respondents
Spouse	7	9.3%
Guardians	19	25.3%

Life partner	18	24%
Grand parents	10	13.3%
Siblings	21	28%
Total	**75**	**100.00**

Source: Primary data

Inference

From the above table, it is clear that out of 75 respondents' 25.30 percent of respondents are economically dependent on their guardians, 28 percent of respondents are economically depending on siblings,

13.30 percent of the respondents on grandparents, 9.30 percent of the respondents on spouse and the remaining 24% of the respondents on their Life Partner.

Thus, the majority (28%) of the respondents are economically depend on their siblings for their Preference towards Sector of employment

Preference	No. of Respondents	(%) of Respondents
Government employment	36	48%
Private employment	39	52%
Total	75	100.00

Source: Primary data

Inference

The above table exhibits that out of 75 respondent's 48 percent of the respondents prefer to be employed in Government sector and 52 percent of the respondents prefer Private Thus, the majority (52%) of the respondents prefer to be employed in private sector.

Skill Development

Opinion	No. of Respondents	(%) of Respondents
Going to training institute	14	18.67
Type writing /short hand	8	10.67
Computer course	17	22.66
Preparing for competitive exam	14	18.67
Online jobs daily\weekly	22	30
Total	**75**	**100.00**

Source: Primary data

livelihood.

Inference

From the above table, it is clear that out of the total respondent's 18.67 percent of the respondents have gone to training institutes to develop their skills to get a better job, 10.67 percent of the respondents have learnt type writing/short hand, 13.90 percent of the respondents have learnt computer courses, 22.66 percent of the respondents are preparing for competitive exam at home and the remaining 30 percent of the respondents for online jobs.

Thus, the majority (22.6%) of the respondents have learnt Computer course to develop their skills

to get a better job.

Suggestions
Every country is trying to solve the unemployment problem in her own way. Establishment of Vocational and Technical training institutes:

To the government
The government should open Technical and Vocational colleges and manual labor should be made compulsory. Big factories should be attached to these colleges. More stress is to be given to practical side.

To the Industries
Investment in heavy and basic industries and consumer goods industries should be increased to provide more employment with more production.

To the small-scale industries
Revival of cottage and small-scale industries: Cottage and small-scale industries should be developed.
Subsidies and other incentives should be given to private sector.

To the Modernization of agriculture
Modernization and mechanization of agriculture should be done. Wastelands should be utilized.

To the Improved transport and communication
Rural works programs should be increased means of transport and communication should be developed.

To the Increase in national wealth through industrialization
The real remedy lies in an addition to the national wealth, in increased production of industrial goods. If there are more industries, there will be more avenues for employment, particularly for men and women with professional and technological training. Already the River valley projects and power-plant projects are finding employment for a large number of men. Nevertheless, these are no complete remedy. They may have found
Employment for some meritorious people. Graduates may be employed in jobs commensurate with them of education.

CONCLUSION
The problem of underemployment of labour is prevalent in both developed economies and developing third world economies. However, the problem in these two types of economy differs qualitatively. Whereas the phenomenon of underemployment in developing economies is frictional and transitory in nature arising mostly from short run labour market fluctuations, that in a developing third world economy is of a structural nature resulting from the unorganized and informal nature of such an economy. Therefore, for a third world country like India underemployment is essentially a developmental issue. Academic research on underemployment as a developmental issue is rare and it is difficult to find out a substantive analysis of underemployment seeking to identify factors leading to underemployment of labour in a developing economy. This is so in spite of the fact that countries do conduct household surveys on employment and unemployment on a regular basis to monitor the employment situation over time and to analyses the data thus collected. However, underemployment is examined only marginally in those analyses. In this paper we have proposed an underemployment index which is defined at the level of a worker and can be aggregated to give underemployment index for categories of workers. Using this index together with the unit-level data of the NSS 66th round Employment- Unemployment Survey, we have estimated the under-employment of different categories of the worker population to see how underemployment varies/differs across these categories of workers. In another substantive exercise we have tried to identify statistically significant covariates of worker level and

household level underemployment index based on a Tobit regression analysis of the worker level and household level data sets. These Tobi regression results clearly bring out the significant effects of worker level covariates such as gender, education, marital status and household level covariates like household size, household type, religion, social class and NREGA-related information on the underemployment index of a worker and household of workers.

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A STUDY ON CONSUMERS' PREFERENCE TOWARDS SONY PRODUCTS IN THOOTHUKUDI

A.Jenisha, *P. Banumathi

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

The aim of the study is to explore the consumer's preference towards Sony products. Sony product plays an important role in people's life. A conveniece sampling of 75 respondents were surveyed at thoothukudi. Every customer has certain wants and strong desire to satisfy them. The Customer Purchase certain goods under the impression that the goods would satisfy his wants. He will discard the product and switch over to some other product, which can effectively satisfy his needs. This being the case, every producer should satisfy the needs of the consumer effectively for the very existence of his enterprise. Particularly in a free enterprise economy, the consumer is regarded as the king. That is why the study of customer satisfaction towards Sony productsare satisfying the needs of the customer effectively.

Key words: Consumer preference, electronic goods of Sony products

INTRODUCTION

Sony is a name synonymous with technological revolutions. Over the last 53 years, the company has evolved into a luminous brand with a unique selling proposition – technology innovation, quality and premium. In the last 50 years, the company had already established itself in the field of hi-tech entertainment. Today, Sony has gone further by becoming a preferred choice for professional requirements as well. Whether it is broadcast media or color monitors. The company's leadership Position in the world, today, is a reiteration of its ability to connect with the customer's mental space.

Sony is not new to India. Whether it was the television, or the walkman, a Sony always remained a must on the wish list of any Indian returning home. This love for the brand culminated in a new relationship when inspired by a reform friendly Indian business environment, Sony Corporation decided to set up a 100% subsidiary called Sony Indian on 16th January 1995.

In a fiercely competitive Indian consumer durables market, Sony India's mission is to "make a difference in the lifestyle and introduce new dimension to enjoyment. Offer new age technology and digital concepts; work hand with the domestic industry to produce and sell excellence and come closer to the Indian customers through committed service".

Since is inception in 1995, Sony decided to have sales and distribution channels, which are exclusive to Sony India, The business partner are country managers in their own areas Sony India today has about 33 distributors and 1475 dealers. In all the metros the company has direct sales operations. The company also has about 13 exclusive Sony outlets, which showcase products ranging from analog to digital throughout the coutry.

Review of literature:

J.PRIYADHARSHINI,M. SELLADURAI (2018) is a study that envisioned the prestigious history and the development of audio-visual media in the nation. The Indian television has achieved strata of indispensability. This study has made clear that the SONY television is the market leader. Sony television has to come up with more innovative and promotional campaigns I order to gain more

customers. Customer satisfaction index is a good tool to make improvements in the products and services of the company and therefore must utilize it carefully and keep it as confidential as possible.

DEEPIKA.A (2017) establishes that the objective of all customer satisfaction models is to provide results that are relevant, reliable, and valid and have predictive financial capability, Customer satisfaction research should be done with greatest care. One satisfied customer will spread thousands of positive news among the society. For this purpose, the company is suggested to take some necessary step to consider the above mentioned suggestion and it will automatically improve both Customer's satisfaction and sales volume of Philips product.

STATEMENT OF THE PROBLEM:

In order to boost the market all major electronics industry players are recording to a clutter of arbitrary discounts and freebies. They offer attractive warranties; discounts etc. and these offers are mostly made during festival seasons. The companies are also building value and image of their products in the customers mind of the increasing number of electronics manufacturers and the customers have a wider choice to choose.

The researcher aims to identify the various parameters of "Consumers satisfaction towards Sony products' namely price, Durability, mode of payment, Company's name service rendered exchange offer resale value, warranty etc., taking these factors into consideration the researcher has selected "Consumer satisfaction towards Sony products" for intensive study.

OBJECTIVES OF THE STUDY

➤ To study the factors influencing to purchase the Sony products
➤ To study the consumer satisfaction level towards Sony products

CONSTRUCTION OF TOOLS:

The researcher had a group discussion with Sony product's Customers. Based on the discussion a questionnaire was constructed to elicit the required information from the respondents. 75 copies of questionnaire were taken and distributed among the respondents. A copy of the questionnaire is appended.

SAMPLING DESIGN:

By adopting convenient sampling method a sample of 75 respondents were selected from various parts of Tuticorin town and the questionnaire was distributed to get the primary data from them.

HAVING SONY PRODUCT

Opinion	No. of respondents	Percentage (%)
Yes	65	87
No	10	13
Total	**75**	**100**

Source: Primary Data

INFERENCE:

The above table clearly shows that 87 percent of the respondents are having Sony product and 13 percent of them are not having Sony product.

Thus majority, i.e. 87 percent of the respondents are having Sony product.

RANKING THE INFLUENTIAL FACTORS TOWARDS TO BUY SONY PRODUCT OVER ANY OTHER COMPANY

FACTOR	% OF SCORE	RANK
Quality	65	I

Price	58	IV
Brand name	62	II
After sales service/ warranty	59	III
Performance	57	V
Previous purchase experience	56	VI
Others	54	VII

INFERENCE:

The above table is inferred that the most influential factors towards to buy Sony product over any other company in which Quality took place first rank followed by other factor namely Brand name, After sales service/ warranty and Price, Performance, Previous purchase experience and others ranked as II,III,IV,V,VI and VII respectively.

DURABILITY OF SONY PRODUCT

Option	No.of Res.	Percentage (%)
Satisfied	7	91
Unsatisfied	68	9
Total	**75**	**100**

Source: primary data

INFERENCE

    The table indicates that 91 percent of the respondents are Satisfied with the durability of Sony products and 9 percent of them are Unsatisfied.

 Thus majority i.e. 91 percent of them are satisfied with the durability of Sony product.

SATISFIED WITH THE QUALITY OF SONY PRODUCT

Option	No.ofrespon	Percentage%
Yes	69	92
No	6	8
Total	**75**	**100**

Source: primary data

INFERENCE:

     The above table clearly indicates that 77 percent of the respondents are satisfied with the quality of Sony product. whereas 8 percent of them are not satisfied with the quality of Sony product.

  Thus majority i.e. 77 percent of the respondents are satisfied with the quality of Sony products

DURATION OF USING SONY PRODUCTS

Option	No. of respondents	Percentage
1-3 years	23	31
3-5years	24	32
5-7 years	13	17
Above 7 years	15	20
Total	**75**	**100**

Source: primary data

INFERENCE:

  The above table shows that 32 percent of the respondents are using Sony products between 3-5 years, 31 percent of them are between 1- 3 years and 20 percent of them are above 7 years and 7 percent of them are between 5-7 years.

Thus majority i.e. 32 percent of the respondents are using sony products between 3-5 years.

FINDINGS

The following are the findings of the study:

➢ A majority 87% of the respondents are having Sony products.
➢ The data exactly reveals that 36% of the respondents knowing about Sony products by Media.
➢ In total most of the 65% of the respondents prefer quality as the most influential factors towards buying Sony product over any other company.
➢ A majority 91% of the respondents are satisfied with the durability of Sony products.
➢ The study reveals that 92% of the respondents are satisfied with the quality of Sony products.
➢ From the analysed data it is revealed that 32% of the respondents are using Sony products between 3-5 years.

SUGGESTIONS

The following are the suggestion made:

➢ The consumers give important to the quality and clarity of the Sony products. Therefore, the Sony Company must take steps for the success of the product.
➢ Some customers feel that the product information given by the dealers regarding the nature, usage and durability of the Sony product are not satisfactory therefore, the dealers should take steps to give detailed product information to the customers.
➢ Most of the consumers look into dealer's patronage while purchasing Sony products. Therefore, dealers should take steps to popularize themselves among the public.
➢ Consumers give more important to advertisements when compared to magazine. So the Sony Company should concentrate more on the advertisements.
➢ Apart from television advertisements, promotional activities should also be introduced.
➢ Since, consumers prefer to buy the product on cash basis. Dealers should take steps to offer the products on monthly installments so that the middle class and lower class people could purchase the product.
➢ The company should keep in mind the need of young generation.
➢ Opportunities can help Sony Corporation to achieve their goals.
➢ For Sony products, would like to recommend Sony that they should offer the products with low priced that affordable by all categories of consumers. They should expand their product target in all groups of customers rather than aim for upper and middle class of customers. Sony product should be made with high usage and longer life instead of often model changes.

CONCLUSION

Today there are number of product in Sony Company. Sony products are available in market which differs in price, quality, capacity etc. In present economic scenario it is not easy for low income group of people to purchase or use Sony products regularly.

Consumers prefer to purchase their favourite product in Sony due to various reasons. It is more obvious that the quality, price factor, cost orientation, media together decide the purchase of Sony products. The present study reveals that majority of the respondents purchase Sony on quality basis. They were also the long user of Sony products for the longer period which is more economical and more comfortable. Sony company shall pay special attention to the factors like quality, competitive price, advertisement etc, If Sony Company considered these factors their business will grow up and they can enjoy good reputation in marketing world . In India, Sony has its footprint across all major towns and cities through a distribution network comprising of over 5000 dealers and distributors, 240 exclusive Sony outlets and 19 direct branch locations. Manned by customer friendly and informed

sales persons, Sony's exclusive Stores 'Sony centre' are fast becoming the most visible face of the company in India.

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AN ANALYTICAL STUDY ON WORK STRESS OF SANITARY WORKERS DURING COVID 19

S.Manchula Devi, [*]G. Stella Beatrice Nirmala

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

Sanitation falls under the preventive type of public health. It is also another monopoly function to be under taken by the municipality. Sanitation includes removal of rubbish, sludge, night soil and dead animal's controls of tilies and mosquitos, drain drainage and sweeping. Prevention is better than cure "an improvement is general sanitation in the inhabited areas of the cities and towns to provide salutary". The findings revealed that sanitary workers undergo several problems both physically and mentally. The problems in work place can be solved by providing equal rights as other employees. Discrimination and stigmatization in work place and society shows that the people need more development in grounds of humanity and respect. Providing safety measures for sanitation workers, conducting regular medical camps, prevention of manual scavenging, creating awareness about government schemes will definitely improve their quality of life. Social Workers can be appointed to provide psychosocial help to the sanitation workers.

Keywords: Sanitary workers fear of infection, work stress, daily needs, financial struggles, sweepers, drainage and garbage cleaner.

INTRODUCTION

'Sanitation workers are those who work in any part of the sanitation chain. They ensure that they contact with human waste ends when we leave the toilet, one of the most important jobs in society, and yet they remain mostly unseen and unappreciated. Unknown Sanitary workers perform their duties every day with social responsibility but did not get recognition for them in the society. They have no low safety shield maximum risk, no vacation, no pay, sickness and death can strike at any time that is the situation of sanitary workers in India. This is the work of cleaning road, cleaning bus stand, cleaning of public toilets and school toilets and opening the drain, there is not enough salary and their status in the community has not improved. The sanitary workers expressed their pain and frustration.They were not given that rehabilitation relief. Contract workers, permanent workers, temporary workers are paid less and their living by borrowing from their relatives and neighbors with no way to borrow they will go to interest collector bank also did not land because there was nothing to mortgage the land. In most parts of the country the sanitary workers clean up the country's overall waste such as open air toilets, dry toilets, the railway track, public toilets sewers, latrines and garbage dumps. Allergies, reparatory problems, tuberculosis, pneumonia and eye diseases, which are the diseases that every sanitary workers faces in their life, go unnoticed because the sanitary workers, loses a few days of his life every time he sinks into a

poisonous pit. Sanitary workers do not get their recognition in this society and their livelihood is in a very bad condition.

STATEMENT OF THE PROBLEM

Sanitary workers are no longer contented to worship their home as their only abode. Nor do they wish to confine themselves to the four walls rather aspire to go in for never climbs and nurture a zest to prove their worth in varied fields on par with their male counterparts. This paves the way to maintain or surrounding in a hygienic manner, which in turn has given rise to changes in their roles and status in India and this standard hygienic maintenance improves health and positive changes to our surroundings or environment. One cannot ignore or underestimates the inherent psychological and sociological problems of sanitary workers. The Sanitary workers have to perform both the domestic as well as occupational roles simultaneously which needs adequate adjustment within themselves. Moreover, the research studies in the above said areas are inadequate and restricted. Therefore, an attempt has been made in this present study. To study the socio- economic background, standard of living, health, decision making and social attitudes with a view to prepare a profile of sanitary workers.

REVIEW OF LITERATURE

Rajadhyaksha (2011): It has also been working towards the acceptance by individual states of equal rights legislation and has gained some ground in states such as Kerala, Rajasthan, Bihar and Maharashtra which include the Minimum Wages Availability. However, these are mostly only being implemented slowly, and in some cases, not at all government registration of domestic workers into the formal labour system, in which their rights and entitlements are guaranteed, has yet to begin.

Schenck R, et al (2011): The aim of the study was to establish a sanitary workers profile of the street waste pickers in Pretoria and to describe the social interaction and relationship dynamics between the waste pickers and their families, each other, the community and buy-back centres. This was done by conducting the first ever empirical study of the street waste pickers in Pretoria. The results revealed that the role of street waste pickers in the broader waste management system is an important public issue that requires urgent attention and appropriate policy responses from policy makers.

OBJECTIVES OF THE STUDY:

1. To study the nature of job of the sanitary workers.
2. To study the stress factors which affects the sanitary workers in their day to day?
3. To examine the financial difficulties and struggles faced by the sanitary workers during covid19.
4. To examine the fear of infection caused during the sanitary work done.

MATERIALS AND METHODS

Description of the Study Area

"A STUDY ON WORK STRESS OF SANITARY WORKERS IN THOOTHUKUDI" **was conducted**

in the area of Thoothukudi. It is a port city and an industrial city of the Indian State of Tamil Nadu. The city lies in the coromandel coast of Bay of Bengal. Thoothukudi is known as the "Pearl city" due to pearl the pearl fishing carried out in the town. It is a commercial sea port which serves the inland cities of Southern India and is one of the sea gateways of Tamil Nadu.

CONSTRUCTIONOF TOOLS:

SOURCE OF PRIMARY DATA

Primary data were collected from 112 respondents of satisfaction towards work stress of sanitary workers from the collection of primary data and interview schedule was developed before its application among respondents pre-testing was employed to make sample survey.

SOURCE OF SECONDARY DATA

The secondary data has been collected from Journal, Articles, and Newspapers books and through internet.

SAMPLING DESIGN

The data collected are original in nature. A sample of 112 respondents residing in various parts of Thoothukudi were selected by convenient sampling techniques. The questionnaire was used for collecting a great source of information.

NATURE OF JOB

The sanitary workers are doing the official function of municipal like sweeping, drainage cleaning, garbage cleaning etc. The following table shows the nature of job of the sanitary workers.

TABLE 1 NATURE OF JOB

NATURE OF JOB	NO OF RESPONDENTS	PERCENTAGE
Sweepers	56	50
Drainage cleaners	19	17
Garbage cleaners	37	33
TOTAL	**112**	**100**

Source: Primary data

INFERENCE:

From the above table 1, it is clear that out of 112 sanitary workers taken for study 50 percent of the sanitary workers are sweepers, 33 percent of the sanitary workers are garbage cleaners and 17 percent of the sanitary workers are drainage cleaners. Majority of the sanitary workers i.e., 50 percent of the sanitary workers are sweepers.

SYMPTOMS FOR STRESS

Work stress is a feeling emotional or physical tension that occur when the requirement of the job. It may lead to poor health and even injury. The common sign of stress is lack of sleep, over eating, high/low blood pressure, vomiting sensation. The succeeding table shows the symptoms of respondents stress.

TABLE 2 SYMPTOMS OF STRESS

SYMPTOMS OF STRESS	NO OF RESPONDENTS	PERCENTAGE
Lack of sleep	52	47
Over eating	7	6
High/Low blood pressure	36	32
Vomiting sensation	17	15

TOTAL	11 2	100

Source: Primary data

INFERENCE:

The table2, portrays that 47 percent of the sanitary workers are having stress in Lack of sleep, 32 percent of the sanitary workers are having stress in High or Low Blood Pressure, 15 percent of the sanitary workers are having stress in Vomiting sensation, and remaining 6 percent of the sanitary workers are having stress in over eating.

It is observed from the analysis that the mostly 47 percent of the sanitary workers are having stress due to Lack of sleep.

FINANCIAL ASSISTANCE

Financial assistance is any type of monitory help from persons, organizations and government. Financial aid helps the sanitary workers to face the money matters in hard times. The following table shows the financial assistance of the sanitary workers.

TABLE 3 FINANCIALASSISTANCE

FINANCIAL DIFFICULTIES	NO. OF RESPONDENTS	PERCENTAGE
Use own savings	3	3
Borrow from neighbors and friends	48	43
Borrow from money lenders and financial Institutions	43	38
Apply loan from government	18	16
TOTAL	112	100

Source: Primary

data INFERENCE:

From the table 3, it is clear that out of the sanitary workers taken for study, 43 percent of the sanitary workers are borrowing from neighbors and friends, 38 percent of the sanitary workers are borrowing from money lenders and financial institutions, 16 percent of the sanitary workers have tackled their financial difficulty by Applying loan from government, and remaining 3 percent of the sanitary workers have tackled their financial difficulty by using their own savings.

It is observed from the analysis that the mostly 43 percent of the sanitary workers by borrowing from neighbors and friends.

MENTAL HEALTH IN QUARANTINE

Quarantine is a restriction on the movement of people which intended to prevent the spread of disease. While in isolation, they are handling some mental stress. The succeeding table shows the mental health of the sanitary workers during covid 19.

TABLE 4

MENTAL HEALTH IN QUARANTINE

MENTAL HEALTH IN QUARANTINE	NO OF RESPONDENTS	PERCENTAGE
Depression	41	37
Nervousness	32	28
Emotionally sick	22	20
Impatient	17	15

TOTAL	112	100

Source: Primary data

INFERENCE:

The table 4, illustrates that 37 percent of the sanitary workers were depressed, 28 percent of the sanitary workers were having nervousness, 20 percent of the sanitary workers were emotionally sick, 15 percent of the sanitary workers were impatient.

It is observed that mostly 37 percent of the sanitary workers were depressed.

FINDINGS

- It shows that majority of the sanitary workers i.e., 50 percent of the sanitary workers are sweepers.
- It is observed from the analysis that the mostly 47 percent of the sanitary workers are having stress due to Lack of sleep.
- It is observed from the analysis that the mostly 43 percent of the sanitary workers take their financial assistance by borrowing from neighbors and friends.
- It is observed that mostly 37 percent of the sanitary workers are depressed.

SUGGESTIONS

1. Though many welfare measures and schemes have been announced by the Governments, there is complete lack of implementation of them, due to absolute bureaucratic apathy. Thus, all the welfare programmes and measures need to be fully and strictly implemented in every state;

2. The orders given by the Supreme Court regarding the banning of manual scavenging and cleaning of closed sewers should be abide by all the Governments and Municipalities with utmost care;

3. Use of more machines and equipments should be encouraged in the activities carried out by the sanitary workers and proper replacement for their work need to be implemented. This will help them to avoid the workers to enter the sewers and indulge in manual scavenging, risking their lives;

4. There need to be proper first aid facility in all the municipalities for the benefit of the sanitary workers;

5. Proper vocational training can be given to the sanitary workers in activities like electrical wiring, carpentry, plumbing and others, which will help them in diversifying towards other occupations;

6. The support and assistance of non-governmental organisations can be roped in to spread the culture of Self Help Groups among the male and female sanitary workers, since it can provide them greater exposure towards other activities;

7. Proactive steps should be taken by the Government and the NGOs in educating the people who are engaged in this occupation about the availability of welfare programmes and measures and efforts should also be taken to make them utilise these schemes;

8. Working hours and shift system should be regulated. The duty hour should be minimized into 8 hours instead of 12 hours and shift system should be changed into 3 shifts instead of 2 shift system.

CONCLUSIONS

Due to the transition in the role of performance of sanitary workers they face many

adjustment problems. When they play a dual role at their working places as well as their homes. Half of the respondents are sweepers, majority of the respondents have lack of sleep and more than two third of the respondents are depressed. With the novel corona virus disease (COVID 19) pandemic showing no signs of abating, sanitary workers and manual scavengers are at an increased risk of exposure. India is home to 5 million of sanitary workers who clean garbage sewers and public toilets. They come to direct contact with human waste and toxic gases and are often at risk of chronic diseases. From cleaning streets to lift in dumping garbage, empty septic tank handling bio hazards, sanitation workers have been performing duties without adequate safety kits, including sanitizers and mask. They should follow standard safety precautions and hygiene practices when handling or working in the area. Additional COVID -19 related precautions are necessary only to prevent person to person transmission between workers in the work place including physical distancing and frequent hand hygiene.The suggestions given in the study by the researcher will be significantly helpful for more improvement in reducing the stress of sanitary workers to be aware about stress management techniques and manage stress at the work place and individual and family level.

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A STUDY ON SOCIAL STATUS OF FISH CATCHERS IN THRESPURAM, THOOTHUKUDI

S. Shanmuga Priya, *G. Stella Beatrice

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

This paper highlights social status of fish catchers in Threspuram, Thoothukudi. Data were collected from 113 respondents in Threspuram area using questionnaire. Fishing is a traditional occupation where in the role of men was immense and their issues were also myriad. The fish catchers encountered various problems. The socio economic conditions of these men were same universally. Illiteracy, lack of livelihood avenues, occupational health hazards.

keywords: Fish catchers, Ban Period

INTRODUCTION:

Economic and commercial growth and development are essentially the outcome of an active interaction between man and nature. Nature provides innumerable gift for mans use and benefit. These gift, high in value and rich in content, are found in several forms and dimensions like fertile soil, life-giving water, good air sunshine, green vegetables, sweet fruit, high value herbs and nutritious fish verities and unmatched flora and fauna. Man has to top them carefully and mop their ingredients optimally well. Fishing has been one of the oldest economic activities of human race. It comes next only to agriculture. Fish and sea foods constitute and enchantingly of a wholes some food. Millions of people all over the world have been profitability engaged in

fishing and fishing over the years in sense fish and fisher folk all together and inseparable great extent. They go to the sea stay and catch fish spend even night. They take lot of risk and bear uncertainties and venture bravely and rewardingly. Still, the just fruit of the struggle on and around water do not always reach and rejoice the man and woman. Many hurdles and riddles seem to prevail and persist. It is a real problem and a paradox too.

The fisheries sector of India is immensely contributing to the economy of the country. It contributes to the national income, exports, food and nutritional security and in employment generation. Among the 7 continents of the earth, Asia is the world's largest continent with 4.2 billion people or constituting 60 % of the world's population. Within Asia, India is second most popular country in the world with 1.21 billion people or 17.5 % of the world's population (FAO, 2010). In India 65% of the people is still dependent on agriculture as their livelihood and employment source which includes fisheries as one of its components. Fisheries also serve as the valuable and cheap source of protein of the country. According to 2001 census India's total population is 1,027,015,247of which 5959144 people are fishermen.

In 2002, there were 38 million commercial and subsistence fishermen and fish farmers all over the world. Of this total, 74 percent are engaged in capture fisheries and 26 percent in aquaculture. The world total fishery production of 133 million tonnes equated to an average *productivity* of 3.5

tonnes per person. By 2006, the number of world fishers increased to 43.5 million and the total fishery production was 143.6 million tonnes with an average productivity of 3.3 tonnes per person (FAO, 2011).

(1*) Bijayalakshmi Devi Nongmaithem and Ajit Kumar
Ngangbam IOSR Journal of Agricultural and
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REVIEW OF LITERATURE:

1) **Parameshwaran (2012)** reported that the fisher folk among the rural coastal areas live a poor life. Majority reported that the fisher do not live a wealthy life. The socio economic condition is in backward condition. The income they earn is not enough to meet their expenditure. They are not even able to purchase their needs.

2) **Krishnaveni and C.A. sham Shankar (2020)** conducted a study on socio- economic condition of women fish vendors is kanyakumari with the objectives like finding socio-economic and demographic conditions of the families of fishermen, level of investment, income and net profits from the fish vending and problems faced by women fish vendors in selling fish, primary data were collected from 300 fishermen families selected from the coastal area of kanyakumari town which has total fishermen household of 1,920. They viewed that this is one the major reason for taking the produce very late to the sale spot which affects their sales.

OBJECTIVES OF THE STUDY:

- To study the income and expenditure level of fish catchers.
- To examine the struggles and difficulties faced by the fish catchers in the day to day life.
- To study the physical health condition of the fish catchers.
- To study the alternative job opportunities available to fish catchers during 40 days of fishing ban period.

STATEMENTS OF THE PROBLEM:

Tamil Nadu is an important marine fishing centre of the east coast of India accounting 14 percent of India. The prominent maritime fishing districts in Tamil Nadu are Chengalpatu, Chennai, South Arcot, Thanjavur, Patukottai, Ramanathapuram, Kanyakumari and Thoothukudi. Most of fisher folks are in poverty. In this study, researcher has undertaken various statistical tools to analysis the socio economic condition of the fisher folk. This study also through a light in their regular income problem. Each and everyone has their own risk. When risk is high reward is high. But it is not proved in the fishing business. Fishing is a risky job, where a fisherman faces so many problems, due to changes in weather condition like cyclones, tsunami which affects their business in such a way that leads to death, low income which in turn affects their economic condition of their life.

RESEARCH METHODOLOGY:
SOURCE OF PRIMARY DATA:
Primary data were collected from 113 respondents of a study on social status of fish catchers from the collection of primary data and interview schedule was developed before its application among respondents pre-testing were carried out after altering structure questionnaire on the result of pre-testing was employed to make sample survey.

- **SOURCE OF SECONDARY DATA:**

    The secondary data has been collected from Journals, Articles, and News papers, Books and through Internet.

SAMPLING DESIGN:

The data collected are original in nature. A sample of 113 respondents residing in Threspuram, Thoothukudi were selected by interview schedule sampling techniques. The source questionnaire was used for collecting a great source of information.

TREATMENT DURING SICKNESS

If fisherman feel sick they refer to take treatment to cure their health issues by consulting doctors or go for home made remedies, or by going to hospitals either private or government. The analysis inferred treatment for fish catchers during their sickness.

TABLE 1 TREATMENT DURING SICKNESS

Treatment during sickness	No. of respondents	Percentage
Non – professional	24	21
Government hospital	57	50
Private hospital	19	17
Through medical shop	13	12
Total	**113**	**100**

   Source: Primary data

Inference:

The table 1 shows that 50% of the fish catchers are taking treatment in government hospital, 21% of the fish catchers are getting treatment from non- professionals, 17% of the fish catchers getting treatment from private hospital and 12% of the fish catchers getting treatment from through medical shop. Thus majority of the fish catchers are taking treatment in government hospital.

OCCUPATION AND INCOME IN BAN PERIOD

Fisherman should optional for alternate job for earning income during ban period. They mostly have only two main options either to go for an alternative job or sell dry fish with maximum income level of upto Rs. 2000.

TABLE 2

OCCUPATION AND INCOME IN BAN PERIOD

Occupation in ban period	Income during the ban period	No. of respondents	Percentage	
Alternative job	Below 500	10	9	
	500 – 1000	32	28	
	1000 – 1500	39	35	76
	1500 – 2000	4	4	
	Above 2000	0	0	
	Below 500	8	7	

500 – 1000	15	13	
1000 – 1500	5	4	24
1500 – 2000	0	0	
Above 2000	0	0	
Sell dry fish			

Source: Primary data

Inference:

Table 2 shown that 76% of the fish catchers go to alternative job in fishing ban period in that 35% of the fish catchers earn Rs.1000 to Rs.1500 in alternative job, 28% of the fish catchers earn Rs.500 to Rs.1000 wages in alternative job, 9% of the fish catchers earn below Rs.500 in alterative job and 4% of the fish catchers earn 1500 to 2000 in alternative job and no one earn above Rs.2000. Thus majority of the respondents earn Rs.1000 to Rs.1500 in alternative job.

Table 2 shown that 24% of the fish catchers go to selling dry fish in fishing ban period in that 13% of the fish catchers earn Rs.500 to Rs. 1000 in selling dry fish, 7% of the fish catchers earn below Rs.500 in selling dry fish, 4%of the fish catchers earn Rs.1000 to Rs.1500 in selling dry fish and no one earn above Rs.1500 in selling dry fish. Thus majority of the fish catchers earn Rs.500 to Rs.1000 in selling dry fish.

STRUGGLES FACED BY FISHER MAN DURING FISHING OFFSHORE

The succeeding table shows the struggles during fishing offshore. They are no proper time for food, difficulty during rainy season, difficulty during storm and cyclone, vomiting and skin allergy.

TABLE 3
STRUGGLES FACED BY FISHER MAN DURING FISHING OFFSHORE

Statement	SA	A	N	D	SDA	Total	Mean Score	Rank
No proper food at time	45	64	180	56	0	345	3.05	III
Difficulty during rainy season	300	132	60	0	0	492	4.35	I
Difficulty during storm & cyclone	280	120	81	0	0	481	4.26	II
Vomiting	0	80	162	68	5	315	2.79	IV
Skin allergy	0	24	81	104	28	237	2.09	V

Source: Primary data

For finding the level of satisfaction based on its factor LIKERTS FIVE POINT SCALE was used for computing total score certain weight have based on various degree of opinion.
STRONGLY AGREE – 5 AGREE – 4
NEUTRAL – 3
STRONGLY DISAGREE – 2 DISAGREE - 1

Inference:

The table 3 shows the struggles of fisherman in offshore. In that difficulty during rainy

season is the major struggles and it took first, difficulty during storm & cyclone took second rank, no proper food at time took third rank, vomiting took fourth rank and skin allergy took fifth rank. Thus majority of the fish catchers faced struggles in offshore during rainy season

RANK MONTHLY AVERAGE EXPENDITURE

The succeeding table shows the fisherman monthly average expenditure on various factors which they spend for their daily and basic needs such as for their children education and health of family and for occasional festivals as.

TABLE 4 RANK MONTHLY AVERAGE EXPENDITURE

Factors	% of score	Rank
Food and clothing	66	I
House rent	41	VI
Education	58	II
Health care	42	V
Entertainment	47	III
Festivals	44	IV

Source: Primary data

Inference:

It is inferred that expenses are the most influential factors towards income in which food and clothing took first rank, education took second rank, entertainment took third rank, festivals took fourth rank, health care took fifth rank and house rent took sixth rank. The majority of the respondents made expenses on their food and clothing.

FINDINGS:

- It is shows that 50 percent of the fish catchers are taking treatment in government hospital.
- This study reveals that 76 percent of the fish catchers go to alternative job during fishing ban period.
- The 53 percent of the fish catchers have ranked their difficulty during rainy season is the major struggles and it took first.
- The 66 percent of the fish catchers have ranked their expenses by food and clothing in first.

SUGGESTIONS:

- Sometimes the fisherman returns from the sea without any capture, wasting their energy and the cost of the fuel. The Indian National Information Service Centre located at Hyderabed through is satellite finds out the distance and depth of the sea where the density of the fish is higher. Such information can be passed on to the fisherman through Village Information Centre so as to enable them a food capture and thereby enhance the socio – economic condition of the fisherman families.

- Education of the children of the fisher's community up to the higher secondary school level should be made compulsory so that they can be motivated for higher studies, thereby enabling at least a few of them to leap into Government or Private sector employment. This will definitely enhance the socio – economic status of the family but also avoid dependence on fishing as the only source of livelihood.

- The fisherman should be educated on modern technology to enhance their income and standard of living. The fisherman are not earning the true value of the catch mainly because of unhygienic post harvest handling, lack of essential facilities such as water for washing, ice plant and cold storage. Fresh fish or shellfish undergoes quick spoilage if adequate precautions are not taken while fishing, storage on fishing craft, icing, transport and

marketing. Even if the catch is landed in good conditions, possible microbial contamination due to poor handling at the landing centers before being transported makes the resource unsuitable for human consumption.

- As the fisherman spends whatever they earn, the government shall insist on compulsory small savings on the part of fisherman while selling the fish.
- The adverse effect on the standard of living of the lower income groups in fishing communities in the study area is more noticeable. Reducing disparities in income and the quality of life among poor and other fisherman groups should be considered as an important issue in National Fisheries Development. The fisherman of lower income group shall be given more assistance by the Government to buy craft and gears thereby uplifting their standard of living.

CONCLUSIONS:

The standard of living of rural fish catchers is very poor due to low catch and low income. Most of the fish catcher, especially daily wage earners give due importance to meet their basic needs but are able to frequently consume essential food such as meat, milk and quality products. The literacy rate of fish catcher is not an expected level. Many fish catcher send their children to fishing instead of schooling. Most of the fish catcher use traditional methods in fishing which cause low income and poor standard of living.

The income of fish catcher is seasonal. There is no stable income. They can earn more income during peak season and low income during lean season. The expenditure pattern of fish catcher is mainly based on their household size. The major expenditure is to meet their basic needs. The main cause for the indebtedness of fish catcher is the expenditure over income. The daily wage earners and illiterate prefer to get loan from money lenders at exorbitant rates of interest. Saving habit of the fish catchers are not an expected level. The income earned by the fish catcher is not enough to meet their basic needs. It leads to lack of savings. The central and state government provides several financial assistances to the fish catcher, especially during lean and ban season. This amount is inadequate to fulfill their basic needs during ban season. In brief, the fish catcher mainly struggles for basic needs of food, cloth and shelter. They give main attention to their basic needs. They give least importance to education of their children and standard of living.

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A STUDY ON CONSUMERS PERCEPTION TOWARDS PERISHABLE GOODS

V. Suga Varshini, *P. Jayamary

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract

To combine my interest in food and consumer behaviour I decided to write my thesis at the chair group food quality and satisfaction of consumers and came up with this subject about consumer perception towards perishable goods used in day to day life. Customer satisfaction mainly comes from the freshness and timeliness of delivered products. In this section, we define customer satisfaction from these two factors, respectively, and then convert it into customer service priority.

Roughly one-third of the food produced for human consumption is lost or wasted globally. The financial consequences for retailers and manufactures are severe. In addition, it makes a major contribution to the environmental problems. At the consumer stage the expiration dates are an important cause of this food waste. Stimulating consumers to buy more suboptimal foods, in this case perishables with a shorter life might help to reduce this problem. This is done by the dynamic pricing system; the closer a product is to expiration, the more discount is given. The aim of this research is to get more insights into the choice behaviour of consumers. With an online survey, in which the variables own or group use, intended moment of use and different product categories are taken into account, this is researched.

Keywords: Consumer satisfaction, Perishable goods

Introduction

The modern-day consumers are very quality conscious. They expect that the food products they are buying from the market to meet health, safety, and environmental qualities. As incomes of common people increase, the sales volume also increases correspondingly. This leads to the increase in the consumer consciousness.

Consumers become more demanding in terms of quality of the products they are buying from the market. Actually, the consumers are demanding the reliability of the products. They want to see whether the products they are worth the value. Hence, in recent times, consumers are more concerned about the quality and safety of the perishable goods they buy for everyday consumption; they want to ensure that these products are worth buying.

Qualities of the perishable products or food items are normally categorized into three heads: the search like the physical appearance of the product, the credence like whether the product is as healthy to consume as promised, and the experience like the taste of the product. In recent times, buyers have rejected several new products and brand loyalty has been waning steadily. This has made the market experts understand that the buyers are no more silent instead

they are a prime deciding factor of fates of the brands. At the same time, the consumers these days are highly health conscious. They study the effects of food products on their health and wellbeing. Food products, especially vegetables and fruits are consumed on the basis of their food values and benefits to the consumers.

In this situation, the retailers and suppliers need to be better aware of the growing and changing demand of the consumers to anticipate the future trend of the perishable food products' market. Perishable foods, such as fruits and vegetables, dairy, fish, and meat products, have a limited shelf life after harvest or production. The delay before they become unmarketable or inedible depends on the food product itself and a number of environmental factors. These environmental factors include the storage temperature, pressure and relative humidity, and composition and velocity of surrounding gas. The temperature generally has the greatest impact on the shelf life of perishable food.

Objectives

This study has aimed at achieving below listed following objectives:

- To understand the socio economic status of the respondents.
- To study the factors affecting consumers preferences on perishable goods.
- To study the difficulties faced during the purchase of perishable goods.
- To study the level of satisfaction of the consumers about the product performance.

Statement of the problem

This topic is chosen because the study helps us to understand the consumer perception towards perishable goods. In our day to day life we prefer to choose different types of perishable product based on its quantity, quality, price taste, color, needs etc.

These goods are fulfilling our day to day requirements. But still has some problems such as spoilage of meat and dairy products, wastages incurred while buying fruits and vegetables high cost of perishables but low quality of products.

Research Design Period of the Study

This study has been done from December 2020 to April 2021

Collection of Data

- **Primary data:**

Primary data was collected by framing a questionnaire. A set of questionnaire was prepared and was given to selected public to know their views.

- **Secondary data:**

The secondary data was collected from the Internet and Books, Article and Magazines.

Sampling Design

A sample of some respondents residing in various parts was selected on a random basis. The questionnaire was useful for collecting a given source of information.

Framework of Analysis

The information collected through the questionnaire was analyzed by using the following statistical tools namely,

a) Percentage Analysis
b) Bar Diagrams
c) Pie – Charts
d) Ranking Method

Construction of Tools

The researchers had a discussion with group of consumers. Based on the discussion the researcher constructed a questionnaire. Then it was pretested and necessary changes were

incorporated in the revised questionnaire. 75 questionnaire were taken and distributed is appended.

Review of Literature

The concept of super market or hypermarket has changed the traditional retailing processes. It has also changed the consumer behavior to a great extent. Farhangmehr, Marques and Silva (2010) had done a research on the impact of hypermarkets on consumer behavior and traditional marketing.

Goldman, Ramaswami and Krider (2012) have presented a framework to get a clear concept on the growth of the retail market in the basis of product category and consumer segments (Goldman *et al.,* 2012). Modernization of food retail market was the subject matter of the researchers. In a 1995 study on food retail through supermarkets, it was found that the economic and geographic diffusion of supermarkets were almost complete but as far as the perishable products are concerned the market diffusion of the supermarkets was not complete. But, as long as it is not happening, the supermarkets will not be able to gain market share substantially. In another study in 1999, the impacts of superstores selling

perishable products were studied. Consumers felt that the perishable goods of the superstores were better than the perishable goods in the traditional marketplaces.

Novas, Lima and be (2015) proper refrigeration is a must for maintaining the quality of the food products.

Chen, Hsueh and Chang (2016) believe that the revenue of the suppliers depends on both the quality of the products as also quantity they can supply to the market (Chen *et al.,* 2009). According to the researchers, three factors are important in this aspect: (1) The time of production (2) The optimal production and (3) the transportation routes. Packing plays a vital role in the demand and preservation of the perishable food products.

According to **Guilbert, Gontard and Gorris (2017)** biodegradable packaging is necessary both for keeping the quality of products, reducing bacterial and fungal effects, and showing support to the growing demand of environment-friendly packaging systems.

According to **Santos *et al.* (2017)** the availability of hyperbaric storage has given. New way of preserving the perishable products at variable room temperatures without refrigerating those.

Xiaohuan and Wang (2017) held a research which was probably the most appropriate one and in that three significant factors of consumer attitude for perishable foods have been seen: 1) Readiness of the customers to pay can have a huge influence by freshness of food and   risk   of   inventory   storage.

2) Price differences also have part to play in the consumer purchasing behaviors and 3) Point of view of customers regarding inter-temporal price fairness can have an influence on purchasing decisions. According to them, the multi-period dynamic pricing method is helpful in satisfying the long-term utility maximization of food retailers due to which numerous researches can be found which focus on perishable goods, quantity, price and distribution.

Cohen (2017) wrote regarding the group as an important source of attitude change and mentioned that there have been numerous outcomes from the studies that the members of a group tend not to interact and follow norms and values of group.

The attitude theory of **Fishbein (2019)** quite possibly has the greatest impact on consumer attitude study for last three decades. Fishbein states that attitude is an independent determinant of affect for or against attitude object that is a function of belief strength and evaluative factor related with every attribute. According to him, when someone begins to know a new product, learning comes in form of beliefs regarding product attributes and thus the attitude theory of Fishbein tells the way the beliefs, attributes of a certain object result in the

attitude toward that object.

Distribution of the respondents on the basis of their socio economic conditions

Factors	Distribution	No.of.Respondents	Percentage%
Gender	Female	50	66.7
Type of Family	Nuclear	43	57.3
No.of members in a family	4-6	34	45.33
Monthly Income	21000-30000	23	30.7
Residential status	Urban	30	40

Source: Primary data

Inference

From the above table it is shown that these are the socio economic factors of the respondents which is taken into the study.

Distribution of the Respondents on the Basis of the Amount spent on Livelihood

Particulars	No. of Respondents	Percentage %
100-300	11	14.7
301-500	18	24
501-1000	17	22.7
Above 1000	29	38.7
Total	**75**	**100**

Source: Primary data

Inference

From the above table , it shown that 14.7% of the respondents spend Rs.100-300 for livelihood, 24% of the respondents spend Rs.301- 500, 22.7% of the respondents spend Rs. 501-1000, 38.7% of the respondents spend above 1000. Hence the majority of the respondents spend above Rs.1000 for their livelihood

Distribution of the Respondents Based on the Interval in Purchasing the Products

Particulars	No. of Respondents	Percentage %
Daily	24	32
Weekly	39	52
Monthly	12	16
Total	**75**	**100**

Source: Primary data

Inference

From the above table , 32% of the respondents purchase perishable goods daily, 52% of the respondents purchase weekly and 16 % of the respondents purchase monthly. Hence the majority of the respondents purchase perishable goods on weekly basis.

Distribution of the Respondents Based on the Availability of Goods

Particulars	No. of Respondents	Percentage %
Rarely	5	6.7
Sometimes	20	26.7
Often	10	13.3
Most of the times	19	25.3
Always	21	28
Total	**75**	**100**

Inference

From the above table, it is shown that 6.7 % of the respondents say that the availability of good is rare, 26.7% of the respondents say it as sometimes, 13.3% of the respondents say it as often, 25.3% of the respondents say it as most of the times and 28 % of the respondents says the availability of good is always. Hence the majority of the respondents say that the availability of the goods is always good.

Distribution of the Respondents Based on the Factor which Influence in the Rise in Price of the Product

Particulars	No. of Respondents	Percentage %
Normal demand but less supply	11	14.67
More demand but normal supply	30	40
No other choice(nearby by shop)	34	45.33
Total	**75**	**100**

Source: Primary data

Inference

From the above table , it is shown that, 14.67% of the respondent says that there is normal demand but less supply, 40% of the respondents says that more demand but normal supply, 45.3 % of the respondents says that they have no other choice so they buy the goods. Hence the majority of the respondents say that they have no other choice other than that of purchasing the goods in the nearby shop which influence in the rise in the price of the product.

Distribution of the Respondents Based on the difficulties in purchasing the per.goods

Particulars	No. of Respondents	Percentage %
Destroy within a short period	18	24
Non availability of fresh products	36	48
Delay in buying	10	13.3
Others if any	11	14.7
Total	**75**	**100**

Inference

From the above table, it is clear that 24% of respondents says that the perishable goods destroy within a short period is considered as the main difficulty, 48% of the respondent says that there is non-availability of fresh products, 13.3% of respondents are affected by delay in purchasing the products and 14.7% of the respondents have mentioned others if any. Hence the majority of the respondents say that there is non-availability of fresh products as the main difficulty in buying the perishable goods.

Suggestion

- Abolish differentiation in price.
- Try to reduce the level of adulteration in dairy products such as formalin.

- The distributor should make purchase of fresh products of goods to help the consumers to avoid rotting of goods.
- To avoid distribution of diseased meat and sea foods.
- Price fixation of goods should always be menial and affordable for all type of consumers.
- There should be more number of shops to avoid the non-availability of goods.
- Transportation facilities should always be good as they are the major chain in supply of perishable goods.
- The defective goods should be reduced to attract customers.
- The supply of the product should be normal to avoid the demand of perishable goods.
- Advertisement must create awareness among the consumers to choose quality products.

Conclusion

Results showed that consumers choose the goods significantly. Thereby the product category such as vegetables, fruits, meat and eggs are compared to predict whether a consumer chooses for the product with a long shelf life or for a product with a short shelf life.

The difference in consumer choices regarding to own use is tested. People are more likely to choose a product with a short shelf life over a product with a long shelf life when the product is bought for direct use than when it is bought for the longer term. So people are more likely to choose products with a short shelf life over a product with a middle- shelf life when the product is bought for direct instead of long term usage.

From the point of view of respondents/consumers, we can say that the quality of the food products is not always good. On the other hand, it is evident that customers perceive certain imperfections that the foodstuff producers need to addressed. Travel times from production place to utility have an important effect on quality and freshness of perishable items. The choice of routes is dependent on the shelf life of the products in order to prevent losses.

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IMPACT OF COVID-19 ON THE LIVELIHOODS OF FISHERMEN COMMUNITY IN LIONSTOWN AREA IN THOOTHUKUDI DISTRICT: AN ANALYSIS

A. Lavanya, [*]A. Sudha

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract

COVID-19 pandemic has rapidly spread around the world with extensive social and economic effects. Specifically, on the implications of the pandemic for small-scale fishers, including marketing and processing aspects of the sector, and coastal fishing communities, drawing from news and reports from around the world. Negative consequences to date have included complete shut-downs of some fisheries, knock-on economic effects from market disruptions, increased health risks for fishers, processors and communities, additional implications for marginalized groups, exacerbated vulnerabilities to other social and environmental stressors, and increased Illegal, Unreported and Unregulated fishing. Though much of the news is dire, there have been some positive outcomes such as food sharing, the revival of local food networks, increases in local sales through direct marketing and deliveries, collective actions to safeguard rights, collaborations between communities and governments, and reduced fishing pressure in some places.

Keywords: COVID-19, corona virus, small-scale fisheries, coastal communities, vulnerability, resilience

INTRODUCTION:

The Spread and fallout of Covid-19

At the time of this writing (April 2020), it has only been a few months since the first alarm bells went off that COVID-19, a novel corona virus infection, was rapidly spreading and altering life in China. As its health risks and high mortality became more apparent, first Wuhan city and then Hubei province in China implemented lockdowns and travel restrictions. Because this occurred during the Chinese New Year, demand for luxury seafood declined and markets collapsed for Canadian and American lobsters, Australian crayfish, Vietnamese shrimp and many others. This was a harbinger of massive and life altering changes that were about to unfold in small-scale fisheries (SSF) and coastal fishing communities around the world.

Since then, the virus has spread to almost all countries, leading to millions of cases and thousands of deaths. Most countries have implemented social distancing measures, or more stringent lockdowns, in efforts to slow the spread of the virus and "flatten the curve" of hospitalizations and deaths. Places of work, worship, education and socialization have closed. International and domestic travel has been restricted. National economies have taken a major hit and unemployment numbers have soared – with dire predictions that the economic effects could be as bad as the Great Depression.

Some groups and sectors are highly susceptible and vulnerable to the rapid social and economic effects of the COVID-19 pandemic. In this editorial, we focus on the implications of the pandemic for small-scale fisheries (SSF), including fishing, marketing and processing aspects of the sector, and coastal fishing communities. Globally, there are an estimated 32 million directly employed

as small-scale fishers, an additional 76 million employed in post-harvest jobs, and 81% of catch is used for local human consumption.

REVIEW OF LITERATURE

1. Vhankade (2011) in his study pointed out that government lends money to the cooperative societies in the form of loan and subsidies. Likewise they also assist economically backward people in coastal region for the purpose of fishery and fishery business when to increase their standard of living. The fishermen cooperative society. Provides small credit to the poor fishermen so as they needful capital for their fishery business and they can raise their income with the help of this credit.

2. Annabelle Cruz et al. (2002) in their study pointed out that the socio economic condition of the rural fisher folk is in a backward condition. As the house hold size of the fisher folk family is big, their income is not enough to meet their expenditure. In such situations they borrow money from money lenders. They lack all the basic amenities which are important for a quality life.

3. J. Vasanthakumar and K. R. Sundaravaradarajan (1990) in their paper entitled "Adoption of Scientific Technology by Trawler operators of Tamil Nadu." Dicuss about various aspects relating to adoption of scientific technology by trawler operators of Tamil Nadu.

4. . Zein (2000) in his study revealed that food consumption is an important household expenditure of fisher folk. As the fishermen group is in the lower income group, it is very difficult to fulfill the family nutrition requirement. Their ability to obtain the source of food which has protein and energy is very low. With low earnings, the orientation of family instructed for the requirement of food especially in accomplishment of carbohydrate requirement for all the family

Implications: The direct and indirect effects of the COVID-19 pandemic

Negative consequences

The drastic implications that COVID-19 is having for the SSF sector are becoming obvious. We use examples from journalism, policy organizations, and public sources to provide insights into the impacts that the SSF sector is experiencing around the world. Many fisheries faced complete shutdowns at the onset of social distancing restrictions if they were not considered vital to national food supply systems. Such indiscriminate lockdowns on fishing activities arguably reveal a preexisting tendency to underplay the role of fish in food systems In India, for example, fisheries were entirely closed down initially (contrary to farming), and only after significant pressure from civil society pointing to their vital role in food provisioning was fishing allowed to continue operations within some bounds. Even in instances where fishing is deemed an essential service, social distancing measures have precluded many small-scale fishers from going fishing due to vessel size or trading in close quarters in local markets.

Knock-on economic effects from market disruptions have further impacted small-scale fishers' ability to pursue their livelihoods through 'twin disasters' of reduced demand and attendant collapse of prices. Export-oriented SSF have faced a vast reduction in demand (particularly from Asia, United States, and Europe), port closures, loss of access to cold storage, and cessation of shipping and air freight. SSF geared at local markets are also affected.

International Organization for Women in the Seafood Industry:

Furthermore, in humanitarian crises like COVID-19, gender based violence increases. Children may be vulnerable to increases in child labor and abuse, as schools close, formal economies are restricted, and parents fall ill. Finally, rural and isolated Indigenous communities are particularly at risk as they may have reduced immunity and access to healthcare. More than a dozen Indigenous groups have confirmed COVID-19 cases across the Americas, and many have opted to close access to their reservations.

Political, economic, social, environmental and climatic conditions intersect to exacerbate effects of COVID-19, particularly for the most vulnerable. COVID-19 is a 'crisis within a crisis' in food insecure countries. Some predict that the number of people worldwide affected by food insecurity will double as a direct result of the pandemic. Communities across West Africa now face the combined effects of COVID-19, chronic hunger, conflict, and climate change.

Positive initiatives and outcomes

While most of the news is dire, there are some bright spots as the SSF sector and their allies have taken action to respond. There are numerous examples of food sharing, as SSF focus their resources and capacity to make food security contributions within their communities.

The local fishers are contributing their time and boats to provide 50–60 tons per week of free seafood for their communities. In Indigenous communities on the British Columbia coast, people are turning to the sea and land for food for them and to share. In Hawaii, the local food movement has grown substantially, with fishers helping to supply vulnerable populations (elders) and food banks to bolster local food security. And strong existing social networks in the Pacific Islands have facilitated food sharing since the onset of COVID-19.

Worldwide, local food networks and community supported fisheries (CSFs) have emerged to fill some of the gaps left by COVID-19 related market disruptions. As demand for direct delivery to households is increasing, SSF have been able to adapt their distribution models to keep their production stable, creating and strengthening direct connections with local household consumers.

Fishing in the Time of COVID-19: Effects on Fishing Activities, Resources, and Marine Ecosystems

Spatial, temporal and capacity regulation of fishing effort are some of the main options applied in order to reach environmental and socioeconomic sustainability of marine fisheries from recreational to commercial. However, these tools are generally combined stepwise and their effect should be evaluated in the medium or long term, which makes it difficult to disentangle the role of different drivers, including changes in the environmental conditions.

The COVID-19 pandemic represents a global, unplanned and unregulated experiment, and a global shock, that affected also the fisheries sector with social, economic and ecological consequences to be assessed.

How COVID-19 impacted the activity of the fleets and, indirectly, the status of resources at sea, and how it reverberated on the fishing behavior are emerging questions for fisheries scientists, national governments and the fisheries sector.

In the meantime, the lowering of fishing effort due to the pandemic and its effects can be used as a source of information on the potential effects of short time management actions.

The objective of this Research Topic is to collect a series of works analyzing and quantifying the effects of the COVID-19 on:

• Fisheries movement and effort
• Fishermen behavior
• Short terms effects on resources
• Adaptive strategies of the fishing industry and governments
• Partial recovery for marine ecosystems
• Progresses in the adaptive capacity of the sectors (e.g. more cooperation between the actors of the fishing industry)
• Interactions between COVID-19 effects and other drivers like climate change or marine biodiversity loss

Impacts on Human Rights in the Seafood Supply Chain

Changes in the way the fishing industry operates caused by Covid-19 may in turn affect the human rights and working conditions of fishermen in a number of ways. First, those who return to shore each day will have to continue working and interacting with others, putting them at increased risk of the virus simply because they are poor like many others making subsistence livings.

Workers on larger vessels that stay at sea for weeks or months face additional risks, regardless of whether or not the vessel transships. Given credible past reports of fishermen in conditions of forced labor being beaten, placed in physical confinement, marooned on islands, and in rare instances killed, there is a significant risk that vulnerable migrant workers who show Covid-19 symptoms could face solitary confinement or be left at sea. If existing coast guard and navy oversight of these vessels diminishes due to Covid-19 concerns, these workers will be yet more vulnerable.

Workers on vessels that do make periodic port calls may face an increased risk of acquiring Covid-19 and may endure the illness under challenging health and safety conditions without access to adequate health care. Fishermen, especially those in forced labor, sometimes lack access to clean water and adequate food, rendering them more vulnerable to illness. Moreover, if a vessel's workers do become infected, the vessel may be turned away at ports. This could leave sick and vulnerable fishermen without access to medical care, food, or water stranded at sea.

Objectives:

1. To study the significance of Fisheries sector in Lionstown area.

2. To study the impact of COVID-19 on the Fisheries sector Lionstown area.

3. To analyze the status of Fishermen and the Pandemic impact on Fishermen Community in Lionstown area Thoothukudi District

4. To analyze the impact on the livelihood of the Fishermen in Lionstown area.

5. To overview the future prospects of Fishermen in Lionstown area.

METHODOLOGY

Consistent with the objectives of the study, different techniques have used for the analysis of the data. The data pertaining to the study has been analyzed and presented in tabular forms to make the findings meaningful and easily understandable with simple statistical tools of analysis like ratios, percentages etc. The present study was based on two sources of data viz., Primary data and secondary data. Primary data is the first hand information collected from the Fishermen Community of Lions town directly to know the impact of the pandemic on their lives in terms of decrease in the level of employment and incomes.

Period of Study

Taking into consideration the purpose and data requirements of the study, the period of study was restricted to the pandemic year December 2020 to February 2021.

Data Collection

The primary data was collected through direct interview method from sample respondents of 120 Fishermen. The secondary data related to present study was mainly collected through secondary sources which include various official reports, periodicals, magazines and websites etc.

DATA ANAYSIS

Sex wise analysis of the respondents

Table: 1. 1

S.No	Sex	No. Of Respondents	Percentage (%)

1.	Male	105	88
2.	Female	15	12
	Total	**120**	**100**

Source: Primary data

In this table shows the sex compositions of the respondents. Out of 120 respondents 12% of the respondents are female and 88% of the respondents are male respectively

Table: 1.2

Religion wise of the Respondents

S.No	Religion	No. of Respondents	Percentage (%)
1.	Christian	96	80
2.	Hindu	24	20
	Total	**120**	**100**

Source: Primary data

The table shows that 80% of the respondents are Christians, and 20% of the respondents are Hindu respectively out of 120 sample respondents.

Table: 1.3

Monthly income of the Respondents

S.NO	Income	No. of the Respondents	Percentage (%)
1	Upto-20,000	-	-
2	20,000-30,000	50	41
3	30,000-40,000	40	34
4	40,000-50,000	20	17
5	60,000-70,000	10	8
	Total	**120**	**100**

Source: Primary data

From the table shows that income started in Rs.20'000. 41% of the respondents income between Rs.20, 000- Rs.30, 000. 34% of the respondent's income between Rs.30, 000 to Rs.40,000 .17% of the respondent's income between Rs.40,000-Rs.50,000, and finally 8% of the respondents income Rs. 60,000- Rs.70,000 above respectively.

Table: 1.4

Monthly expenditure of the Respondents

S.NO	Expenditure	No.of the Respodents	Percentage(%)
1	Upto-10,000	-	-
2	10,000-15,000	23	19
3	15,000-20,000	22	18
4	20,000-25,000	24	20
5	Above-25,000	51	43
	Total	**120**	**100**

Source: Primary data

This table explains according to their expenditure of the sample respondents 19% of the sample respondents to spend Rs.10, 000 to 15,000. 18% of the respondents to spend Rs.15, 000-Rs. 20,000. 20% of the sample respondents to spend   Rs. 20,000-Rs. 25,000 and 43% of the respondents to spend above Rs.25, 000 respectively.

Table: 1.5   Access to government support

S.No	Government support	No. of Respondents	Percentage (%)
1	Municipal corporation	66	55
2	Private sector	32	26
3	NGO'S	22	19
	Total	**120**	**100**

Source: Primary data

This table shows that the respondents to get Government support from various sources according to 55% of the sample respondents to get the support from Municipal Corporation, 26% of the respondents to get the support from Private sector, and 19% of the respondents to get the access from NGO's(Non- Governmental Organization) respectively

Table: 1.6

Percentage of unemployment due to covid-19

S.NO	Employment	No. of Respondents	Percentage (%)
1.	Voluntary Unemployment	24	50
2.	Disguised Unemployment	24	50
	Total	**48**	**100**

Source: Primary data

This table shows that the Percentage of unemployment due to covid-19

 50% of the respondents are voluntary unemployment, and another 50% of the respondents are disguised unemployment due to COVID – 19

Table: 1.7

Daily working hour of fisherman

S.No	Daily working hour of fisherman	Percentage
1	2-3 hrs Per day	57.75%
2	4-6 hrs Per day	34.75%
3	Whole day	7.50%
	Total	**100**

Source: Primary Data

Daily working hour of fisherman was also collected through survey. The working hour of fisherman is divided in three different categories as 2-3 hr per day, 4-6 hr per day and almost whole day based on majority of people. Daily working hour percentage of fisherman Result obtained from data collected clearly shows the percentage of fisherman as 7.50%, 34.75% and 57.75% for 2- 3 hr per day, 4-6 hr per day and almost whole day respectively. The income of fisherman was calculated by averaging the whole month income through all sources.

Findings, Suggestions and Conclusion
Findings

- ❖ 88% of the sample respondents are male and 12% of the respondents are female.
- ❖ 80% of the respondents are Christians and 20% of the respondents are Hindu
- ❖ 19% of the respondents are earning below 15,000 per month, 18% of the respondents are earning below 20,000, 20% of the respondents are earning below 25,000 and 43% of the respondents are earning above 25,000
- ❖ 55% of the respondents are accesses to municipal corporation support. 26% of the respondents are accesses to the private sector support and the NGO'S are given their support towards 19% of the respondents.
- ❖ 52% of the respondents are wearing the mask 34% of the respondents are using the sanitizer 9% respondents are using the viral sprays, and 5% of the respondents in awareness programmers.
- ❖ Daily working hour percentage of fisherman Result obtained from data collected clearly shows the percentage of fisherman as 7.50%, 34.75% and 57.75% for 2- 3 hr per day, 4-6 hr per day and almost whole day respectively.

SUGGESTION

- ❖ The Special medical assistance may be given to the fishermen workers which may be useful to improve their healthy life style..
- ❖ The fishermen workers should be aware of legal production. For that they may be allowed to attend legal awareness.
- ❖ The fishing community was very poor, and always remained in deep financial stress.
- ❖ The government should provide loan with low rate of interest for meeting the family expanses which could be deducted from their salary because the private loans carry high rate of inertest.
- ❖ The government to give access to the fishing community People.
- ❖ Due to COVID – 19 the fishing community People to suffer from the Unemployment. So the Government must to protect the suffering People.
- ❖ Greater unemployment was noticed, which pinpointed emergent need for employment generation.
- ❖ Government must provide the for their children to get admitted in the educational institutions for the higher education.
- ❖ Government must be provide the technical equipment and mechanical devices to help and improve their life style.
- ❖ Globally, the SSF sector plays a vital role in food and livelihood security. Thus, we emphasize the need for rapid mobilization by all parties in support of the SSF sector

Conclusion

Our analysis suggests that the COVID-19 pandemic presents major challenges for the SSF sector globally. While there are some positive initiatives and outcomes, these are likely far outweighed by the negative consequences, especially for groups that are most vulnerable to these changes. Furthermore, the crisis is far from over. The short-term impacts that we have highlighted here are likely to be followed by long-term crises related to economic hardships and global food crises. Globally, the SSF sector plays a vital role in food and livelihood security. Thus, we emphasize the need for rapid mobilization by all parties in support of the SSF sector. Short-term responses must be swift and targeted to the most vulnerable. In the longer-term, there is a need to develop a coordinated response and support network to transform existing existing institutions, supply chains, and food systems in ways that improve conditions and resilience of the SSF sector.

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TRANSFORMATION OF IDENTITY IN CELESTE NG'S NOVEL OF REALISM
LITTLE FIRES EVERYWHERE

X. Angel
PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:

This article focuses on the Celeste Ng's second novel *Little Fires Everywhere*. The novel is about motherhood and Ng also criticises the order of the Shaker Heights Community. This article examines the quest for identity by the major characters and their struggle to find out the purpose of human existence. It also portrays the changing nature of human identity. It is a clear study of Ng's psychological idealism about human identity. Each character in this novel struggles to find out their real identity. This article also focuses on the communal identity. The Shaker Heights community always have order for everything to create uniqueness. The people of the Shaker Heights teach order to their children as a privilege. The children have inherited order from their ancestors in the Shaker Heights community. Ng's clarifies that order only creates chaos among the characters and it spoils one's identity.

Key words: Identity, motherhood, longing, order and permanence.

Celeste Ng is a notable American novelist of the 21st century. Ng has published two novels to her credit. She is one of the budding writers in contemporary American Literature. In 2018, "Entertainment Weekly" proclaimed Celeste Ng as 'the novelist of the moment'. Ng's first novel *Everything I Never Told You*, charts the secret world of teenage protagonist Lydia, who became the puppet of her parents and felt harder to find out her own identity. Lydia lacks soul-satisfaction in her life, so she tries to make herself happier with her friends, which also gives pain to her because of her mixed yellow skin. Disappointed, Lydia finally commits suicide in great depression at the age of fifteen.

Ng's *Little Fires Everywhere* talks about the world of mothers and their teenage daughters. To narrate this excellent story, Ng ponders into her own teenage days and find out the difficulties in the relationship between young daughters and their working mothers. The novel also elaborates the secret world of teenagers and how teenagers try to keep their secrets "like a dragon guards treasure" (37) from their parents. It also satirises the bonding between parents and children in the modern era. This novel also throws light on the immigrant parents who want to grow up their children in their own cultural roots.

Ng makes a clear and tricky inquires on human identity. Ng portrays what makes up a person's identity with her difficult inquires on human identity. Throughout the novel, Ng justifies that human identity is not a fixed identity. She clarifies that human could not acquire a perfect identity with a single attempt. It is a process of learning. Throughout the novel her characters, struggles to find out their real identity. They are confused with their parent's identities who brought up them and social identities which teach them uniqueness. They are also confused with the identity of the surrounding people, who raised them and loved them.

Mia is separated from her family members and lives a transient lifestyle which is against the world's customs. Mia tries to erase her past identity as well as her daughters past identity. In the

introductory chapters of the novel, readers are unclear about the truth of Mia's past, so there is confusion about the purpose of their transient lifestyle. When the novel moves, there is a conflict which takes place in the Shaker Heights Community. The problem is about the transracial adaptation of a Chinese baby by an American couple. At that time Mia supports her co-worker Bebe Chow, who is the biological mother of the Chinese baby. Here Mia's attitude once again confuses the readers because of her altruistic words towards Bebe Chow. Mia talks about the importance of motherhood with Bebe and kindles her feeling to make her stronger in the case. Mia points out "a mother has a right to raise her own child" (349).

The later part of the novel discovers the truth behind Mia's past. Ng clarifies that Mia's past makes her as a transient mother and leads her to hide her daughter from this world. Mia as a poor undergraduate student, has agreed to act as a surrogate mother to the wealthy Ryan family but because of her family customs, she has refused to hand over the baby to its parents. This leads her to erase her real identity. Mia has left her hometown and to escape from the Ryans. In the hospital, she registered her name as Mia Warren, instituted of her family name Mia Wrights because she needs a change to escape from her past.

Mia wants to rear her daughter for her own, so she also erased her daughter's real identity. She uses her personal identity, as an artist to cover her past. If Pearl inquires about their transient life to Mia, she just responds to her that because of her job, she chooses this way. Mia builds her identity with secrecy because she wants to escape from her past. Mia is ready to lose herself in the vast landscape of America and hides her daughter from the Ryans. Pearl is a beautiful teenage girl, who seeks refuge only in her mother because there is no one for her except her mother. She knows that they have a unique, special relationship even though she needs and longs to have a friendship circle to avoid the loneliness of her soul. Mia is always busy in her work, so Pearl feels more alienated, so she likes to have a social relationship with her peers. The Richardson children give a great relief to her passiveness. The lifestyle of the Richardson children, is deeply inspired Pearl because they have orders in their lifestyle. She likes them because of their fixed identity which is forbidden to her. She seeks comfort under the Richardson identity.

Pearl is a shy girl who wants to build her identity. As a teenager, Pearl suffers psychologically as well as mentally. Her identity as a teenage girl and daughter of Mia could not satisfied Pearl. She needs more information about her root because the Richardson's children are well aware of their ancestors, they have a beautiful house inherited from their grandparents. They receive good education in a fixed school in Shaker Heights and have their own advantages in life.

Pearl is eagerly waiting to identify her true heritage, but when she has asked questions to her mother about her parents, grandparents and family root, Mia refused to answer her and jokes that she found her in a bargain bin or cabbage patch. Mia's crucial answers wounds Pearl's heart but Mia always has a sense of justice. Mia satisfies herself that, she is the real mother of Pearl and she has the rights over her daughter's life.

Ng also charts about identity in the form of race. In the case of the adopted child May Ling, the McCulloughs are in the final process of adopting the child. At the same time, the baby's real mother wants to rescue her baby. During the court hearing, Bebe Chow explains her sufferings as a Chinese emigrant among the white faces and how she struggles to find out her position in Shaker Heights. Bebe elucidates that she is suffering from poverty and postpartum depression, which directs her to leave her daughter near the fire station. Now with a deliberate mind Bebe Chow wants to claim her identity as a mother. She said that she is the biological mother of May Ling, so she has the right over her daughter. The same situation once happened in Mia's life. Bebe seeks Mia's help. Mia manipulates Bebe Chow to 'fight', for her identity. For benevolence, Mia informs the adaptation of May Ling with her friend Bebe Chow, but she also throws the McCulloughs family in dismay.

Mrs. McCullough loves May Ling very much because, the couple is unable to bring a child to this world. The McCulloughs have tried to change the identity of May Ling. They have changed her birth name as 'Mirabelle' and give her a false birthday date. Izzy questions this changing of May Ling's identity and Mrs. McCullough replies to her that, May Ling needs a change. Izzy is not ready to accept this statement and thinks that they are hiding May Lings' identity. The same situation happens in Mia's life, who changed her daughter's identity and has hidden her from the Ryans.

Mrs. McCullough also claims her identity as a mother because she loves her adopted daughter May Ling. In the court, Ed Lim, Bebe Chow's lawyer, questions her ability to keep May Ling connected to her Chinese identity. Mrs. McCullough states that she often brings Mirabelle to a Chinese restaurant and feeds her Chinese foods. She points out that, she has brought Mirabelle a panda as a birthday present, instead of a brown bear. The lawyer could not accept this statement and argues that it is impossible for an American mother to bring up her daughter with a Chinese identity. In an emotional tone, Mrs. McCullough points out that she loves Mirabelle more than her identity as a Chinese. Her love makes Mrs. McCullough to claim her motherhood rights over May Ling. May Ling's real mother Bebe, is not ready to leave her child to an American parent, because she knows that, they shouldn't rear her child with her Chinese identity. The court favours the McCulloughs and they claim the rights over Mirabelle, but finally Bebe Chow steals her baby from the McCulloughs and once again return to her native place to bring up her baby with her Chinese identity. Bebe Chow feels that there is injustice in the Shaker Heights community because they want Bebe to hand over her own child to the McCulloughs.

Though it gives happiness to Bebe Chow, it also gives pain to Mrs. McCullough, and shatters her happiness. For Mrs. McCullough, Mirabelle represents happiness and when Bebe steals Mirabelle from her, it represents that Bebe also steals Mrs. McCulloughs happiness as a mother. At first Mrs. McCulloughs is not ready, to accept this painful reality but later she accepts it and once again adopt another child. Stealing a baby is a crime, even though Bebe Chow has the sense of justice because she is the mother of May Ling. In the complicated war, finally Bebe Chow successfully claims her identity as a mother. Ng skilfully handles the two sides of one coin and pictures the sufferings of both of the mothers. Ng justifies that motherhood is a powerful weapon which has the power to heal and break human hearts.

There is no antagonist in this novel, because the conflict of the novel starts with altruism and manipulative instincts. Mrs. Richardson somehow looks like an antagonist, but it is clear that she is not. Ng skilfully handles her characters. Mrs. Richardson is a journalist of a local newspaper. She has multiple identities, she is a journalist, the mother of four children, the wife of a lawyer and she inherits a big house, in Shaker Heights. She is a notable person in the Shaker Heights community. These multiple identities show that she has a fixed lifestyle. Ng points out that, she did not want to leave her hometown because of its values. Mrs. Richardson was born in a rich and strict family and her parent taught her the rules and regulations of the Shaker Heights community. She wants to continue the same process and rear her children with strict rules, order and perfection. She carries communal identity within her. She tries to portray her as a kind woman. She shows her tender heart towards her tenants. At the same time, she also wants to have kind persons as her tenants. Ng opines Mrs. Richardson's character, "a kind person to whom she could do a kind turn, and who would appreciate her kindness" (15). At the beginning of the novel, Mrs. Richardson offers the housekeeping job to Mia in her house, because she knows that Mia is a single struggling mother. At the end of the novel, she is one of the reasons for the complicated motherhood war. She supports the McCulloughs, and finds out Mia's cruel past, as a surrogate mother.

Mrs. Richardson is always proud about her identity as a journalist, rather than her identity as a mother, so she has failed to concentrate on the secret world of her teenage children. Richardson's children seek Mia's wings for motherly comforts. The last one, Izzy is the most affectionate child of

Mia. Izzy hates her mother's orderly lifestyle and rebels when she tries to control her. Mrs. Richardson always has an eye on Izzy's actions because she was born before eleven months. Izzy wants independence, so she needs Mia's help to gain independence from her mother. Izzy always pretends that Mia is her original mother. Here the identity of a mother plays an important role. Mia is well knowledged on soothing the young children. She is a motherly figure who approaches Richardson's children in a friendly manner.

Mrs. Richardson has a little jealousy on Mia, about her close relationship with her children. She is terribly upset when she looks at Izzy's jacket on Mia's table and thinks herself that, it looks like that Mia is Izzy's mother. Mrs. Richardson is not ready to accept the truth about her identity. She considers that Mia is taking her motherhood identity from her, with her manipulative words. Mrs. Richardson accuses that Mia is the reason behind Izzy's rebellious nature and she has spoiled her children's communal identity.

The Shaker Heights people are always clinging to the idea of communal identity. They have order in everything, to create uniqueness all over the community. The children are strictly advised to follow the rules and regulation of the community. They could not call it as 'rules', but as 'privilege'. The Richardson's eldest daughter Lexie, once points out that "Thank God we live in Shaker" (49).

Mia's daughter Pearl is very much fascinated by the order and communal identity of the Richardson children, because she lacks order in her life. Their transient life bores her. She has often asked her mother to promise her about their permanent house. Mia has promised Pearl that Shaker Height is their permanent house. The novel also talks about the lack of permanence. There is no permanent address for Mia. Pearl expresses her longing to have a permanent home, heritage, relatives, and friends. According to Pear, these are the real factors of identity. In Shaker Heights school, Pearl struggles to find out her identity because the Shaker Heights children are perfect in everything. To merge one among the crowd, Pearl has changed a lot in her lifestyle, even she has stopped her close relationship with her mother to keep a secret world for finding her identity.

In the final scenes of the novel, Mia explains the horrible circumstances of their existence in Shaker Heights and asks Pearl to leave their house. Pear's heart is shattered and she refused to move from there. She reminds her mother about her promise. At this crucial moment, Mia reveals to Pearl about her past identity. Mia apologises for her possessiveness and promises to bring her to her parents. Pearl, becomes more frustrated and she refused to meet her parents. She replies to her that she is not mentally prepared to meet her real parents. Pearl, who is longing to inquire her past, now becomes speechless. She understands Mia's identity as a mother and is ready to accompany her once again to move to another place.

In the Richardson's house, the younger one Izzy becomes more frustrated about the absence of Mia and her family members injustice towards Pearl and Mia. She sets fire to her house. She lacks the motherly comfort from Mia, so she plans to find out Mia and leaves her house. Finally, Mrs. Richardson understands her dominance over her daughter Izzy and repents for her suppressive nature. The novel ends with a tragic scene, no one knows what happens to Izzy. Mrs. Richardson starts her long journey to find out Izzy among the strange faces.

Ng's characters in *Little Fires Everywhere*, struggles to find out their identity. Finally, her major characters understand their flaws in their identity and try to change it. Mia agrees to take Pearl to her parents but there is no use in later realization. It causes only the chaos among the characters. Ng clearly points out that there is no fixed identity in humans, because each and every day humans learn a new idea and that idea influence them a lot which transforms their identity. Human identity changes in two ways, both positive and negative. Circumstances are the reason for one's identity. Ng beautifully and psychologically sketches the changing nature of the human identity in her great novel *Little Fires Everywhere*.

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THE GENDERED AND COMMODIFIED FEMALE BODY IN LOLA SHONEYIN'S *THE SECRET LIVES OF BABA SEGI'S WIVES*

G. Anusuya
PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:

This article focuses on marital relationships in Shoneyin's *The Secret Lives of Baba Segi's Wives*. Set in a household where polygamy is practised, this article seeks to analyse Shoneyin's exploration of the traditional and modern aspects of marriage. It looks closely at the individual wives, their reasons for entering a plural marriage, and their relationships with their husband and co-wives. Through close analysis of the text, this paper attempts to show how Shoneyin invites one to consider relationships and marriage as she plays off the modern conception of marriage against a traditional one. Lola Shoneyin writes *The Secret Lives of Baba Segi's Wives* in the context of changing ideas about marriage. Her novel focuses on the Alao household, a polygamous family consisting of four wives and seven children.The four wives do not enter the household because of love. Rather, customary practices allow for them to seek comfort in a household built by a caricatured man who displays grotesque arrogance and male pride.This paper examines the issues of marriage and procreation in Africa using Lola Shoneyin's *The Secret Lives of Baba Segi's Wives.* Through the experiences of the female characters in the novel, the novelist criticizes the society where the female gender is subjugated, deprived, oppressed and abused.

Shoneyin's novel, *The Secret Lives of Baba Segi's Wives*, narrates a family unit built on dishonesty and secrets, which kept the family together for a while. Although the novel relates a devastating secret in Baba Segi's polygamous house, the main focus in this article is on the trials faced by Bolanle, Baba Segi's fourth wife, and how she carried herself through it all.

The novel *The Secret Lives of Baba Segi's Wives* is used as a case study in response to similar situations faced by many African women in different societies, especially in the South African context. The novel, *The Secret Lives of Baba Segi's Wives* deals with the predicament faced by an African woman, dilemmas, challenges, and unbearable pains of women who are often blamed for infertility in marriage, without consideration of the fact that medical problems leading to infertility are non-discriminatory in nature. In this fascinating novel, Lola Shoneyin wrestles with several cultural pressures in marriage, which are also prevalent among black women in South African communities. It argues that women's sexuality is viewed with a patriarchal prejudice, the referral of infertile woman as worthless, which in essence reveals the quality of their intersubjective relationship, depicts men as the agents and women as the objects in marriage and that the order of the African family unit is deeply constructed on gender lop sidedness.

In the novel, *The Secret Lives of Baba Segi's Wives* Lola Shoneyin has tackled several widespread contemporary African cultural stresses, though her text is clearly located in urban Nigeria with a preponderance of Yoruba practices and presences overlaid by Muslim and Christian affiliations. Personal relationships, individual value systems, and each character's ways of managing and negotiating her and sometimes his circumstances are much more central to the text. However, with a plot as complex as the one deployed here, one needs to keep one's wits about one as the secrets

alluded to in the title gradually unfold or are suddenly exposed to the reader and to one or other of the characters.

A stirring tale of men and women, mothers and children, servitude and independence, *The Secret Lives of Baba Segi's Wives* illuminates the common threads that connect the experiences of all women, the hardships they bear, their struggle to define themselves, and their fierce desire to protect those they love. For Baba Segi, his collection of wives and gaggle of children are a symbol of prosperity, success, and a validation of his manhood. All is well in this patriarchal home until Baba Segi arrives with wife number four, a quiet, college educated, young woman named Bolanle. Jealous and resentful of this interloper who is stealing their husband's attention, Baba Segi's three wives begin to plan her downfall. How dare she offer to teach them to read, they whisper. They vow to teach her a lesson instead. What they don't know is that Bolanle hides a terrible secret, a secret that unwittingly exposes the deception and lies upon Baba Segi's household rests.

The novel begins with a problem and Baba Segi was worried about her fourth wife who did not conceive after some years from their marriage. So, he searches for a solution to solve the problem of her infertility. The other three wives feel jealous of the fourth one named Bolanle, who is educated and well-mannered and they make so many plans to chase her out of the house. The first wife is shown as a dominating figure in this novel. When Bolanle was finally taken to the hospital to find the reason for her infertility. The secret is finally broken down. Baba Segi finally comes to know the reason for her barrenness and discovers that he was sterile. He got affected by some illness when he was a young boy which made him sterile. Baba Segi is the family head, and he's an interesting character. He's overweight, prone to flatulence, and chauvinistic. He has two children with his first wife, IyaSegi, who loves to remind all the other women that she's the first and surely the most important. Wife two, Iya Tope, has three children. Iya Femi is wife number three, and she has two children. She's materialistic and often teams up with IyaSegi to boss Iya Tope around. This unconventional dynamic somehow works for everyone that is, until wife number four, Bolanle, becomes part of the family.

Bolanle is a university graduate and is nothing like the other three wives. Her outlooks are fairly modern and progressive, and she doesn't yet have any children. She has her own reasons for wanting to marry into a union like this, as do all the wives. Bolanle's mother is incensed that she's throwing herself away on someone like Baba Segi, but she can't stop her from making the decision. There's a sense of strength and female autonomy in Bolanle even making her own choice like this.

Baba Segi is illiterate, and he's only interested in siring children with her. He wants to convince himself he's still fertile and attractive enough to have a new, young wife. It's hard to have much sympathy for an unlikeable character such as Baba Segi, but his other wives make life difficult enough for him that it's possible.

When Bolanle arrives, Baba Segi tries to get her pregnant quickly. However, as the weeks and months go by, she can't get pregnant, and he doesn't understand why. He doesn't know what else to do and starts to doubt her value for him. Teacher, Baba Segi's friend, suggests they visit a hospital and see what's wrong with her as far as they are concerned, it can only be Bolanle's fault. The males in the family and friend group all assume women have one job to do, which she's not performing properly.

To make matters worse for Bolanle, she never fully gets the dynamics of Baba Segi's polygamous household. The other women keep secrets from her and never fully invite her into their circle. She doesn't even have her own armchair, because she's not earned her place until she gets pregnant. Throughout it all, it's not clear to the reader why anyone like Bolanle would choose to live a life like this. That confusion is crucial to the novel's plot and character development. Bolanle hasn't forgiven herself for a sexual trauma she experienced when she was a teenager. She doesn't think she deserves anything better than this life. For all her education and potential opportunities, she thinks this

is all she can get. She continually blames outside circumstances as opposed to looking inwards and taking her power back.

Similarly, the other women end up in Baba Segi's circle because of trauma and pain. They're all victims of things that happened to them many years ago, for which society makes them think there are no better options. It's this self-imprisonment that brings about the downfall of all four wives even if Bolanle can be blamed for how it begins.

Interestingly, it's the quiet and unassuming Iya Tope who's having an affair and cheating on Baba Segi. She finds some degree of sexual satisfaction from this, and doesn't try to dominate the household because, frankly, it's not too important to her. She married out of necessity, but her life is true elsewhere. This is an intriguing revelation.

As it turns out, the children in this novel have different fathers much to Baba Segi's surprise at the end. He discovers Iya Tope is not the only unfaithful wife and he, in fact, is the one with trouble conceiving. This is why Bolanle, who has no other sexual relationships, can't get pregnant. Baba Segi, however, doesn't turn these children out or abandon them. To him, they are family, and he treats them like his own. This is compelling character development. Bolanle ultimately leaves the household once she rediscovers her own power and her ability to heal from past traumas. In The Secret Lives of Baba Segi's Wives, there is a clear feminist overtone.

In this novel, one could understand that polygamy in the life of Aloa family leads to many moral issues of being unfaithful, jealous, and murderous. The wives run the family within a particular secret. As far as the major characters are concerned, the secret that Baba Segi is infertile, is a secret only from Bolanle, the new and fourth wife, and Baba Segi himself. The 'secret' is so well managed in the narrative that sharp readers can guess but have it finally confirmed only at the end of the novel.

Thus, a novel that purportedly shows the oppression of voiceless women under the patriarchal system of traditional polygyny portrays one wife who is the Nigerian equivalent of the Victorian self-made man, who dreams of one day indulging her lesbian inclinations and eyes young women from the top of her multi-storey mansion. It presents a second wife who is a simple-minded but well-intentioned sex addict and a third wife who acts on her vaulting ambition herself and not by proxy. In the contemporary Nigerian context in which they find themselves, these avenues open up from the space of the polygynous household, which is secured only through procreation. Bearing children, rather than romantic love, has been the foundation of African cultural approaches to marriage. The corollary of this idea is not, however, that love does not exist, but rather that love is not the major social rationale for marriage. Paradoxically, the wives of this formal polygynous household become informally polyandrous in order to protect material and emotional well-being. They also make the rational choice to stay in the household even when they have the opportunity to leave at the end of the novel. Their decision is not motivated by, nor does it aspire to, any Yoruba cultural ideal or notion of Yoruba identity. Moreover, this novel presents the rural model of the polygynous household transferred into the city. Shoneyin's novel involves the modern trend changes and depicts the change in which men appeal to tradition to formalise adulterous relationships with women who are then married and kept in separate homes. Shoneyin's *Guardian* article implies that polygyny is a traditional institution with no place in the modern world that it inherently oppresses women that household rivalries, jealousies, and hierarchies are completely destructive of wives and children. Apart from the peripheral upper-middle-class characters like the man who rapes Bolanle and the family of Segun, Bolanle's first true love, IyaSegi is the only character who prospers financially. All of the other characters endure lives of inescapable poverty that drive them to act in morally and culturally reprehensible ways in order to survive.

The Secret Lives of Baba Segi's Wives is an example of the unbearable pain African women are subjected to on the basis of childlessness. In order to secure and maintain their positions in their matrimonial home, the uneducated wives of Baba Segi involve themselves in adulterous acts. IyaSegi,

the first wife of Baba Segi, also craves motherhood. Her husband subjects her to herbal treatments and frequent love-making to no avail. Desperate, she seduces Taju, her husband's driver, and sleeps with him. Within a few months of their affair, her belly swelled like a boil. Iya Tope, the second wife of Baba Segi, is also having difficulty in conceiving. Becoming impatient, Baba threatens her to send her back to her village. IyaSegi steals into Iya Tope's room to advise her to get pregnant quickly. So, with IyaSegi's evil advice coupled with the pressure, Baba Segi is mounting on her, Iya Tope sleeps with a meat-seller who gets her pregnant.

IyaSegi also revealed the secret of Baba Segi's sterility to the third wife, Iya Femi, oblivious of the fact that Iya Femi has already helped herself by getting pregnant for Tunde, a man she knew before she married Baba Segi. Bolanle is the fourth wife of Baba Segi who is also having difficulty in conceiving. However, she refuses to avail herself of herbal treatment as requested by her husband. Displeased with her attitude, Baba Segi complains to his friends, Teacher, and Olaopa, how she refuses to go to the herbalists for treatment and the agony that her barrenness has caused him. In many South African communities, women are seen as objects in marriage, while their male counterparts are seen as agents. They are even blamed for challenges related to infertility because, in such patriarchal communities, men cannot be infertile. It is as if there is a lot wrong with their wombs, without looking at the potential defects of manhood.

Women grapple with dilemmas, challenges, and unbearable pains and are often blamed for infertility in marriage, without consideration for the fact that medical problems. Baba Segi is confident in his virility and stature as a patriarch. The apparent barrenness of Bolanle, his beloved and educated fourth wife, causes him much concern. His three other wives had, unbeknownst to him, solved the problems of childbearing in their own unique, crafty ways. The success of Bolanle's marriage was determined by her ability to give birth. But Bolanle insists that she and her husband take a test. He learns that he is, indeed, not as virile as he had claimed. Baba Segi made it very clear to Bolanle that her barrenness brought shame on him in society. Women are seen as reproducing children and producing cooked food and clothes for men. BabaSegi saw nothing valuable in Bolanle except that she is a woman whom he married to give birth. This despite his earlier feelings when they met, as Baba Segi did not forget his patriarchal position. Her educational qualifications meant nothing to him as the patriarch of the household. Baba Segi sees Bolanle as an investment. The fruit of it is a child. The other wives torture and hurt her to an extent telling "Of what use is she? She cannot have children. Her womb is dead" (58). Thus the novel clearly deals with the struggles women face in Baba Segi's house. Women struggle out of poverty, slavery, sexual abuse, jealousy, and the pressures of society. The novel makes the readers understand the situation of the characters and accept their flaws and faults. The readers could clearly understand the struggles of women in this novel and how they have been forced to take refuge in a heartless world.

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FROM SUPPRESSION TO LIBERATION: A STUDY OF MAYA ANGELOU'S *I KNOW WHY THE CAGED BIRD SINGS*

*Arul Maria Thilothana. A

PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract: This article focuses on the liberation of Maya Angelou from a racial discriminating society with the special reference to her autobiography *I Know Why the Caged Bird Sings*. This paper aims to show how Maya Angelou a prominent black autobiographer is struggling for her identity as an individual in the white dominating America. As a black woman, she faced racism, sexism, and rape despite that she was capable to find her identity and stood against the oppression. Angelou's dealing with difficult situations became an inspiration for black women to stand against the abuse based on colour and built their identity. Through her struggle, Angelou is trying to liberate the black women who remain suppressed by the burdens of slavery. She finds her identity as a writer and felt black is beautiful. Angelou's autobiographies reveals her life experiences which actually became a source of positivity and give meaning to the life of entire black women community. Her life experiences teach the value of patience, hope and education, which can stand against all the pain of life and it also, renders the message that one should stand for one's own liberty.

Keywords: Suppression, Suffering, Education, Liberation, Self-identity

Maya Angelou focuses on her childhood and early adult experiences in this novel *I Know Why the Caged Bird Sings*. The writings of Angelou reflect the struggles of racial discrimination and search for identity in the contemporary society. Maya witnesses the struggled life of the coloured people right from the age of three when she and her brother were sent to their grandmother's house in Stamps from California. Maya's parents hired a porter to take care of the children during the journey but the porter pinned the tickets to Bailey's inside coat pocket and got down from the train next day in Arizona. Like a lifeless luggage, they were tagged with their name and nativity as they travelled all alone. Angelou uses the word 'picked' instead of 'sent' to bring the worst state of the people there. The quest of her self-identity starts right from the age of three. Maya encountered the struggles undergone by the cotton pickers in the white's field where they were paid menial for their hard work. Throughout the novel, Maya has come across several resistances. Maya felt irritated by the dominating attitude of the dominating community that can be seen in the encounter of powhitetrash girl in Momma's store.

The cruel racist behaviour not only spoiled the minds of the adults but also the innocent white children. When Maya was ten years old, this incident attacked her heart very much. The white kids were the troublemakers who caused more trouble to Momma and did not allow her to work peacefully in her store. The white girls were denoted as powhitetrash. The white kids were not ready to respect the aged Momma. They imitated her actions and disturbed her. Momma stood solidly on her deck, smiling and humming a hymn. When the girls found that she does not care about any mockeries and faces, one made a handstand.

> At first they pretended seriousness. Then one of them wrapped her right arm in the crook of her left, pushed out her mouth and started to hum. Another said, 'Naw, Helen, you ain't standing like her. This here's it.' The she lifted her chest, folded her arms and mocked that strange carriage that was Annie Henderson. Another laughed, 'Naw, you can't do it. Your mouth ain't pooched out enough. It's like this.' (30-31)

Maya suffered and felt humiliated when she observed all these irritating scenes from the inside store. She wanted to deal with the white girls, but she was taught to remain silent and not to create any chaos with the whites. The white kids attempt to use their race as an instrument of power whereas, the coloured women attempt to practice the course of silence. The Society is solely responsible for creating such demeaning attitude that the coloured are always inferior to the whites in all aspects.

The Powhitetrash girls waved good-bye and left the store because they found that there is no use of irritating Momma. Maya got angry when Momma replied good-bye to them with proper salutation:

> "Bye, Miz Helen, 'bye, Miz Ruth,'bye, Miz Eloise." I burst. A firecracker July-the-Fourth burst. How could Momma call them Miz? The mean nasty things. Why couldn't she have come inside the sweet, cool store when we saw them breasting the hill? What did she prove? And then if they were dirty, mean and impudent, why did Momma have to call them Miz? (32-33)

Maya found that Momma has achieved something. When there is no effective reaction for segregation and racism, then definitely the practice of racial discrimination would be stopped. Maya understood that the power of passive resistance is the great way to escape from the racial troubles.

Maya became the victim of racial discrimination and rape even in the age of eight. When Maya and Bailey moved to St. Louis, Maya's mother's boyfriend Mr. Freeman sexually molested her. Maya's uncles murdered Mr. Freeman. Maya felt guilty about the death of Mr. Freeman and thinks that her words would kill people. There she understands the power of word, her life became mute, and she never talks with people except Bailey. Maya chooses not to speak after her rape because she is afraid of the destructive power of words.

> The only thing I could do was to stop talking to people other than Bailey.... if I talked to anyone else that person might die too. Just my breath, carrying my words out, might poison people and they'd curl up and die like the black fat slugs that only pretended. I had to stop talking. (87)

Maya and Bailey return to Stamps to live with Momma after the great disaster that happened to Maya. Momma manages to break through Maya's silence by introducing her to Mr. Bertha Flower, a kind, educated woman who tells Maya to read works of literature aloud. Mrs. Flower enters Maya life as a god sent angel. Mrs. Flowers, by introducing her to classic literature and poetry, teaches her about the positive power of language and empowers Maya to speak again. Mrs. Flower explains the importance of language and communication to Maya,

> "Now no one is going to make you talk – possibly no one can. But bear in mind, language is man's way of communicating with his fellow man and it is language alone which separates him from the lower animals.". . . Words mean more than what is set down on paper. It takes the human voice to infuse them with the shades of deeper meaning. (98)

Through Mrs. Flower, Maya learns the importance of education in the life of every human being. Flower says that not only school provides education but also the sufferings undergone by everyone in their everyday life would educate them. Mrs. Flower plays a significant role in Maya's life. She is the person who kindles the means of education in Maya. Through the fire, which was lit by Mr. Flower, Maya finds her identity in literature.

> She said that I must always be intolerant of ignorance but understanding of illiteracy. That some people, unable to go to school, were more educated and even more intelligent than

college professors. She encouraged me to listen carefully to what country people called mother wit. (99)

Without Mrs. Flower Maya would not become a well-known writer in literature. She is the one who helps Maya to find beauty in her black nature. Mrs. Flower suggests Maya to read literature aloud by offering her some books. Through her time of muteness, Maya finds refuge in books. Literature helps Maya to connect herself therefore books became Maya's companion during the time of hardships.

Maya's childhood was spent in Stamps except for a brief period when she was sent along with her brother Bailey to live with her mother in St. Louis. In St. Louis she was living along with her brother Bailey, her mother and her boyfriend Mr. Freeman. Maya's childhood does not seem believable. Maya's experiences in a larger St. Louis school serve as a testament to the quality of education, which she received in Stamps. Maya's knowledge came from her own endeavours in reading and working outside of school. At the age of seven, Maya living with her mother in St. Louis enrols herself in the Toussaint L'Ouverture Grammar School. Their schoolmates ignored Maya and her brother just because they have advanced math skills. The teachers in the school moved Maya and Bailey to upper grade after seeing their extraordinary skills.

The students, however, were shockingly backward. Bailey and I did arithmetic at a mature level because of our work in the Store, and we read well because in Stamps there wasn't anything else to do. We were moved up a grade because our teachers thought that we country children would make our classmates feel interior – and we did. (63)

Maya finds refuge in fiction, poetry, and language itself. The novel *I Know Why the Caged Bird Sings* is in many ways an account of how Maya Angelou came to be a poet, and her love of language plays a central role. Throughout her life, education through literature plays a significant role in bolstering her confidence and providing a world of fantasy and escape. When feeling isolated in St. Louis, she takes shelter in the library. Maya gets her first library card in St. Louis and spends many weekends there reading. Books provide an escape from the unfairness of everyday life that Maya experiences as a young black girl in the South, cultivating an active imagination in her and a penchant for creating and controlling her own inventive narratives.

Maya educates herself through the bitter experiences she faced all through her life and thereby she liberates herself from the society which suppressed her. After several insults and struggles underwent in the White society, Maya at the age of sixteen became a Streetcar conductor. She loves the job because no coloured people were allowed for the job. Then she questions herself whether she is a lesbian because of underdeveloped body. There she educates herself with various books about the lesbian culture. She voluntarily had sex with her neighbour and became pregnant. She delivered a baby boy.

The novel, *I Know Why the Caged Bird Sings*, ends with the fragment of self of the young girl who has begun to be reconciled. The selves are aligned together by power, wisdom, religion, the lessons in living that Maya learns along the way. She is also reborn fully to life and accepts the struggles and challenges not as obstacles but as possibilities of growth. The growth leads her to understand why the caged birds sing. The caged bird sings not because they are trapped but because they know that deep inside, no one can stand against their will to be heard, and when they sing their voices are strong enough to surpass the bars of the cage. The sounds that come from the cage are the sorrow of a wounded bird that elevates the voice in a prayer for freedom. Maya sings her history with many voices, the voices of all her ancestors. Especially the voices of the black women who helped her find own voice so that she could leave the cage and look back to it knowing why the caged birds sings. The birds sing because they know and hope that one day they will be truly free. Such a novel speaks powerfully to African descended peoples throughout the America.

The novel *I Know Why the Caged Bird Sings* portrays the different incidents in Maya's life that affected her and helped her to understand and liberates her from the shackles of the society. Maya's rape, subsequent muteness, her interaction with Mrs. Bertha Flowers, mocking powhitetrash girls, her visit to the dentist, Maya's month living in a Junkyard, her struggle to become a San Francisco street car conductor, doubt about her sex, her graduation and accepting motherhood were the incidents that educated her personality and paved the path to understand life in a better perspective.

Throughout the novel, one can see Maya undergoing lot of sufferings in the White dominating society. When people were restricted to show off their opinions and emotions, Angelou highlights her life to the society. This educates the people who were chained in the name of suppression. Even though Maya undergoes a chained situation in her life, she never remains just accepting the fact. Instead, she fights for her identity. She moves from North to Stamps then South to North of United States, lives along with her mother, her father and her Momma but she did not find her identity. She has undergone several name changes makes her lose her identity. Maya tries her hands in different venture like Streetcar conductor, a mother, a child, club dancer, prostitute but she eventually fails. However, Mr. Flower paved a right way for Maya. She channeled Maya to focus on literature. The education she got by the way she travelled in her life and the education from literature helps Maya to liberate herself and find her identity as a writer.

Angelou through the character of Maya educates people that though one may face several destructions in life they should not remain silent. Instead, they should voice out their feelings and emotions. In every incident, one should educate oneself. There will be a resistance to your ambition, there will be people who say to you, You are out of your lane. They are burdened by only having the capacity to see what has always been instead of what can be. Instead of blaming others Maya tries to liberate the society by expressing life in the form of autobiography with the power of education and literature.

Angelou with her untiring effort has gained wider respectability and greater reception as an African American woman. She has richly recorded the African American feminine experience right from the early days of the Civil Rights Movement to the present day through her character named Maya. With liberation, Maya gets through education, Angelou, gets a chance to recite a poem on the inaugural ceremony of President Bill Clinton in January 1993. *On the Pulse of Morning* was the title of the poem. Therefore Angelou excelled in the field of literature by her inspiring poems and autobiographical novels.

The novel *I Know Why the Caged Bird Sings* highlights Angelou as a Phoenix who has burnt herself in the suffering and racial discrimination that she has undergone in the White dominating society. Even though she became ash as a victim of discrimination, ignorance, rape and muteness, she gets her new birth from the same ashes as a writer. Liberation through education helps Angelou to get her identity as an African American Writer after several struggles.

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SHADOWS OF BIAFRA IN CHIMAMANDA NGOZI ADICHIE'S *HALF OF A YELLOW SUN*

*A. Ashwini Machado

PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:

The post-colonial approach becomes understandable in the novel *Half of a Yellow Sun* by Chimamanda Ngozi Adichie. It deals with the conflict of Nigerian Biafran War. The novel deals with the issues of marginality, history and conflict, which interrogates through post-colonial theoretical formations. The themes dealt in the novel denotes humanity where the characters are struggling with issues of love, class, race, profession, family and others.

Keywords: Nigeria, Post-colonial, Biafran war, Religious Conflict.

Half of a Yellow Sun is a story based on the Biafran War that took place between 1967 and 1979 in Nigeria. The religious conflict led to Biafra civil war, in which thousands of people including women and children were killed. The civil war was not a direct result of the religious conflict. However, the political conflict and the ethnic conflict were aggravated with the religious divide existing in the country. The religious divide was so strong that during the three years of civil war, many innocent people were killed since they belonged to particular region. Many women disappeared and nobody could trace them, and also relationships were broken due to the religious difference.

Nigeria is a home to over two hundred and fifty ethnic groups. There are three most dominant tribes in the country: Hausa, Yoruba and Igbo. The Hausa dominate the northern region of Nigeria, the Yoruba dominate the South Western region and the Igbo dominate the South Eastern region. Religious differences also endorse the strong divide between different regions of Nigeria. The Hausa are predominantly Muslim. The Igbo are mostly Catholic Christians and Yoruba are split between Christians of various denominations and Muslims. The Hausa excelled in military field and made up most of the colony's military forces.

The impact of Biafran civil war on the domestic and public life of the weaker section are considerably great. Adichie has portrayed the humiliating experiences of the Igbo Christians in Nigeria that left its scars for generations to come. *Half of a Yellow Sun* mainly reminds the world about starvation, the anguish, the massacres and the mass killings took place during the Biafra civil war that was fought between the Muslim dominated Northern Nigeria and minority Christian belt in the Southeast region, a self-proclaimed nation known as Biafra.

During 1940s and 1950s, the Igbo, the Yoruba and the Hausa communities united and fought together for the independence of Nigeria. But in the year 1966, the military governor of the Igbo-dominated southeast. Odumegwu Ojukwu declared publicly in the southern parliament the retirement of the south eastern region and declared it as the public of Biafra, an independent nation. The British and the Soviet Union supported the Nigerian government while Canada and France helped the Biafran rulers, as the Nigerian forces faced stiff resistance from the Biafran forces. It began to close the ring around Biafra creating economic blockade and surround Biafra. This led to a humanitarian disaster as there was a widespread hunger and starvation in the besieged Igbo area. It has been estimated that more than three million people have been killed due to the conflict mostly of hunger and various diseases due to lack of food supply.

Half of a Yellow Sun portrays the character of the war and the individuals who are faced with destruction of ideals, values, relationships, bonds eventually leading to complete devastation to life and belongings. The first part of the novel is set in Nsukka, focusing on the impending crisis and the civil war yet to begin. Ugwu, a young boy, has moved from rural Nigeria to Nsukka to work with Professor Odenigbo to stay in the University Campus. The educated master as well as his mistress, Olanna, treats him as his family member. Odenigbo is a radical surrounded by a group of activists aimed at fighting for the cause of Biafra. Among his coterie prominent are Lara Adebayo, Okeoma, Professor Ezeka and Dr. Patel, and two English namely Susan and Richard. They are engaged in grim social and political intellectual activities, with spells of alcohol and food. The members are comfortable in the company of each other and indulge in serious intellectuals meetings in Odenigbo's house.

The second part of the novel opens with a coup led by Major Kaduna Nzeogwu. Mayhem in Nigeria has participated in the form of a coup, though initially it is a welcome move to the Odenigbo band. The Nzeogwu government promotes business man life Chief Ozobia a wheeler dealer who drags the government further into trouble. Olanna escapes to Nsukka from Kano narrating the grim story of the killings of the Igbo people and her narrow escape. Odenigbo climbs, up to the podium waving his Biafra flag swaths of red, black and green and at the center a luminous *Half of a Yellow Sun*. Odenigbo is sent to Umuahia to render his services to the Manpower Directorate of Biafra.

Part three of the novel drifts back into past where the war is not the talk of the day in and around 1960s. Odenigbo is living in village with his mother, and his short and consummative affair with Amala and the subsequent birth of their baby in the absence of Olanna is upset by Odenigbo's act and enters into seductive affair with Richards.

Part four of the novel resumes the war scenario of late 1960s and its tormenting effects on the citizens of the weak and the newly seceded state of Biafra. The defected state is in crisis and in the verge of a breakdown. The hospitals are flooded and there are no medicines; the relief centre are full of people and there is nothing to provide them relief, there is hope for victory and there is no means to win the war. The teachers and the nationalist incite the feelings of nationalism in the people, and provoke them to even lay their lives for the cause of Biafra, despite the delinquent act unreasonable enough to contribute to a successful rebellion. Teachers like Olanna teach the national anthem deepening the nationalist feelings in the people and reminding them that, "Biafra will win the war, God has written it in the sky" (289).

Ojukwu's leadership is doubted, and they pledge that after gaining independence and as the war is over they will first remove him from office. The revolutionaries soon change to the worst, the soldiers do not pay house rent, they force young boys into army to fight; those who are capable enough, bribe them escaping terrors, young girls are targeted and raped, and the refugee centres swell by day and night. Soon they lose their capital Umuahia, which symbolizes the coming defeat and beginning of the end of Biafra and its succession. The horrors are equally worse on the other side. Even decent and the honest people have turned corrupt. It is told that Father Marcel has started sleeping with women. Odenigbo and his people are forced to leave to Umuahia, from here they escape to Abba before returning to Nsukka. He finds his property destroyed by Nigerian soldiers, Kaniene's property has been taken over by the government and she has gone missing and is declared dead. Such evil deeds lead him and Olanna devastated and they are unable to return to their earlier state of existence.

The portrayal of the Civil war in Nigeria during the late 1960s in *Half of a Yellow Sun* is an account of history's horrific episode of disaster and suffering of common men. The existence of Biafra in Nigeria is still a social reality. Adichie draws her characters to form the social environment that were colored in time of the tumults who lived in and were a party to it. She peeps into the feelings and character of human beings, old and young, rich and poor, educated and illiterate, good and worse, the conqueror and the vanished.

In *Half of a Yellow Sun,* Adichie reveals the truest form of war where the soldiers enter into a murdering spree killing civilians, molesting and raping women, and vandalise life and property. The exploitation of women at the hands of rich and powerful is also a form of violence that Adichie presents in the novel. Young

women have been traded for favours from relief workers and soldiers both fighting for and those fighting against the Biafra cause. Eberechi, young women whom Ugwu had a crush on, is handed over to an army officer by her parents securing a job for her brother in the army. Thus she became a commodity and has been traded for favours by her own family members. This portrayal of women depicts them as weak and powerless in a social setup.

Adichie is known for her radical approach in dealing with the issues of feminism. Women are the principal characters in *Half of a Yellow Sun*. Women are brave during and after the war. In all relationships depicted, in personal or public, women are portrayed as the initiator; they are adventurous, courageous and superior to the male characters. In domestic life, the female characters dominate their counterparts. They are the ones who take decisions on the conduct of the ceremony of marriage, on the ritual practices of choosing a residence, and in rejecting their parents too. It is the women who refuse to bow even to the political might of their parents. They do not lose heart when the middle class families of theirs lose everything, expect their lives.

Betrayal in friendship and marital life has been very much exposed in the war. During the war, there is no time to make or strength friendships. The only instinct is to run away for survival. No time is spared for any kind of entertainment expect killing and raping. The graphical description of sexual encounters is a deliberate attempt to emphasise the humanity of the characters. Sex is also used as a substitute for violence in the warfare. People distract themselves by engaging in sex instead of facing guns in the battle. When everything in relationships fall apart, they hold on to the common and inexpensive activity of sex. Both the leading lady characters, Olanna and her twin sister Kainene, are shown initiating the sexual act, and the men Odenigbo and Richard are portrayed as weak, always at the mercy of their lovers.

The colonel is offered Eberechi as a gift to change her brother's posting. Ugwu and his fellow soldiers rape a bar girl. They have transformed from freedom fighters to target destroyer. Father Marcel uses his power to make young girls his sex slaves. These people who are expected to uphold moral values perpetuate exploitation of their fellow humans.

Adichie has brought meaning to the meaningless war by narrating the sexual exploits between people of different ethnicities, religious and even races. Religion is another multifarious identity that everyone is aware of and which everyone consciously or unconsciously adopts during the war. Relations are like mirrors that once broken are impossible to frame again. So many friends and good neighbours' becomes foes and strangers during the civil war.

Violence is the primary trait of any war. Violence is displayed in different forms. Physical and psychological violence during the war pushed the people further to the edge of destruction and devastation in Nigeria. Violence was not only happening in the battlefield, but also everywhere in streets and malls. It is aimed in particular at the weaker section of the society, namely women, children and the minority. Women have been sexually abused to humiliate the other community. Children are the other vulnerable victims of violence. The physical violence includes shooting down enemy soldiers in the battle zone, butchering and lynching neighbors who belong to other religious community, and massacring innocents.

Forced displacement and forced living in refugee camps, where food is scarce, is another form of violence where people starve to death. The soldiers are shot point blank, the bullets tearing open the chest. They are killed like ants. Children are recruited to quantify the strength of army. Many innocent people are amputated and left with no help. Towards the end of the war in the Southeast region, the minority community is at the mercy of the enemy. Persons from the minority community are killed mercilessly just because they belong to a different religious community.

Starvation is an effective tool successfully employed by warring groups to win the war at any cost. It is not new to humanity. War has been practiced since the crusades. Starvation fulfils a twin purpose it weakens the enemy's forces in the battle and quickens the end of the war. In the Nigerian civil war, both the warring groups followed this strategy. The Federal forces successfully forced embargo on Biafra, blocking all supplies, both from the neighboring countries and from the international organizations. The economic

blockade weekend the Biafra forces and many soldiers died of starvation. In addition, children became mal-nutritional due to lack of essential mineral and food supply. Women also lost weight and became weak.

There are many incidents in the novel that suggest the starvation imposed by the Nigerian army, and the delay tactic of the Biafra rulers ruined lives. People not only starve for food and water but they also starve for love, sex and other relationships. An empty stomach cannot understand freedom, independence and patriotism. The more there is lack of food, the more there is loss of idealism and optimism. The only thing left is struggle to survive. Everything undergoes change when the conflict begins. The abundance recedes.

The nation is left with starving people. People carry empty stomach. Ugwu who once enjoyed sumptuous food has to put up with puffy rice and corn meal that never emerged smooth after stirred in hot water; and the milk powder ended up as stubborn clamps at the bottom of tea cups. People rush and fight over meager food supply. They stand in queue for long hours and days to get a loaf of bread or biscuits. Biafra has become a starving landscape where people die without food and soldiers are unable to fight any longer. Lack of food and search for it have become an obsession with the victims of the war.

The struggle for safeguarding human values was something very hard for the characters in the novel *Half of a Yellow Sun*. They suffered violence because of the war, and their values as human being was taken away because of the war. The characters also suffered degradation of human values in the field of love among themselves. The study showns that the war is not the final solution for all the problems but it is just a way for deteriorating the society.

Adichie has tried to be objective in her approach of her novel, she is not biased in one way or the other, and she has shown everything that happened. She has presented how tribes in Nigeria view the incident of 1967. She tries to show more clarity of what really happened, not a mere guess of everything that had happened. The Nigerian civil war is still a painful event because it has touched so many people and also affected the nation as whole.The story is said to be a success because the reader is able to travel four decades ago and feel and see what the people have gone through. Adichie presents the historical line of the Nigerian history, the war which led to violence and deaths of so many innocent people in the country.

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CRISIS OF SELF AND ACTUALIZATION IN NTOZAKE SHANGE'S CHOREOPOEM *FOR COLORED GIRLS WHO HAVE CONSIDERED SUICIDE WHEN RAINBOW IS ENUF*
*B. Bala Yoga Meena

PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:

Self-actualization is the most vital element that one has within oneself. External validation and repressions make African American women to feel inferior about their colour, gender and their identity among others. It is in one's own hand to gain self-actualization and hope to relive the life of a coloured girl. There may be so many external oppressions that women face each and every single day. The solution can only be found within themselves and not from others validation. This paper deals with the crisis of self and actualization in Ntozake Shange's Choreopoem *for colored girls who have considered suicide when rainbow is enuf* and how women gain hope at the end of the rainbow.

Keywords: Self-actualization, Racial identity, Alienation, Coloured girls, Hope

Ntozake Shange is an American poet, playwright, performance artist, and novelist. Her works based on the contemporary experience of black women have earned her reputation as a powerful American feminist and literary figure. She was born Paulette Linda Williams in New Jersey. Shange studied in a white school where she endured racism and racist attacks in the city of St.Louis. These experiences later went on to heavily influence her work. She is known for coining a new genre called choreopoem. Shange is seen as a rebellious woman both in life and in her works. She attempted suicide four times and gained hope of ending her life. She broke the norms of theatre and drama with her writing style and techniques. She even changed her name, *Ntozake* meaning she comes with her own things, and *Shange,* meaning she walks like a lion. Shange's *for colored girls who have considered suicide when rainbow is enuf* is the best dedication to African and American women. It is a mixture of poetry, music, dance and drama. The term choreopoem was coined by Shange to describe her groundbreaking dramatic form, blend of poetry, dance, song and music. As a choreopoem it contains series of twenty separate poems or monologues with various themes. These monologues were the outcry of seven women who are the characters in the poem. The cast of seven nameless African-American women are only identified by the colour they are assigned. They are the lady in red, lady in orange, lady in yellow, lady in green, lady in blue, lady in brown, and lady in purple. The monologues are interweaved with stories of love, empowerment, struggle, abandonment, abortion, domestic violence, rape and loss.

The poem, *for colored girls who have considered suicide when rainbow is enuf* is wholly dedicated to the colored girls. Shange uses the word 'colored' to refer to the African American women and their identity. Ntozake Shange, poet and playwright, performed in stages with other coloured women to show the reflection of African women. She is not only a poet but turned out to be director of her staged play too. Her confidence without a director, writing poems in the tea break of the shoot, college, and vacation all played a significant part in the play. Each woman is chosen from the real life of Shange. She says it is not a solo voice of hers but the voices of all women around her. Shange's depiction of women can be known from the preface of her work *for colored girls who have considered when the rain is enuf.* All her seven women in plain colored dresses represent each lady with each persona and that each persona with a unique deific principle marking the journey of womanhood. Here is the personal story of a woman became the story of everyone and the solo voices becoming many. In Preface of her work, *for colored girls who have considered when the rain is enuf,*

"Each poem fell into its rightful place, a rainbow of colors, shapes, and timbres of voice, my solo instrument blossoming into a cosmic chamber ensemble" (10).

Shange used varied colours in all her works from her novel *Betsey Brown* to *Liliane*. The poem deals with all kinds of themes from love, sex, rape, abortion and journey poems. The journey poems are "now i love somebody more than" and "toussaint." In each poem a young girl runs away from the world to discover herself. One travels down the roads of Mississippi and the other in the project party. The poem brings light on the girls to other kinds of people of colour or other worlds. She faces adventure, kindness and cruelty. Shange says that cruelty is not faced alone, but shared with each other and gains strength to go on in life. In the preface of Shange's work *for colored girls who have considered when the rain is enuf* she says, "The poems are the play's first hint of the global misogyny that we women face" (3).

The poems in *for colored girls who have considered when/rainbow is enuf* are written despite their class, social background, race and upbringing. Therefore, Shange has divided the poems and allotted each color for each woman regarding her persona. Each woman in the poem conveys their struggle in life. There are some humorous poems too. Some poems even represent dramatic truths about life in the society. Between these first and last poems, the middle poems recreate and universalize a Black woman's experiences both spiritually and physically. These poems are about individuals, but represent common experience of a Black woman whether it is pain or joy.

Racial identity and gender identity made Black women feel inferior and alienated. While there are no white characters in *for colored girls who have considered suicide/when rainbow is enuf,* Shange makes it clear that race forms an important part of her characters' identities. The title of *for colored girls who have considered suicide/when rainbow is enuf* indicates that Shange's impetus for writing the choreopoem in the first place was to encourage women of colour to embrace their identities. All of the main characters in Shange's choreopoem are women of colour, and their racial identity and gender affects the perspective through which the audience experiences of all the various anecdotes. Through the ladies' stories of struggle and maturation, the writer is able to address the issue of race in America.

Alienation is the important problem faced by Black women. They consciously and unconsciously alienate themselves due to physical and psychological traumas and abuses from Whites as well as their own Black community. The difference in colour made them constantly submissive and meek. They easily become victims of lot of sexual abuses, insults, harassments and rape. The assailant takes them for granted and throw them aside with humiliation. These bitter and unspoken side and situations of Black women remain in their mind and is reflected in their actions and struggles. They are constantly struggling to voice out and finally gets tired because of the social unawareness. At this stage woman become powerless and hide their emotions and pains. This anguish unconsciously makes them alienated and feel indifferent and detached from society.

In "iusedta live in the world," Shange depicts the modern dreariness, barrenness, and cruelty of Harlem. She based this poem on her own very lonely time in the city. The lady in blue differentiates the life between inside Harlem and outside Harlem. In the wide world, she feels powerful, connected to nature, and full of life. In Harlem, she feels isolated, "remaining a stranger" (50) even though her universe is six blocks. Shange creates a mood of claustrophobia as she repeats the phrase six blocks. In Harlem, the world keeps getting smaller: It is "six blocks of cruelty / piled up on itself / a tunnel / closin" (53). The hopelessness of her environment takes its toll on her psyche, making her mean, spiteful, and incapable of pleasantries. Although in many of the poems in the play, the women come together and support each other, this one evokes a profound sense of alienation. This sense of alienation makes them silent and unspoken.

In literature, the psychological insights of the character are expressed with the help of literary technique, dramatic monologue. The dramatic monologue is a lyric poem in which the speaker

addresses a silent listener, revealing themselves in the context of a dramatic situation. Moreover, the character is speaking to known but silent listener at a dramatic moment in the speaker's life. The circumstances surrounding the conversation, one side which we 'hear' as the dramatic monologue, are made by clear implication, and an insight into the character of the speaker. The monologues of every character in the poem *for coloured girls who have considered suicide/when rainbow is enuf* is a painful ramble of day to day experience of Black women. The Black woman as a speaker here narrates her life's struggle and psychological trauma and wounds to the silent listeners.

In "abortion cycle#1", the lady blue through her monologue shares her pain and sufferings that she endured during her abortion. The abortion here in her context done because of the shame of ending an unwanted pregnancy. The lady in blue says "icdnt have people/lookin at me/pregnant" (36). This shows her fear of what others would think of her and her baby. The society made her to take up abortion as the ultimate solution for living with pride. The lady blue continuously utters that she is shameful of herself. The conventions of life are constructed only by the society. This conventions and orders paves the way for stereotype. Hence the stereotypical qualities like women should be virgin, silent, kind, sensitive and meek are ingrained in the society. These are unconsciously and consciously imbibed by women. These psychological conflicts affect women's life in choosing her own decision and others. That is why lady in blue chose to abort her pregnancy to free herself from shame and hatred of the society.

The monologue is addressed by the speaker to the silent listener. Women started to voice out for their struggles and oppressions to the society through various mediums. They voiced out through literature, oration, media and other sources. They tried to reach the silent listeners and make them feel their emotions and pains but the silent listeners remained silent and thus the women themselves picked silence as their trait to hide and heal.

Throughout the play, all the seven characters deliver their monologues and they exchange some words between them. This shows women's feelings and anguish are felt by other women and not by men. In "latent rapists," the ladies exchange their ideas about how their male friends turn to be rapists. The lady in red, purple and blue exchanges their acceptance of known male friends when one among them confesses her bitter experience. Acceptance and good listening heals the wounded person. Shange weaves these monologues with two to three characters to show how Black women experience pain and how it is accepted by other Black women because it shows that it happens to them just because they are coloured.

Although many of the poems in *for colored girls who have considered suicide/ when rainbow is enuf* are recited by individual women, there is a strong undercurrent of sisterhood and communality especially since the women do not have names. The ladies often participate in sharing the stories together. They dance and sing together, and when one woman is speaking, the others serve as chorus. In "pyramid", the women fall in love with the same man and find themselves together again because of the man's cruelty to one of them. By the end of the play, they reaffirm solidarity and join together in an exultant celebration of themselves.

Self-actualization is achieved when one is able to realize their full potential. Self-actualization is the end result that Shange stresses in her poem "laying hands." When self-actualized, one listens to her inner voice, takes responsibility and learns who and what she is and understands her life purpose wholly and learns to live a better life. The women in the choreopoem start out as adolescents who do not understand themselves. The women struggle to accept their race, gender, and their places in the world. They move from ignorance and confusion to self-awareness and self-actualization. Self-actualization is the ultimate result of rebirth and spirit filled life. Shange gives a message to all the black women to be reborn from all the traumas and pains.

Society does not offer a woman control, but rather a feeling of powerlessness. One of the last phrases written in the play is an affirmation for Black women and it gives them power, "I found god

in myself& I loved her/ I loved her fiercely." The very last line of the play restates Shange intentions, "& this is for colored girls who have considered suicide1 but are movin to the ends of their own rainbows" (64). Shange coveys the message through her poem that no one could console oneself better than them. So it is in the hands of women to rise up and make themselves walk through their life with hope.

The women arrive triumphantly at the play's end, finding god in themselves. They discover an inner strength, a greater sense of self, and an independence that will allow them to deal better with emotionally and psychologically unsatisfying relationships in the future. Women should realize that they are valued to be loved and accept the love. Shange emphasizes that women must be together in pain and struggles. They should nurture each other as well as protect.

Shange's ultimate goal of writing *for colored girls who have considered suicide/ when rainbow is enuf* is to develop hope that a woman lost in her life due to many physical and emotional problems. Shange uses metaphor for the word rainbow in her title *for coloured girls who have considered/when suicide is enuf*. The rainbow can be taken as the symbol of hope. The rainbow has seven colours likewise Shange introduces seven coloured women. It is known fact that rainbow appears after a heavy downpour as a symbol of visible clear sky. Likewise, the Black women undergo various struggles during their life. Hope, like a rainbow, always appears in front of them.

Shange says it is in their hands to choose the path of the rainbow even if there are difficulties around them. She wants all the Black women to choose the path of hope. As Shange introduced this choreopoem by breaking all the norms of theatre and drama, not only the coloured women, but altogether all women should break the stereotypical norms and psychological traumas that each one carries within themselves. Every woman should come out of shame and pain. Women should choose the path of hope and live as a powerful being in the society. Women should learn to celebrate their physical appearance, their female friendships, their scars, their successes, and their connection to something more powerful and divine. Bythe end of the piece, they become fully-fledged human beings, unique, powerful, and glorious even when flawed.

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PORTRAYAL OF CASTE AND GENDER DISCRIMINATION IN BABY KAMBLE'S *THE PRISON WE BROKE*

*R. Bharathi
PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:

Dalit Literature represents a powerful emerging movement in the Indian literary tradition and its reverberations are now being all around the world. One more addition to the Dalit literature is Baby Kamble's autobiography *The Prisons We Broke* which portrays the socio-economical, cultural and political conditions of the Dalit community. This text provides a realistic picture of the oppressive caste and patriarchal beliefs of the Indian society. Kamble is tried to depict the life of her community and people showing that how Brahminical domination had turned the mahar into slaves. They can be rightly called as the most vulnerable community in Indian contexts because of the social, cultural, and economic crisis in their lives. The two factors of 'caste and gender' are very much dominant in the lives of dalit women all over India. This paper is an attempt to deliberate on the harsh realities of struggle, subjugation and suffering of Dalit as depicted in *The Prison We Broke* and also makes an attempt to reveal the fact that Dalit women here have to face boldly both Brahmanic as well as Dalit patriarchy.

Key words: Dalit community, Untouchability, Patriarchy, Violence, Exploitation.

Baby Kamble's *The Prisons We Broke* is considered not as her personal auto biography but can be termed as the autobiography of an oppressed and subjugated Dalit women who wish that her unheard sufferings is gifted with an audible voice. As Maya Pandit examines, *The Prisons We Broke* is an expression of protest against the inhuman conditions of existence to which the Hindu caste system has subjected the Dalit for thousands of years. Baby Kamble beautifully tried to depict the pitiable situation of Mahar's in Maharashtra. She describes the mental and physical violence against dalits by the public and private spheres. Through this paper I wish to present the distressing effects of the caste system on the social and cultural status of dalits. Through this paper I want to highlights the harsh reality of struggle, suppression and sufferings of dalit's as they face every day of their miserable lives.

The Indian caste system is devised with so complicacies and diplomacies that whenever one is born with its caste and the creeds attached to the caste. The Dalits are not and cannot be an exception. Once a Dalit is born, a voluntary worker of nature is born. The caste Hindus would cease the movement with no delay to condition the new born to Dalit hood and to its social specificities and legacy of oppression. Dr. Ambedkar criticised this formation of Hindu social and caste hierarchies based on "by birth" philosophy. They have portrayed the socio economical, cultural and political conditions of Dalit Community under the control and influence of Upper Caste Hindu society. Contemporary Indian Society was divided under the wrong notions of 'Purity and Pollution'. Dalits were treated as untouchables and polluters to the High Caste Hindus because they were born in the low caste 'Mahar'. They were intentionally kept ignorant and denied to take education and asked to live out of town in separate colonies by high caste Hindus to safeguard their control over Dalits.

Dalits were treated as polluters to the High Caste Hindus and their own community members also took that opportunity to exploit and degrade the women even they chopped off women's noses. Baby Kamble scolded the high caste Hindus for the dualism that Hindus feather their nests on the hard works and efforts of women at that time they didn't care getting polluted. Kamble describes it as:

> When the Mahar women labour in the fields, the corn gets wet with their sweat. The same corn goes to make your pure, rich dishes… You drink their blood and sleep comfortably on the bed of their misery. Doesn't it pollute you then? Just as the farmer pierces his bullock's

nose and inserts a string through the nostrils it, you have pierced the Mahars nose with the string of ignorance. And you have been flogging us with the whip pollution. (56)

High Caste Hindus put Mahar Community ignorant from their basic rights of food, shelter and clothes. They were asked to live in separate colonies and very degraded work of skinning the dead animals was given to them. The dead animals were the food for them. Poverty was with them from their birth and chasted them till their death.

They were not allowed to travel by the regular road on the other hand they have to travel by the road side and bushes and also bow to the high caste Hindus with respect otherwise they had to face severe cursing by the high caste Hindu. High caste Hinds had not left the single opportunity to humiliate Dalits for very small mistakes they created and cursed Dalits and on instances cracked them till their death. Describes Baby Kamble as:

They had to coverthemselves fully if they saw any man from the higher casts coming down the road, when he came close, they had to say' the humble Mahar women fall at your feet master'. This was like a chant, which they had to repeat innumerable times, even to a small child if it belonged to a higher caste. (52)

Women from the uppercaste or lowercaste there are some similarities that they have to suffer because of their gender. But it is very disgusting and pitiable that for the sake of some material gains humans had and have violating and exploitating human beings. We very proudly say that we are living in the age of information technology and in the age of globalisation where we don't consider anybody inferior on the basis of caste. Dr. Ambedkar has advised to annihilate the caste for the overall growth of the society but in this age we very proudly celebrate caste, class and gender except vindicating them which is not in favour of the healthy society and humanism.

Dalits are suffering from the double burden of being poor and being dalit. For dalit women, the situation is even worse, as they suffer from the triple oppression of being women, poor and low caste. Especially newly married younger women suffer the worst fate. Usually married off at the age of eight or nine, immature, even without knowing what a husband meant yet the child has to go to her in laws' house to lead a married life. The novel depicts the Mahar Dalit women in a strange condition in which they have to appease both the high caste Hindus and their own Mahar men. The writer narrates the sage of her 'Maharwada' women who had to sell firewood to the high caste community to make both ends meet.

The writer was herself married at the age of thirteen. The text also reveals the plight of the newly wedded Mahar girls who had to go through various types of suppression and violence. Their ordeal started after the very first day of the marriage. The very first job of the newly wedded daughter in law was to prepare bhakris so that she could prove her culinary skills and get acclaimed for that act. She had to do all the household chores without being given the chance of making any complaints and further suffer the exploitation by their mothers in law who used to vent out their retaliation in the form of abusive language. Further these women were just depicted as child producing machines. Their prime duty was to look after the domestic chores and produce children "A mahar woman would continue to give birth till she reached menopause" (82). It is one of the ironies that some people die by overeating and others by under eating. The Mahar women described in this text have been shown to be the victims of malnourishment after the act of delivery. They had to contend with only the gruel made from jowar. The midwives performed their jobs without any professional skill.

Kamble covers interesting aspects of the Dalit movement including the 'Riddles controversy' and the argument between Gandhi and Ambedkar. During her school education all mahar girls are neglected by upper caste girls because the fear of polluting. Even if mahar girls pass by them they would cover their nose, mutter chee, chee, and run away from there, as they are great danger. One of the upper caste girls says, "You know, I have bath again after I go home from school. My mother has come to know that mahar girls sit in our class and she doesn't allow me to enter the house unless I

have a bath". Very young age, even these upper caste girls do not understand their surrounding they talk about untouchability. The act of attending school by mahar girls, is commented by the higher caste girls as, "that Ambedkar has educated himself, that's why these dirty Mahars are showing off! That filthy mahar', Ambedkar, eats dead animals but look at the airs he gives himself!" (109).

Dalits are the people who were termed as untouchable and dirty by the sacred Hindu Vedas and were subjected to the meanest jobs such as sweeping, husbandry and scavenging. Women, who already have a secondary status in society, face a double pressure as they belong to a Dalit community. They are subjugated in and outside the home. They never enjoy honour and dignity which should be due to them; rather they are the soft targets of all the forms of discrimination in Indian society. They are made to suffer in every form whether it is physical, economical, social and psychological.

When a ritual was to be observed, the work of the women got doubled. They had to plaster their house with cow dung, and clean the utensils and the clothes. They lead a very pathetic life in their husband's home. Kamble dexterously depicts how a daughter in law is not safe even before a women of her own community but are always the target of taunts and put downs and is frequently physically and psychologically tortured in her in laws. Their mothers in law loved to give the same harsh treatment to them as they had received from their own in laws which tell a lot about their sick consciousness of having to inflict unnecessary pain to the immature younger girls and would even curse their mother if they fail to do a task. Kamble says:

> What's your aai really? Tell me! Is she a good married woman at all? Or does she know only how to run after the pot maker donkeys? Didn't she teach you anything? I pamper you… my own sasu was spitfire. A burning coal! Holding a burning coal in one's palm was easier than living with her! (95)

Kamble says that the Mahar Women lives were limited to and bound by all domestic chores and they never had the provision of self hygiene and self care. Besides they were considered just as child procreating machines. They were the worst victims of patriarchy, caste consciousness, gender proclivity and domestic violence. Kamble describes the pathetic situation of the Mahar women who are supposed to behave like slaves in presence of their upper caste Brahmans and are even instructed by their own men as to how to be at the beck and call of the upper caste hindus and take them as their masters. A sense of threat was instilled in them with regard to these upper caste sections of the community. Generations after generations, the Mahars served their masters very obediently. However the upper caste community threw abuses at the Mahars, if they did not fall at the feet of their masters, or if they did not give the way to their masters when the masters came across in their way.

Kamble has exposed the hypocritical mental makeup of the upper caste sections of Indian society. Since the marginalisation, victimisation and enslavement of Dalits is based on this thinking that the Dalits are dirty and contaminated. They are treated as untouchables but such mentality is kept away whenever it comes to the benefit of those upper caste sections. In all indirect forms the upper caste Hindus are dependent on the Dalits. Kamble masterfully exposes these double standards of upper caste people like this:

When Mahar women labour in the fields, the corn gets wet with their sweat. The same corn goes to make your pure, rich dishes. And you feast on them with such evident relish! Your palaces are built with the soil soaked with the sweat and blood of Mahars. But does it rot your skin? You drink their blood and sleep comfortably on the bed of their misery. Doesn't it pollute you then? (56).

Dr. Ambedkar decided to awaken his people who had ruined to the level of subhuman. He began to organise meeting to the people. Ambedkar's Speeches make people against religion, custom, tradition and superstition. Dr. Babasaheb Ambedkar gave the message to take education, unite and demand for the rights to the Dalit community. Dalit communities admitted their children to school and started to take education. Slowly they were becoming conscious about their rights and

demanding for liberty and equality.All the above descriptions of a Mahar community narrate the specific experiences of the Mahar identity.

It is evident from this assessment that Kamble minutely and painfully portrays the tortures a Dalit woman had to undergo. She had to suffer domestic violence in the form of thrusting, physical torture, nose chopping, work overload and what not. She had no one to go to but had to suffer silently in many forms and on different stages. She had suffered because of her birth, because of her caste, because of her gender and because of her poverty. There are multiple layers of her sufferings enfolded for her life had been made a burden for her. Undoubtedly she had to pay a heavy price for being born.

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INHERITANCE OF TRAUMA IN THE LIVES OF DESCENDANTS OF SLAVES IN YAA GYASI'S *HOMEGOING*

M. Mirnalini Priya

PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:

Slave Narrative genre of novels played a predominant role in African-American literature. Slave Narratives are the collections of sorrows, struggles, hardships of the slaves. Most of the slave narratives are written by the fugitive slaves about their lives after escaping from slavery. These works shed light on the African slaves' life and their hardships. In the 1910s and 1920s, black writers grew more prominent in genres of fiction and poetry. The Harlem Renaissance was an electrifying period during which huge numbers of African-Americans threw off the shackles of discrimination, exploitation, and poverty in the South and moved North. With the feeling of liberation and the discovery of other like-minded folk, artists, writers, painters, and dancers engaged in bursts of furious creativity. Gyasi's debut novel *Homegoing* (2016) was inspired by a 2009 trip to Ghana while her first since leaving the country as an infant. The Cape Coast Castle made an immediate impression on her. She noticed the differences in the gorgeous residential apartments for the British soldiers and their wives and the slave dungeons. Along with the history of three centuries both in Africa and in America, *Homegoing*'s story focuses mainly on the lives of descendants of slaves.

Key words: Enslavement, Culture, Family, Trauma,

Yaa Gyasi's novel *Homegoing* brings into light the hardships experienced by the African people as slaves in the western society. The story line of the novel *Homegoing* takes pace over several centuries and touches on many landmarks and histories of both Ghana and America. The story begins in the mid-1700s in Ghana. The British subsequently took advantage of an existing system of taking war prisoners as slaves by the nations. They brought the salves to labour in the trans-Atlantic slave trade which was also known as the triangular trade. The novel *Homegoing*, touches the slavery system that resulted from trans-Atlantic slave trade, in which the slaves were transported from Ghana to Britain and the United States for forced labour. Slaves are mostly transported to Southern parts of America. This slave trade was outlawed in 1808, but the slavery remained intact in the United States until the Civil War. Because of the brutality of the working and living conditions the slaves tried to escape.

The novel *Homegoing* also focuses on the contemporary topics like the War on Drugs. There were major racial disparities in arrests or imprisonment for drug possession in the United States. It traces the lives of the descendants of an Asante woman in the 1700s named Maame. Maame had two daughters one in the Fante village when she was a slave and the other in the Asante land after escaping from being a slave to Cobbe. Effia was Maame's first daughter and Esi was the second. The story focuses of fourteen descendants of Maame. So the story line takes place for around three centuries, and focuses on the inheritance of trauma due to slavery. Each character in the novel have their unique way of sorrowful lifestyle. Quey, James, Abena, Akua, Yaw and Marjorie are the descendants of Effia. Ness, Kojo, H, Willie, Sonny and Marcus are the descendants of Esi. The effects of slavery can be well traced through the characters of Esi Asare and her descendants. Enslavement of few characters made them as well as their descendants to undergo huge cultural loss and assimilation.

Effia was born to Maame and Cobbe. Maame was a slave of Cobbe, who created the fire and escaped from the village after giving birth to Effia. The impact of this fire, or slavery what it symbolises, was immense. Jeffrey Prager indicates that "[t]raumatic experiences live beyond

those who are the direct recipients," (18) the fire, or the trauma of the capture, rape and enslavement it symbolises, was so traumatic that its trauma would be passed down through the generations.

Effia's grandson James has experienced the effects that being a slave trader. He is desperate to escape from his family history as slave traders in an attempt to break free from the transmission of trauma that takes place. James, here, is attempting to break free from the cycle of traumatic transmission that occurs within his family by stepping away from the slave trade and leading a simpler life. In *The Fante and the Transatlantic SlaveTrade,* Rebecca Shumway claims that "many African societies faced the constant threat of an outbreak of violence, as did Africans living in slave communities in the Americas during the eighteenth century, because of the inherently violent nature of slavery and slave trading" (15). This was something very present in *Homegoing* since Effia's descendants lived with the fear of being attacked by other tribes and sold into slavery.

Esi's chapter showcases the condition of the life in the dungeon of the Cape Coast Castle. Through Abronoma, slave girl of her father, Esi comes to know the past of her mother Maame. "You are not your mother's first daughter. There was one before you. And in my village we have a saying about separated sisters. They are like a woman and her reflection, doomed to stay on opposite sides of the pond." (38-39). This saying in slave girl Abronoma's village correlates with the story of Effia and Esi who are in the same castle but couldn't meet each other. The enslavement of Esi affects all her descendants. The trauma gets inherited from one generation to the other.

Gyasi describes Ness's life at the first planation as, "In Hell, the sun scorched cotton so hot it almost burned the palms of your hands to touch it. Holding those small white puffs almost felt like holding fire, but God forbid you let one drop. The Devil was always watching" (74). The metaphor of Hell emphasises the brutal conditions and treatment that Africans were subjected to. Gyasi is trying to demonstrate that slaves work on a literal Hell on Earth. By referring to the plantation owner as the Devil, she illustrates the fear that the slave masters instilled into them. The relationship between the slaves and slave master is furthered by the Ness's fear, as "the Devil shows no mercy…[Ness] is beaten until the whip snaps off her back like pulled taffy…some nights, they feared that the Devil is watching them as they lie" (81). Whipping became very common among the slave owners. They use some brutal was to control their slaves. This created large scars all over their bodies. Those scars become the symbol of trauma of slavery.

Kojo Freeman, Ness's son had escaped from slave land but still suffered due to slavery. His life is threatened by the new law, the Fugitive Slave Act of 1850. It was essential for former slaves to carry the papers that they were made free by the slave owners. This shows how a paper was considered as a symbol of freedom for the African slaves in the western society. Kojo had no physical punishment experienced by the slavery but, he underwent emotional sufferings by losing his wife and his unborn baby H.

H's chapter focus on the problems of being a slave and being a free man after slavery. H doesn't have a proper name. H's description of the mine has lot of similarities with the description of plantation where Ness worked. The chain and the whip are synonymous with the torturous aspects of slavery. Gyasi alludes to the fact that even though slavery was banished, the criminal justice system still permitted the same oppression in practice. The fearful diction also demonstrates the traumatised feelings of the African-American community.

As a continuation of slavery, Willie's story deals with the segregation of black and white people. The segregation is even more evident when Willie gets a cleaning job at the

Morrises. She tries to get a job as one at a jazz club, but she is told that she is too dark. Now Willie had to sacrifice her aspiration on the grounds of her complexion. Real talent had no value and encouragement in Willie's life and migration made its foot print indicating the loss of home.Willie's son Sonny tries to fight the continuing inequality of African-Americans and their lack of safety by working for the NAACP, but unfortunately becomes addicted to heroin. As is pointed out in the novel, this drug is heavily associated with the poor layers of society, which at this time mostly meant the African-American community: "Harlem and heroin. Heroin and Harlem. Sonny could no longer think of one without thinking of the other" (257). Sonny became addicted to dope unable to face the societal pressures of dark complexion and lack of education. As a result, Willie was worried that it was her mistake of parenting in such a way but actually the social situation made him fall victim to dope. The recovery of Sonny was through his mother Willie's explanation of all the sufferings and pain that was inflicted upon them as the consequences of slavery.

Sonny passed his knowledge about black histories to Marcus, the one he calls as alternative history lesson, which is proven to be true when he attends college. Sonny's lecture makes Marcus become successful in school until he has a chance to get a Ph.D. degree, it also has negative impact towards Marcus. It has been the toil of people of seven generations to get education though freedom prevailed only in terms of law. The research pursued by Marcus about the previous generations of African-American people shows how his own African culture was lost due to the blending with the western culture. It also explains the significance of his own culture that was unknown to him due to the impact of slavery. Marcus's research of his own culture revealed how slavery had affected their culture and heritage. It was pathetic to note how generation after generation slavery played a cruel role in subjugating one's own liberty and basic human rights.

Gyasi portrays Christianity as yet another instrument of structurally oppressing the African people. The true intention of the British in spreading Christianity is to control. The emptiness of Christian forgiveness is furthered by the missionary's murder of Akua's mother, Abena. The missionary drowned her in an attempt of baptism,

I took her to the water to be baptized. She didn't want to go, but I–I forced her. She thrashed as I carried her through the forest to the river. She thrashed as I lowered her down into the water. She thrashed and thrashed and thrashed, and then she was still. I only wanted her to repent. (189)

This gruesome detail displays the evil qualities of the Missionary, forcing his own religion on her against her will.

Another way the English oppressed the Ghanaians is through their use of their own language. Ness got her name from the word "My Goodness! . . . because those had been the only English words to escape Esi's mouth without her struggling to find them, . . . so that goodness had turned into, simply, Ness" (71). Gyasi portrays, how the slaves are forced to give up their own language and made to speak the new language, English by the slave owners.

As result of slavery, the people of Ghana were subjected to loss of culture. Even their native culture is being assimilated by the new British culture. In Effia's lineage almost all her seven generation of descendants safeguarded their Akan culture and heritage. But the descendants of Esi were forced to give up their native language Twi. They were forced to follow all the Christian customs and English language. Maame, the mother of Effia and Esi gives her a black stone. Effia passes the stone on to her next generation descendants and it reaches the last descendant Marjorie. But Esi failed to safeguard her stone as she was enslaved by the Britishers. The trauma of slavery follows all seven generation descendants of

Esi. They all inherited the trauma from one generation to the another. Marcus becomes the only person from Esi's lineage to go back to the place where his ancestors lived. His friendship with Marjorie symbolises the meeting of two sisters Effia and Esi. Marjorie gives him the black stone of Maame represents the end of trauma and the regaining of loss of culture.

In *Homegoing*, all fourteen characters present their own story and their own trauma. Slavery, the greatest horror of humankind, erased the identity of millions of slaves in different ways, in Africa, by means of arranged marriages between British officers and native girls, by means of re-naming or by whipping one's language, and in America by inducing inhumane labour in plantations, by re-naming them, by kidnaping and reselling them into slavery and by segregating them. All these actions stripped the characters in the novel and the millions of fellow blacks, of their individuality, personalities, and identity, yet they gave them a new one, that of African-Americans.

Gyasi focuses on how the lives and hardships of changes due to slavery and its inheritance. She also portrays how the effects of slavery lasted till the seventh generation descendants of Effia and Esi. If Esi have escaped slavery her whole family lineage would have escaped the inheritance of trauma caused due to slavery. They even might have followed their won native Akan culture without adopting a new culture. Overall Gyasi showcases different types of traumas undergone by the African descendants in America due to slavery.

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Inquisition for Idiosyncrasy in Manobi Bandopadhyay and Jhimli Mukherjee Pandey's *A Gift of Goddess Lakshmi*

*P. Virgin Pratheepha

PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract

Gender issue includes all aspects and concerns related to men and women. In general, gender refers to male and female. Apart from those two categories, there is a third gender category which refers to the community hijra or transgender. They face issues like inequality, discrimination, loss of identity, domestic violence, sexual harassment, etc. Transgender face many problems in the society as well as in their families. Their lives are full of struggles and tears. They are discriminated by the society and also forced to work as sex workers. In 2014, the Supreme Court of India declared the transgender person as the third gender. This paper focuses on the topic of self-identity of Trans Woman in the book *A Gift of Goddess Lakshmi* by ManobiBandopadhyay and JhimliMukerjee Pandey. It is a candid biography of the first transgender principal. Gender identity means a personal sense of one's own gender. In this book,ManobiBandopadhyay shows the struggle she faces to define her own identity and achievement in the society.

Key words: Transgender, Discrimination, Identity, Struggles, Achievement.

Gender Identity is generally considered as the personal sense of one's own gender. It is related to the people's existence as male and female. However, there is a third gender community known as Hijra or Transgender. As a transgender, they faced many problems like inequality, gender identity, harassment and they were also discriminated by the society as well as by their families. Most of them were forced to work as a sex worker. Manobi's*A Gift of Goddess Lakshmi* tells about the transformation from man to woman and the hardest journey of her life towards her goal. This paper analyses the struggles faced by Manobi and the efforts to define her identity in the society. Literature is a tool by which genders could reach out to the larger domains and their writings about their life offers a greater insight into transgenders state in society.

Biography describes the life of important persons in society, politics or other various field. Biography is shortly termed as 'bio' which means detailing the life of an individual. It is a way of recording the life and personality of a particular person. This paper is about the courageous journey of a transwomanManobi. The entire topic focuses on the struggles and fight she faced in her life. When she was born as Somnath, everyone in their family felt happy because finally they had a boy after two daughters. Her father Chittaranjan felt proud and excited about having a male child. It is usually common in Indian society, having a male child is a victory.

Later at the age of six she gradually showed interest in her sister's dresses and also started putting on kohl, and lipsticks. Everyone advised her but she never listened to them. As years passed, she hated her genitals and had a desire to be a woman. She loved movies and imitated them like a heroine. In school, everyone mocked her behavior. She knew that she was born a male, but felt a woman soul trapped inside her body. Unlike other parents in the society she is not avoided by her parents but they took care of her. They helped her to purse her education. She was good at studies and languages. "The ridicule that I was facing a home and in the neighborhood continued unabated, as I started taking bolder steps of wearing my sister's petticoats as skirts and their nighties as dresses…. This behavior- actively seeking to

be who I wasonly invited more insults" (35).

After completing school, she entered a college where she finds a place to prove her identity. Instead she faced many issues. When she entered college some of them cracked jokes on her by calling her hijra and asking her whether she is man or woman. Though she was depressed, she was strong in her determination to reveal her identity to the society. She always tried to hold her femininity within her. She was quite intellegent and a talented person. She started the first India's transgender magazine called *Abomanob* (subhuman) in 1995 after completing her M.Phil. Through this magazine, she expressed the lives, struggles, and inequality faced by the transgender people to the society and it received a lot of publicity.

She worked as a lecturer. She was good at dance, article writing and interestedin arts and literature. She yearned for a sex reassignment surgery because she hated a woman being trapped inside a man's body. However her studies helped her to get enough money for surgery. While working as a professor in college, two professors Surya and Chandresh threatened her to quit her job. They stated that no transgender has the right to become a professor and they are low community people who are not allowed to enter the college and share their staffrooms, toilets, etc. She was tortured by them physically as well as mentally. This seems to be a piteous condition for a transwoman in the society. It depicts the violence against transgenders in the society.

They would lurk in every nook and corner and pull my hair and clothes, saying they wanted to see if my hair was real or if I was wearing a wig. Once, two of them pinned me to the wall and groped me, trying to find out what was beneath my clothes. They hissed at me and warned me to keep my mouth shut while they did this. (94)

After surgery she was so excited because she is completely transformed into a woman. But this happiness did not last long. Many of them spread rumors against her. This made the staff and students of her college turn against her and the college committee took this as an opportunity to degrade her. But she faced all the problems with a courageous heart and finally she proved her identity in the society. Many transgender people told her that she opened the gates of freedom for them. This made her satisfied that her struggles had been worthwhile.

Manobi's*A Gift of Goddess Lakshmi* portrays the fight of transgenders with the society for lifeandconveys a message that they should be treated equally and their identity should be respected. Through this book, she delivers a message to her community about education: "If we learn, all our problem will be solved" (186).

Transgender is defined by 'T' in the common LGBTQIA+ and in this wider population transgender may be the smallest category. Transgender refers to any person whose identification with gender differs in some way from their biological gender.Even though transgenderism is not the same as homosexuality by definition, there is enough overlap between the two because some of them considered transgenderism as homosexuality.

Through a biblical theology of the body, one can answer transgenderism better than by mixing the scriptures in the light of individual practices. Transgender experiences an unconscious sense of gender at odds with one's birth sex. A common way to deal with this incongruity is to demonstrate that one's inner sense of gender tends to reflect one's true self over one's body.The church has argued by suggesting that one's inner self, associated with the spirit, should decide gender rather than the body. In other words, if anyone has an internal sense of being female with male genitalia, then he should be fully understood as she.

Scripture does not talk about transgenderism, but it also speaks to the transgender community and the church.A biblical theology of the body will help the church to develop an answer to the question of transgenderism that honors the purpose of God for human beings

and their salvation.The Old Testament also narrates the role that sin plays in corrupting human existence.Human fall-ness also affects the relationship with the God, the creator and the rest of life, including other human beings.

Paul explains the resurrection in the last half of the chapter by comparison with the present expression of the body. The resurrected bodies would be continuous, as a plant is continuous with the seed from which it flows.The God who created human beings as whole beings plans to become whole beings for life in the age to come. Until bodies are raised to life, salvation is not complete.It does mean that without bodies, wholeness is not conveyed.

It should be clear that the ministry of the Church to transgender people should enable them to experience a growing integrity between their sex of birth and their identity of gender. This is the aim of long-term discipleship. However, it is not the only purpose of discipleship, or even the first issue that needs to be discussed in the lives of transgender people. The most basic question in the lives of all people is whether they are 'in Christ,' using the word of the apostle Paul.

Transvestite originated from the German Sexologist Magnus Hirschfeld in 1910, who would later found the Berlin Institute where the very first operations of sex change took place. Transsexual was not invented until 1949. And there are a multitude of terms used by trans people to identify themselves, from the Hijra of India to the Faafafineof Polynesia, the ladyboys and the tomboys of Thailand and the Takatapui of New Zealand.

In 1950s and 1960s, the lead advocate Harry Benjamin, a German born, US endocrinologist, became the mind of gender nonconforming individuals through hormones and surgery. And some people believe that their sex birth does not fit their gender identity or the gender they feel inside them. The hijra community is distributed across India and most of them were found in the Western and North Indian states. One of the major reasons for migration from Southern India to other places is livelihood. And they are forced to leave the home, leading to the removal of property rights and other family rights.

In 2014, the Indian Supreme Court ordered that transgender people should be recognized as a third gender and the court made it clear that any insistence on declaring one's gender is unethical and unconstitutional for sex reassignment surgery. The objective of the Union of India is to strengthen the provisions and commitments of the Indian state, to ensure the rights as well as fundamental rights are provided to the most marginalized and vulnerable people living under the Indian state's authority, especially transgender people through special measures and safeguards.

Parental acceptance helps to develop a positive sense of a child. Parents play a vital role in children's life. They play the roles of protector, teacher, caregiver and disciplinarian. Parents provide emotional warmth and unconditional affection to the children. They become the best supporters which helps them to understand their words. As parents, they should accept their children's feelings, thoughts and experiences. And it helps to have healthy interaction between parents and child is known as parental acceptance.By sharing an interview with two transwomen that I conducted, I can clearly show that parental acceptance is the primary cause of transgender issues.

It depicts how culture and family discriminatethe transgender people. Their condition is made worse by a lack of schooling, jobs and healthcare. The society frequently develops a negative view of them. The lack of parental approval is the primary cause for these issues. And here I presented evidence of the lives of two transwomen who were rejected by their parents and removed from their family.

Kottravai, a transwoman who was a motivational speaker, writer was born into a well educated family. However she was removed from her family after they discovered that she

had become a transwoman. After she came out from her family, she faced lot of problems, like lack of money to educate herself so she started begging for money. And she was abused at a young age. After lot of struggles, at present she is in a good position earning money by working for a small company and leading her life. Another transwoman named Dharshini, she was from a poor family. She was forced to work as a sex worker.

She doesn't like being a sex worker. So she tried for many jobs but she couldn't get any jobs and most of them treated her badly. So she continues to work as a sex worker to earn money for her daily needs. And still she is longing to see her family but they don't consider her as their daughter. She faced many struggles at the young age and this made her guide other transgenders not to involve themselves in sex work. She used to give some amount from her earnings and help them to educate themselves.

Here we see Kottravai and Dharshini faced the same problem regarding parental acceptance. The situation they faced directs them to a different path. Kottravai worked hard and somehow she educated herself by begging. At present, she is guiding others by doing social works. But Dharshini, at the very young age was forced to involve in sex work and she wasn't able to educate herself. Still she couldn't get rid of that situation. Transgendersare easily discriminated by the family.Because parents think that society will treat them badly and ignore them. They fear to lose their respect and status in the society. They don't think about the transgender's condition when they are thrown out from the family. They are facing so much struggles, obstacles, violence in the society as well as within their community. Parental acceptance is most important in transgender issue.

 If parents started accepting them and considering them as a part of their family, there would be a reduction in stress, suicidal attempts and there would be growth of self-confident among transgenders. They would feel secure in the society. At present, most of them started accepting them as their equally. Still there are some people in the society who are treating them badly. It should be changed. They should be treated with equal respect in the society.

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EXPLORING IDENTITY AND TRUTH

*P. Stephi

PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:

Doris Lessing is a well-known postcolonial author who made her debut as a novelist with *The Grass Is Singing* (1950). The book is about the racial politics between White and Black people. The novel is set in the era of apartheid - institutionalise racism, and it explores topics such as the impact of apartheid on the daily lives of black and white people, as well as the slow bubbling essence of revenge and an individual's need for self–identity to avoid confronting inconvenient truths. The present study aims to present the search for individual identity as well as the socio-political reality of the postcolonial world.

Keywords: Prejudice, Identity, Social and truth.

Doris Lessing's *The Grass is Singing* explores women's defeat, male superiority, disagreement with feminine roles, women as sexual objects, and fragmentation. Lessing's novel shows the disgraceful aspect of a female protagonist who fixes herself within the traditional code of behaviour influenced by colonial experience. Lessing shows how her protagonist's identity is negotiated and built through social and behavioural norms formed by her ethnic status as a white woman coloniser and her gender role as a woman colonise in a patriarchal society by portraying her protagonist in a specific British colonial society artistically.

Marriage is traditionally thought to be a woman's final destination. In Lessing's novel *The Grass is Singing*, society forces Mary into marriage. Mary, unlike Martha in *The Children of Violence* Series, is not subjected to a lot of parental restraint. Mary had an unhappy and disturbing childhood because of her drunkard father who would constantly torture her mother. She spent most of her childhood in a boarding school, free from any subservience. However, a watershed moment in her life occurs as she overhears her close friends debating her age and marriage. She is horrified to hear them say that she has "something missing somewhere" (50) in her because she is still unmarried at thirty.

Mary is deeply affected by this small incident. Some gossiping women had told Mary that she should get married, which threw her totally off balance. The tension in her life as a single woman begins here, and she is forced to look for a husband anxiously, despite her aversion to marriage. She meets a fifty-five-year-old widower with two half-grown twins. Mary accepts his proposal without hesitation, but when he attempts to kiss her, she storms out of the house into the darkness, crying bitterly. This incident becomes a local sensation. During this time of crisis, she meets Dick Turner, an ambitious farmer. She agrees to marry him despite their disparate personalities, tastes, and goals. The only thing they have in common is that they both want to marry. The marriage, on the other hand, proves to be a disappointment.

Mary eventually leaves her home and considers resuming her life as a single woman, but she is not welcomed back into her old office because she no longer possesses the graces and beauty that are needed for professional success. Rubenstein rightly observes that *The Grass is Singing* concerns social, economic and political structures, with female in a conventional man's world. Dick follows Mary and takes her back to his home. However, Mary fails to return to her independent and tension-free past which she enjoyed before marriage.

Lessing provides an in-depth view of the defective society to which Mary belonged by outlining the reactions of the British members of the society living in the district. Famous for her strong support and involvement in women's movements, Lessing instilled in the novel a harsh critique

of the patriarchal colonial structure that immobilised women denied them the right to economic freedom and to create their own identity. Lessing reveals the traditional society of Rhodesia through the character of Mary Turner, the heroine. The elements of racial and gender injustices that weakened Mary's spirit shocked her and led her to her death.

> Mary's early childhood is shaped under the pressure of an cruel father who wastes his money on drink while his family is living in despair and poverty. Her mother who is her first model of gender role: a submissive and helpless lady dominated by the crushing manly pattern nonetheless the complying sufferer of poverty. (33)

In addition to sharing the stings of poverty and living in "a small house that is like a small wooden box on slots" (36) and her parents' struggle over cash, Mary is the witness to her sexuality and the body of her mother in the possession of a man who is clearly not there for her, in addition to sharing the stings of poverty and living in "a small house that is like a small wooden box on slots" and the struggle of her parents over money. Mary seeks to forget these reminiscences throughout her life, but in reality she has only reserved them with the fear of sexuality that comes up quickly in her dreams. She internalises a negative image of femininity in the structure of sexual inequality by perceiving her mother as a feminine target of a depressed marriage, taking over the sweltered feminism of her mother. In order to escape from this tragic repetition and after her mother's death, Mary finds a job as a secretary in the town at sixteen and begins a lonely life. By dropping her father, she seems "in some way to be avenging her mother's suffering and to cut herself from her past" (35).

After her father's death, her final comfort is that nothing remains to unite her with the past. She remains a girl seeking to forget her distressing memories, preferring to live in a girls' club, wearing her hair in a little-girl theme. She does not regard her shyness, childishness and indifference as weaknesses; she is indifferent to them as a matter of fact. But then in her life, as she listens to her intimate friends about her age and marriage, a turning point approaches. She is surprised to hear them comment that she has "something missing somewhere" (42), only because she is still unwedded, not even thirty.

It is almost a sort of departure to be thirty and single in a white colonial society. Her personal status is a cause for worry, compounded by her alertness that public analysis is subject to her peculiarities. She marries the first man capable of offering her an appropriate way out of Dick Turner with intense anxiety. Equally insufficient is Dick's inspiration. Lacking self-knowledge, in its tenderly idealised form, he craves marriage as a way of satisfying a collection of expectations generated socially. Dick and Mary Turner only have their criteria in common, although they are similar in their sentimental flatness, though they are worlds apart, sensitively. The only common point between the two, who have different personalities, different perspectives and different backgrounds, is isolation.

Although Mary "loved the city and felt safe there," (50) Dick dislikes the culture of the city. He enjoys spending much of his time on his farm, becoming a farmer. Dick still works hard in his farm even after marriage, goes in the morning, returns late in the evening and retires to bed at once after supper. Mary and Dick's sexual relationship is also not quite fair. Even sex does not get them closer; it separates them instead. Via Mary's sexual uniqueness and the distinctly inadequate sexual connection between her and Dick, the narrator explains this failure:

> It was not so bad, when it was all over: not as bad as that. It meant nothing to her, nothing at all. Expecting anger and imposition, she was reduced to find she felt zero. She was able tenderly to confer the gift of herself on this modest stranger, and stay untouched. women have a strange ability to take out from the sexual relationship, to protect themselves against it, in such a way that their men can be left experiencing down and insulted without having anything touchable to complain of. Mary did not have to learn this, because she had expected nothing in the first place. (55)

Not only does Mary's marriage show her helplessness to overcome her sexual bigotry, but also her inability to escape from her class. "She feels weak and dissatisfied as if "her father sent his will from his seriousness and energise her back into the kind of life he had made her Mother, Go Forward" (54). She sees her marriage being accompanied by the insufficiency and narrowness of her family's life.

Dick is involved in an ill-fated project to run a bee farm. Then he plans to open a shop for native black Rhodesians, the kaffir store. Mary is disgusted with her clients and the shop. Dick plans to grow chickens, turkeys, and then rabbits for more failed business ventures. She discovers that when he finally goes bankrupt, Charlie Slatter would buy Dick's farm, and would run off to the city to try to get her old job back.

Her old employer rejects her and she is unable to pay her hotel bill, Mary discovers that her old life is gone forever. She is going home. Soon after, malaria affects Dick. Mary is forced to take care of him and to handle the native staff she fears and hates. But Mary discovers that she likes to be in control as the weeks pass, but the staff grow aggrieved by her demands. When a man named Moses, refuses to continue working and Mary attacks him, this argument comes to head. She's worried that he's going to strike her back, so he leaves for work again. After Dick gets stronger, Mary presents him with her views on how to run the farm resourcefully. For Mary, he feels high opinion, but also guilt, and above all, anguish and indignation that her tobacco farming plans inevitably end up moving to the area. Mary leaves Dick to farm, but their first tobacco crop is destroyed by a famine.

In particularly, after Dick tells her they can't make the investment to have a child, Mary becomes discouraged. After Dick asks Mary to see the farm with him, because of his ineffectiveness, she understands they will never be good. She sees Moses, the worker she hit in the face, and is hold apart from the shame of her actions, the deceitfulness of her muscular body, and the hatred of her race. She is, in particular, dismissive of Moses, but without protest he believes her harsh words. But eventually, Moses proclaims that at the end of the month he will leave. She asks him to stay, and he agrees unwillingly. She continues to dream of the body of Moses. She instigates Moses, frightened by her own unconscious thoughts, to stop him.

Gossip starts to go around Mary and Dick's local area, both of whom have started to lose their marbles. Charlie Slatter, who hasn't seen the pair for the last two years, is paying a visit .Mary, like a young child, is slim and unsuitedly dressed. Slatter tells Dick to take Mary on a trip and sell his farm, hoping that as land manager he will carry on. Dick agrees, although his wound is visible. In Dick's absence, Slatter hires Martson to run the farm. Marston is surprised by the mental state of Mary, by the physical deterioration of Dick, and by the rotting farm. He sees Moses and Mary helping her. Marston arranges for Moses to leave, throwing Mary into a rage. The Turners are going to leave the next day for a holiday.

The next day, Mary awakes and goes about her farm duties in a kind of daydream, knowing that Moses is waiting somewhere on the farm. She thinks the grass is humming, and when she leaves, the farm will be caught by the trees and animals. Ultimately, she walks through the farm, meeting Marston, whom she imagines to be Dick. She tells him that, in her heart, she's sick, and she's always been. She's moving back to that building. Dick tells her to pack for her journey, but Mary has the feeling that she's waiting to die. She goes to bed alone, but outside she's taken up by thunder, and a feeling that Moses is close. She goes to the veranda and sees Moses approaching. She wonders if she can make herself clear, but faster than she can say a word, Moses stabs her to death. She's dead. Moses is cleaning his rifle. He agrees that when the body is identified he won't claim to be innocent. The ultimate outcome must come with the final win.

The novel sheds light on how colonialism and politicised race, culture and gender accepted the patriarchal family construction to achieve their desired results. The colonisers successfully denied

them an organisation by declining race, culture and women, a voice by which they could express their identities and a sense of self, an activity that considered them delicate and easy prey to suppression.

The inequality of gender and race in the life of Mary Turner is the main force behind the predicament of alienation. In her life, an unhappy marriage led to total disintegration. Ultimately, the massive gulf that was created in their conjugal lives caused her to believe that she was separating from her husband. Lessing moving deep into the human mind shows that it is never possible to compensate for this vast gulf between individual understandings. Through the relationship between Mary and her black slave Moses this dark gulf is again evident in racial discrimination.

The black slave, Moses, murders Mary to take revenge on both the white and the opposite sex. As her identity is exacerbated by the overwhelming patriarchal and gender constructs in which she is involved, Mary Turner is unable to take care of her own identity. She's trying hard to find a sense of self-an identity without the colonial culture's impact. By her eventual death, Mary bursts through the walls of patriarchal and colonial culture, freeing her from all the terms and conditions that exist in her society. Thus, Mary is the only target of a patriarchal society's threat. Lessing gracefully explains how the novel's protagonist suffers and is dishonestly killed in the whirlwind of gender and race.

In this novel, Doris Lessing suggests that in order to exercise their creative capacity, the people of the post-colonial world of Rhodesia need social, political, financial and psychological freedom. They need people in a group who would recognise and accept their social and political identity. The representative examples of contemporary British and African Society are Mary and Moses in the book. In addition, to claim their own individual human identity, the people of Rhodesia need a culture, a language, and economic and intellectual freedom.

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Crisis of Motherhood in Buchi Emecheta's *The Joys of Motherhood*

*P.Viniciya

PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi – 628001.
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:
The concept of motherhood in the African context is very much influenced by religious mythologies and folklore. Motherhood is aspired by every woman in African society. It is believed that motherhood is the only thing that can complete a woman and it is the role given by God to be fulfilled by a woman. A woman without a child is seen as barren and incomplete in African society. Earlier, African male writers portrayed only the brighter side of motherhood by showing the ideal image of mothers. The real image of motherhood is portrayed by the African female writers. Buchi Emecheta is one such African writer who questions the stereotypes related to African motherhood. This paper deals with the crisis of motherhood in Emecheta's *The Joys of Motherhood* and shows how social expectations make an infertile woman feel like a useless and failed one. The protagonist Nnu Ego becomes the victim of her family and society when she is unable to bear a child and fails in her first marriage. But her problem doubles when she becomes a mother of many children. Nnu Ego finds no joy in her children and faces a lonely death at the end of the novel.
Keywords: Motherhood, Sacrifice, Barren, Womanhood, Fulfilment.

Motherhood is a significant part of African culture. It is regarded as a colourful experience of sacrifice, and mothers are seen as the creators, protectors, saviours, nurturers, providers and goddesses. In short, the African concept of motherhood is 'sacrificing the self'. African male writers have also glorified the image of the African mother. Certain phrases like 'mother is supreme', 'mother is gold' and 'Mother Africa' have been created to valorize motherhood. But the real image of motherhood is portrayed by the African female writer. One such writer is Buchi Emecheta who questions the myths and stereotypes related to African motherhood in her novel *The Joys of Motherhood*.

 A woman from her childhood is taught that once they enter womanhood they should get married and bear children. The woman's psychology, however, accepts the need to become a mother to please her father's family and husband, and especially to please the society. So she gets completely involved in living her motherhood which is said to bring meaning to her life and exerts her individuality. But things do not work in that way for the protagonist Nnu Ego. It becomes burden for her. The joy of motherhood fades away soon for her. She gets entrapped in motherhood and it makes her to work like a slave to feed it. The French writer Simon de Beauvoir, in her book *The Second Sex,* says that since her infancy a woman has been told or made to believe that she is made for child-bearing. A woman is often told about the 'splendours of maternity' that motherhood is a marvellous privilege availed to women only. While praising motherhood so much she also points out the burdens of motherhood like menstruation, pregnancy, delivery and boredom of household works.

Emecheta's *The Joys of Motherhood* is one of the complex Bildungsroman novels written in colonial Nigeria in the early to mid-twentieth century. It revolves around the concept of motherhood and womanhood. From the female point of view, Emecheta points out her view against all the exploitations and negativity that are done to women in the name of traditional values. Emecheta expresses her strong opposition against the unfair, unjust and oppressive system of the society which is prevailing in the traditional Nigerian setting. The novel describes the protagonist Nnu Ego's transformation from a strong, tradition bound character to a feminist. Nnu Ego's efforts to prove her validity through motherhood are saddened at every turn. Unfortunately, subverted by a complex set of

contradictions she finds herself incapable of the bargain. The novel is dedicated to all the mothers. The novel begins with the first chapter titled "The Mother" and ends with the chapter titled "The Canonized Mother."

The novel's title *The Joys of Motherhood* is borrowed from the closing sentence of Flora Nwapa's famous novel *Efuru*. The closing sentence elevates a paradox about the much consulted childless river goddess Uhamiri: "She has never experienced the joy of motherhood. Why then did women worship her" (221). As the title suggests *The Joys of* Motherhood did not actually paint the colours of the joys of motherhood rather it is an ironical concept on the joys of motherhood. There are only a few joys associated with the motherhood. Through the character of Nnu Ego, Emecheta shows the fact how motherhood is made as the sole part of womanhood. Emecheta shows how a woman's wishes, desires and hopes are trapped in her own body, as she says, "'On my life, I have to work myself to the bone to after my children. I have to give them all. And if am lucky enough to die in peace, I even have to give them my soul" so she asks god, "When will I be free'" (210). Through this monologue Nnu Ego reflects how patriarchy prohibits women from fulfilling their own dreams.

The theme of motherhood in the novel is portrayed through the protagonist Nnu Ego. Nnu Ego was given full freedom by Agbadi as her mother had wished. She had a happy life as a daughter. But her happiness was interrupted by her marriage with Amatokwu. After her marriage, people around her expected a child soon from her. From there began trouble for her "Nnu Ego was surprised that as months passed, she was failing everybody. There was no child. 'What am I going to do Amatokwu?' she cried to her husband, after the disappointment of another month" (29). When she failed to become a mother, she lost all the care and compassion from her husband. Amatokwu marries another woman. His second wife soon became pregnant and delivered a son. It makes Nnu Ego a less important person in Amatokwu's family. She cried in frustration and hopelessness. The longing for motherhood raised high in her and she became foster mother to the child. She started to breast feed the child due to her earnestness for motherhood. "Nnu Ego locked her hut, lay aside the child and gave him her virgin breasts. She closed her eyes as contentment ran through her whole body. The baby's restlessness abated and he sucked hungrily, though there was no milk. For her part, she felt some of the fulfilment for which she yearned" (32). But her fulfilment did not last long; she was beaten by her husband when he found her breast feeding his child. At that point, her beloved father came and rescued her and took her back to his home to recover from the suffering she had undergone both physically and mentally. Agbadi arranges the second marriage for his daughter with Nnaife Owulum who works in the city of Lagos as a washer man for a white man. He is ready to send his daughter far away to a city so that she could prove that she is not barren.

Nnu Ego reaches Lagos with Nnaife's brother. When she sees Nnaife she doesn't like him because of his appearance "she felt like bursting into tears, like begging the senior Owulum to please take her home" (43). But she wanted to satisfy her father and her desire to become a mother, "Another thought ran through her mind: suppose this man made her pregnant, would that not be an untold joy to her people?" (45). She accepted her marriage to Nnaife and was successful in delivering a boy. Nnu Ego felt happy and considered herself as a fulfilled woman, she says "He has made me into a real woman – all I want to be, a woman and a mother. So why should I hate him now?" (55). The boy was named Ngozi but after a few weeks the boy died. The short-lived happiness disappoints Nnu Ego and leads her to commit suicide, she says, "I am not woman anymore! I am not a mother any more" (65). But Nwakusor, a man who knows Nnu Ego, saves her. A woman consoled Nnu Ego by telling her that "she has only just lost the child that told the world that she is not barren" (65).

Nnu Ego's longing to gain the joy of motherhood was not calmed. She became pregnant again and delivered a boy. She named the boy as Oshia. She dreamt of putting Oshia in a good school and wished to provide a better future for her child. But things happened in a different way. Nnaife's master returns to their country and he loses his job. But he soon gets a job in ship and leaves Lagos.

Now Nnu ego has to take care of Oshia and her newly born second son Adim until Nnaife returns. Poverty strikes her family so hard. Her son Oshia becomes ill because of malnutrition. Nnu out of her motherly instincts "sold all her clothes at a fraction of their costs to Fulani street walkers, telling herself that if her sons should live and grow, they would buy all the clothes she would ever need" (115). She loves her son so much and doesn't want him to leave her. He is her joy, her father and her brother. Oshia recovers from his illness through his mother's effort to take care of him.

Nnaife returned from Ferdinand Po and Nnu Ego felt happy. Meanwhile, Nnaife's brother died and the family responsibility befell on Nnaife. Now Nnaife has to inherit the wives of his brother. But Adaku alone with her only child visits Nnaife's home which upsets Nnu Ego. She started hating her "Adaku turned out to be one of the shameless woman whom Nnu Ego did not like" (138). Nnaife started to work as a grass cutter for the rail road. Adaku and Nnu Ego become pregnant at the same time. Nnu Ego gives birth to twin girls and Adaku gives birth to a son but the child soon dies after few days. The family faces a great financial struggle. The responsibility of the mother increased in Nnu Ego as she gave birth to twins. The twins were named Taiwo and Kehinde. The mother is given respect only when she gives birth to a male child, Nnu Ego says, "Hm, I doubt if our husband will like them very much. One can hardly afford to have one girl in a town like this, to say nothing of two" (140). Nnaife in the meantime was forced to join the army to fight in the Second World War.

The mother role of Nnu Ego does not end with giving birth to a child, but also with giving protection to them. Oshia was affected by a health problem and he was taken to the medicine man. He told her that the jealousy of Adaku brought him the sickness and so ceremonies have to be performed to cure him. The life of Nnu Ego as a mother was filled with troubles and responsibilities with less happiness. With her husband in an unknown place, Nnu Ego carries her next child and she also has to look after her children's education. The money sent by Nnaife was shared by his wives and the sufferings of being a mother for many children continued. Nnu Ego goes to her village Ibuza to see her dying father along with her children. Her father dies after seeing his daughter. Few weeks after his death Nnu Ego delivers a boy, who has the physical features of his dead father, Agbadi. The child was named Nnamdio. Adankwo, the senior wife of Nnaife's brother, advises Nnu Ego to return to Lagos.

Back in Lagos, Nnu Ego finds Adaku being successful in her trading business and becomes jealous of her success. The conflict occurs between the two men and the men supported Nnu Ego even though she is wrong because she is the senior wife. Adaku finally realises her position in the family as junior wife and decides to leave for a better future for her daughters, "Everybody accuses me of making the money all the time. What else is there for me to do? I will spend the money I have in my girls a good start in life" (188). She leaves Nnaife's home to become a prostitute for the sake of her children.

Nnu Ego once a barren woman now became the mother of five children with three boys and two girls. The longing for motherhood gave her happiness yet the turmoil of fulfilling their needs continued. Nnaife's absence increased her responsibility. She lost hope in her husband. She shifted her hope towards her children. She struggled a lot to bring them up with a good education. Oshia her elder son was taken out from school when she was unable pay the fees. "Oshia looked at the image of dejection and cried: But I love school Mother. All my friends are there. Why do I have to stop so many times?" (194). She was unable to answer his questions. The motherhood which once gave her joy slowly to fade when she was unable to fulfil her children's wishes. "Her love and duty for her children were like her chain of slavery" (209). Nnu Ego soon becomes happy and excited about the return of her husband Nnaife. She became hopeful that her problem would soon end after his arrival. But Nnaife started spending his time with friends by enjoying his life and drinking palm-wine with them. She again became pregnant and gave birth to two girl twins. They were named as Obiageli and Malchi. But Nnaife was not happy with the birth of the female children.

Nnu Ego, the mother of seven children has one hope after all the strains and sufferings that her children's good education will bring a peaceful and happy life during her last days. But her children

proved that the mother only needs to be selfless and the children are always selfish. She had a great hope in Oshia that he would soon take over the responsibility of the family and his brothers and sisters education. But Oshia had different plans for his future Oshia chooses education over his parents as he said to his mother when she asked to help his brother he replied, "After Hussey, I shall gone to a university . . . I can't even help myself" (216). Both Oshia and Adim were less bothered about their family. The mother was disappointed by her children again. Already her husband did not care about her much. Now the children are beginning to act in the same way.

Now around the age of forty Nnu Ego delivers her ninth child, which is a girl, but the child dies after few hours. "Then she started to feel guilty. Had she wanted the child to die – was that the interpretation of the slight relief she had experienced when she crawled the dead child to check what sex it is?" (219). The eagerness for motherhood had now turned to a kind of relief though the child was dead, especially when she came to know that the child was a girl. Though she did not have any hatred toward a girl child, the society has made her to pity less for a girl child. Now the joy of motherhood has changed her.

Oshia gets a job in United States and leaves Lagos not even thinking about the mother who had worked throughout her life for the welfare of her children. Adim also left for Canada. The children expected their parents to care for them, but they were not ready to care for them in return. Not only sons but also her daughter brought sorrow to Nnu Ego. Kehinde, one of her twin daughters, elopes with a Yoruba man, which is against their Ibo community to marry a Yoruba man. When Nnaife came to know of his daughter's elopement he tried to kill the Yoruba man's father and ended up in jail. He also blames Nnu Ego, "You see, you see, Nnu Ego what you have done to me! One of your daughters is responsible for their taking me to jail" (237). Nnu Ego loses her joy in motherhood because of her children's behaviour.

When Oshia does not come to help the family when Nnaife is in jail, Nnu Ego doesn't even blame him, instead she prays for her son. According to her "a mother can never, never reject her son" (241). Nnu Ego decides to return to Ibuza after undergoing great sufferings in the city of Lagos. Taiwo asked her mother to leave Obiageli with her and she will take care of her. But Nnu Ego replied "Taking the children from me is like taking away the life I always known, the life I am used to" (251). She showered the love, care and affection on children as a true mother, though she did not receive the same from them.

Nnu Ego who dedicated her whole life for her children says, "I don't know but anything else but a mother" (251). She was very happy in to see her children happy. She didn't even have many friends to spend time because she always told herself that her big family was enough for her. She wondered,

Where she had gone wrong. She had had children, nine in all, and luckily seven where alive, much more than many women of that period could boast of. She however couldn't understand how her children who grew up with the values of her country, people and tribe has changed drastically and deserted her in the old age. She faces a lonely death "just like a barren woman." (247)

The death of Nnu Ego is very pathetic at the end of the novel. A mother of seven children dies on the road in a lonely death like an orphan, "Nnu Ego lay down by the road side, thinking she has reached home. She died quietly there, with no child to hold her hand and no friend to talk to her. She had never really made many friends, so busy building up her joys as a mother. Poor Nnu Ego, even in death had no peace! Still, many agreed that she had given all to her children" (253).

After her death, all her children arrived and gave her a great funeral. Oshia and Adim made a shrine for their mother. In the eyes of the society, it was a great act that Nnu Ego was lucky to have such children. People in society around her thought she is a lucky woman. But the reality is that none of her children was ready to take care of her in her old age. After struggling all her life pleasing and fulfilling her need for family and children, Nnu Ego was forced to understand that "the joy of being a mother was the joy of giving all to your children" (254). Later, after her death, women who could not

conceive began to come to her shrine and pray for the children. But Nnu Ego never listened to those prayers and refused to fulfill them. By doing so she did not want another woman to become slave to the notion of motherhood throughout her life, like her, and wanted them free from all familial and social ties imposed on them. Buchi Emecheta gives Nnu Ego the power to assert her rights above the social obligation of her womanhood. She seems to assert that motherhood does not determine womanhood and there seems to be more to it. The joy of motherhood is just a paradoxical element.

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Feminist Perspective in Roald Dahl's *Matilda - A Study*
*Pavithra. S

PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:
Roald Dahl's *Matilda* is a renowned twentieth century Children literature novel. Though it might seem to be a book for children, it concerns more about women and their condition in a patriarchal society. As Simone de Beauvoir rightly states in *The Second Sex*, a woman is not born but created as she is trained to take the position of suppressed other. In keeping patriarchal construction in mind, the researcher examines the malicious role it plays in shaping women's psyche in general. Patrilineal society always keeps the women away from asserting their identity so to perpetuate the male hierarchy. Women instead of cultivating inner qualities, waste their time in enhancing their physical beauty. Patriarchy tends to glorify women in terms of their quality of self-negation for the sake of family and children. Patriarchy looks women as fragile, meek and submissive. It never accepts women who seek to go beyond such conventional rules as it isolates them from the mainstream society. Dahl's novel is definitely about a child; however, it presents some very interesting women characters who also reveal his understanding of women. This paper aims at rereading *Matilda* from a feminist perspective to uncover the layers of womanhood.
Keywords: Feminism, women, patriarchy, children's literature.

Feminism is a set of actions which overlap with those of women's rights. It in particular, specializes in gender equality and women's social roles and experience. Views on gender-based differentiation at work and in interpersonal relationships have frequently undergone profound changes because of feminism. Some of the earlier styles of feminism have been criticized for being geared closer to white, middle-class, educative perspectives.This brought about the creation of ethnically unique or multicultural varieties of feminism.In addition to being an extraordinary man, Roald Dahl also lived in remarkable times. He was born during World War I, lived through The Great Depression, fought in World War II, witnessed the Space Race, and was alive during one of the most significant social movements in history, feminism. Although feminism had a great impact on society, the term "feminism" was not well received by the public, and was often used as a pejorative term during the early stages of the movement.

Roald Dahl (1916-1990), is a British author of novels, short stories, poems, and screenplays. He is most notable for his popular works of Children's fiction, several of which have been adapted into major films, such as *Willy Wonka & the Chocolate Factory* and *James and the Giant Peach.* Born in Llandaff, near the Welsh capital of Cardiff, to Norwegian immigrant parents, Dahl was raised by his mother after the death of his father and sister when he was three. Dahl attended boarding school throughout his childhood and joined the Public Schools Exploring Society on an expedition to Newfoundland before becoming a salesman for Shell Oil in Dar es Salaam. Dahl enlisted in the Royal Air Force in Nairobi at the start of World War II. After the war, while raising five children, Dahl began writing children's stories. Over the course of his life, he worked as a novelist, short-story writer, poet, fighter pilot, screenwriter, inventor, spy and chocolate historian.

In most cases Roald Dahl explores the subject of the harmonious bond between circle of family members in his writings. In his many novels he had made it clear that it was his mother who had the number one influence on his existence. So it should come as no first-rate surprise thatfrom *The Witches* to *The BFG* to *Matilda*, there are a ton of feminist instructions to be discovered from studying Roald Dahl's back catalogues. Matilda represents the feminine intelligence that Dhal desires to

deliver to readers. Matilda was meant to be the symbol of female cleverness. That is special and may be considered a fortune. It means that female intelligence is a fact which can't be mentioned or compromised. Roald Dahl's *Matilda* is basically a narrative which sings a triumph of little girl over tyrant adults.Matilda is a child of great powers. She emerges as a saviour of many other children even of adults. She takes care of the situation and goes out to set things right. There are five women characters in this novel inclusive of Matilda, who behaves like a grown-up person. Others are Matilda's mother, Mrs. Wormwood, her headmistress, Miss Trunchbull, her class teacher Miss Honey, and librarian Mrs. Phelps.

Marry Wollstonecraft, in her seminal work *A Vindication of the Rights of Woman,* voices the importance of schooling in overall development of women and society. She additionally writes about how society denying training to women makes them inferior, a burden to themselves and to the society. She writes "Taught from infancy that beauty is woman's scepter, the mind shapes itself to the body, and roaming round its gilt\cage, only seeks to adorn its prison" (3). Educating a woman is like instructing the whole circle of relatives. Hence, mother's training is very important in the holistic development of kids. If we critically analyze Matilda's mother, we can see that she is like any girl inside a patrilineal construction perpetuating socially mounted norms. She offers prime significance to physical beauty rather than intellectual development. Her verbal exchange with Miss Honey reflects the commonplace attitude of women closer to life as they take marriage as the last purpose of their lives. She says, "I'm not in favor of blue-stocking girls. A girl should think about making herself look attractive so she can get a good husband later on. Looks is more important than books" (91).

Dahl sketches Matilda's mother as a self-obsessed, lousy, splendor conscious, and a cash minded lady who neglects her duty as a mom. "My mother is goes to Aylesbury each afternoon to play Bingo" (10). She loves to play bingo and goes out every day to play after her husband has gone to work, in preference to devoting her time nurturing her children or offering them food. She hardly ever cares about her children schooling and forgets the actual age of Matilda as she thinks Matilda is too young to start training. Once, Matilda's class teacher comes to speak about her great intellect, instead of appreciating the matter, her mother actually turns the issue down and insists that in getting a husband, is certainly a vain insensible existence. As the story comes to an end, Matilda's mother tells her husband with indifference, "Why don't we let her do it that's what she wants. It'll be one less to look after" (232). Among other characters who are maximum debated and demands investigation is Miss Trunchbull. She has been projected as a villain throughout the story due to the fact that she takes malicious delight in torturing and harassing kids.

She was gigantic holy terror, fierce tyrannical monster who frightened the life out of pupils and teachers alike. There was an aura of menace about her at a distance, and when she came up close you could almost feel the dangerous heat radiating from her as from a red-hot rod of medal. (61)

Her name fits her perfectly as she seems like a robust headed bull who is merciless and stubborn. From the very beginning, she has been hated by all her students because of her appearance which makes her now not so amiable to children. In the story, she stands in direct comparison to Miss Honey who is the whole lot that Miss Trunchbull is not. In the midst of extremities(in accordance with traditional norms) we have Miss Honey, who appears to be a really perfect female together with her fragile, light white porcelain structure. She is educated, beautiful, polite, loving, motherly and extraordinarily meek.

There teacher was called Miss Honey, and she could not have been more than twenty three or twenty four. She had a lovely pale oval Madonna face with blue eyes and her hair was light brown. Her body was so slim and fragile one got the feeling that if she fell over she would smash into thousand pieces, like a porcelain figure. (60)

Miss Honey is cherished by her students because of her concerned nature and appears to be the best for those young children who, for the first time, depart home to start their adventure as

students. She submissively bears all insults and injustices without any protest and leads a miserable life. Miss Honey is sort of a damsel in distress who has no courage to fight her own war and waits to be saved by Matilda. Finally, we have Matilda, the protagonist, a special toddler with some supernatural powers. She behaves like a person and takes the obligation to punish those who are immortal. She is rebel. She engages herself in analyzing, refuses to act in step with her parents demands and prefers solitude as opposed to watching TV. She takes life-altering choices to make Miss Honey her legal father or mother and rejects her biological father and mother understanding their incapability to give her an excellent upbringing. In a way, we see Matilda as a female character who turns into the hero of her own tale. However, like many different children's writers, Dahl, in the manner of showcasing the triumph of good over evil, somehow finally ends up stereotyping different women characters within the novel.

All the women characters within the novel point out a few serious issues. Matilda's mother stands for those who take their children without any consideration and forget their education especially girls, as they suppose that they are nothing but a burden. Miss Trunchbull's behavior in the direction of kids shows how some adults treat children as a nuisance and desire to get rid of them. "Miss Honey gives us a little song about each word and we all sing it together and we learn to spell it in no time" (141). Miss Honey's method of teaching children has to be taken as an example, how young students can be taught without difficulty without making the procedure stupid or boring. The story additionally points out the worn-out educational gadgets which refuse to improvise teaching techniques to make the manner of gaining knowledge exciting and sooner or later it brings out the issue of child abuse which has remained a hush-hush problem in our society till now. The novel seems to be virtually a tale of a kid possessing mysterious powers punishing few adults who mistreat her. However, the tale is much greater complex than that. A feminist reading of the text makes the women characters of the story seem as stock characters who stand in binaries, either white angelic or black evils as the heterosexual society perceived them.

Roald Dahl, as a creator of children's novels, has presented an interesting tale with morality as youngsters see their lives in binaries of white and black. His message is simple concerning the lifestyles of bad people who ought to be punished for their wrong doings. However, unknowingly Dahl stereotypes ladies in the novel which could take him to trail. If a female takes out time from her domestic burden and does what her heart desire, it need to be condemned or looked at as a selfish act. A woman has to aspire to domesticate a sturdy personality, as male and female are equally responsible for the fantastic development of children and in giving them a wholesome society.

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Enitan's Entanglement in Sefi Atta's *Everything Good Will Come*

*M. Raja Marieswari

PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:

Everything Good Will Come is a coming-of-age novel by Nigerian author Sefi Atta. It is about a girl growing into a woman in postcolonial Nigeria and England. Throughout the novel the main character, Enitan, is faced with various personal entanglements connected with family troubles, rape, cheating boyfriends, and imprisonment. Enitan's education and growth function as a veritable launching-pad for surmounting the adversities that she encounters. It is also a biting commentary on the Nigerian Biafran war and the problems faced by women in a male centered society. This paper speaks about the entanglement which Enitan faces from her personal life to public life and her unusual friendship with her childhood friend.

Keywords: entanglement, growth, education, Biafran war, male centered society, unusual friendship

Sefi Atta is one of the most prominent and leading contemporary women writers of Nigeria. She has established herself as one of the most engaging writers in the latest wave of Nigerian authors. Living at different times of the year in the United States, England and Nigeria, she remains a committed writer across multiple genres.

Atta succeeds in portraying the trials and tribulations of women. Through her writings, she champions the emancipation and empowerment of women. Patriarchy, gender inequality, female bonding and the solidarity of women are the dominant themes of her novels. She encourages women to form strong bonds with one another in order to survive patriarchal oppression, failed conjugal lives and political disturbances. According to Atta, female bonding is essential for the survival of Black women. Her novels, in particular, are a model for future prose writing in Nigeria.

Everything Good Will Come is a beautiful narrative that borders on the experiences of a young girl. It depicts the entanglement of a woman in a conservative society. The novel surmises the experiences of Enitan and her perception of life at different stages. Enitan's first person narrative reveals the differences across class, generation, gender, faith, language, tradition and individual character. She goes through the different stages of life as a young girl with choices and decisions to make, in choosing what rules to obey, the schools to attend, the friends to have and the man to marry. It is a heartfelt drama about family, friendship, community and divided loyalties.

The struggles which seem overwhelming even to the adults in Nigeria at the time are presented to the teenage girl to navigate as she makes her choices within a patriarchal, male-oriented society. Enitan is entangled throughout her life. Therefore the primary motif of *Everything Good Will Come* reflects Atta's desire to project the woman as a survivor of the hurdles which characterize post-independence existence, and the worrisome atmosphere in contemporary Nigeria. Her central character's education and growth therefore function as a veritable launching-pad for surmounting the adversities that she encounters.

Sefi Atta through the character Enitan greatly lashes out at the institution called marriage, through which men establish their dominancy. Enitan is a character who can completely fit into the image of 'the modern woman', the woman who would be the equal of men, who would think, work and act like a man and instead of bemoaning her inferiority to men she would declare herself their equal. She believes in modern women's concepts. It was against the old traditional concepts of women and also against polygamy. She always constructs her own ideologies, which helps to self-discover her identity.

Enitan's search for independence and internal peace parallels that of her nation, as she looks to find a way to balance tradition and modernity in her life using her own ideologies. Her struggles are relatable and her life is both extraordinary and entirely average, because Atta has written the story of a normal woman, where all women can find themselves within. Themes emerge across Enitan's story as she navigates her position as an empowered woman in post-colonial Nigeria. Female assertiveness, patriarchal hegemony, gender equality, political unrest, friendship, class difference, activism, self-discovery are the major themes of the novel. Enitan makes a space for herself in a time and place where patriarchal traditions were valued, and Atta tenderly writes the nuances that explain how a woman can love a country that sometimes doesn't seem to love her back.

The novel takes place during the Biafran war (1967 – 1970), a civil war which occurred between the Nigerian government and the Biafran state. Biafra represents the nationalist aspirations of the Igbo people, whose leadership felt they could no longer coexist with the Northern dominated federal government. Enitan reflects on her childhood experience during the civil war and says:

The day the Civil War broke out, he delivered the news. Uncle Fatai arrived soon afterward and they bent heads as if in prayer to listen to the radio. Through the years, from their arguments about federalists, secessionists, and bloody British, I'd amazed as much knowledge about the events in my country as any seven-year-old could. (4)

Everything Good Will Come is the story of Enitan who is entangled in a conservative Nigerian society. Post colonial Nigeria, which is patriarchal in nature, creates a tough space for women to grow and sustain. Every time the heroine loses her identity, she has to struggle hard to identify herself in the midst of her mother's strong religious beliefs and her father's manipulative ways. She is entangled between her mother, Arin and father, Sunny Taiwo. She was not allowed to lead a normal life because her parents, with different views, overpowered her with their views. Enitan says:

My parent's quarrels were becoming more senseless; not more frequent or more loud. One wrong word from my father could bring on my mother's rage. He was a wicked man. He had always been a wicked man. She would shout Bible passages at him. He would remain calm. (17)

Enitan's rebellious nature was first seen when she defies her mother's wishes and leaves the house on a Sunday to play with the girl next door, Sheri, who is called 'yellow' because her father is a black man and her mother a white English woman. Both Enitan and Sheri have extremely different family background. But they became friends. Sheri belongs to the group of Igbo people whereas Enitan belongs to the group of Yoruba people. This is one of the major differences exist between them. Therefore their friendship is termed as 'unusual friendship'. Though it is unusual, their friendship remains strong. The other differences prevail between these two friends are racial discrimination, class differences, background, lifestyle, status, education and career. Enitan and Sheri do not allow these differences to affect their friendship. During one of the holidays, Enitan and Sheri went to a party; there Sheri was raped by some boys. After this incident, Enitan's parents did not allow her to speak to Sheri. Enitan is entangled in choosing between her parents and her best friend. She chooses her parents and they put an end to their rapport.

Enitan goes to London to pursue her education. After completing her studies, she returns to Nigeria with the knowledge which education offered her. Enitan is ready to make choices and accept the consequences which come with them. After attending military training, she works in her father's firm. Though she worked hard, she remained as a sleeping partner in the firm. She enters into a relationship with Mike Obi, an artist, and later discovers that he is a cheater. Enitan reunites with Sheri and is surprised that her friend is content with being a mistress. She later chalks it up to the fact that Sheri's beauty and men's willingness to remunerate it with material comforts have kept her from being ambitious. Atta, through Enitan, tries to activate change related to female independence, equality and empowerment.

Enitan becomes a lawyer and marries Niyi Franco. She at first feels comfortable and safe in Niyi's arms, but their relationship is soon tested when Enitan refuses to submit herself to his demanding ways. After she becomes pregnant, Niyi and Enitan's differences over each other's behaviour and her father's outspokenness and subsequent arrest force her into activism that results in a night in jail. Enitan proceeds to join a group of women in the fight against the government for women's right during her pregnancy. Niyi did not understand Enitan's ideology. Her drive to make change is frowned upon by her husband, who wants her to stay at home and take on "women-like'' task. She says that:

Our home was ridiculous. He was carrying on his standoff and I'd retreated fully to the spare room. Silence had become noisy: doors clicking, curtains rolling, and at night, jazz and crickets. Sometimes I heard Niyi laughing on the phone. I wanted to tell him that I was finding it difficult to sleep on my belly at night. I wanted to talk to anyone about my father. (237)

Enitan is entangled in choosing between her personal life and public life. Niyi's lack of support for his wife's beliefs, along with her unwillingness to concede to Niyi's requests, led to their separation. Enitan continues to stand up for what she believes in, wanting women to have the ability to choose whether or not they will be submissive in the society with hopes of individuality.

The black women are doubly colonised entities and they have to tolerate all kinds of subjugation and violence not only from their society but also from their own family. They have no good relationship with their husbands based on love. It is evident in the lives of the three main lady characters- Enitan, Sheri and Arin. They are physically and mentally tortured and victimized in both their male centered society and by the domination of colonial power.

All the women characters in the novel try their best to have their own identity. Both Enitan and Sheri help each other during their difficult times. Enitan through her words tries to fill the assertive spirit in Sheri also. Sheri complains to Enitan about her husband. Enitan advises Sheri to leave her husband. Thus Sheri also becomes assertive and comes out of her limited space into outer space. Enitan also encourages Sheri to start her own catering business. Sheri follows Enitan's advice and runs her catering business and earns money. Thus with the help of her friend, she realizes a woman's worth and the value of her own individuality.

Women are considered as less sex and are forced to suffer the highhandedness and cruelties of male figures. Sheri, Enitan and Arin greatly suffer at the hands of cruelty. Sheri has undergone a traumatical experience. She is a victim of gang rape. Arin has suffered a mental breakdown because of her husband's behaviour. Sunny has a son with another wife. He insults Arin and plots to separate Enitan from her mother. Enitan is entangled throughout her life between her mother and father, her personal life and her public life. At the end of the novel, she leaves her domineering husband, Niyi, and decides to live on her own with her child. She always has her own ideologies and decides according to them. She is very particular regarding her identity and creates her own identity. She also persuades her friend, Sheri to have her own ideologies. Enitan creates her own identity, unafraid of any social entities. Enitan enumerates the problems of women:

We worry about no money, no light. . . . No husband, bad husband, husband's girlfriend, husband's mother. Human rights were never an issue till the rights of men were threatened. There's nothing in our constitution for kindness at home. And even if the army goes, we still have our men to answer to. (188)

Through the character of Enitan, Atta passes the message to future Nigerian women that modern women must assert their individuality and should fight against the male atrocities. To make a woman strong and dominant, Atta introduces several strategies through her piece of writing. At a particular moment, Enitan exhorts people to form a group to raise their voice against male oppression. Enitan openly questions all kinds of derogatory things that happened in that society, especially the controversial issues of childbearing and joys of motherhood.

Enitan believes that the ability to make change in society begins with the change that happens in the family. Towards the end of the novel, she shows the power of a woman in the role of a female lawyer. She successfully releases her father who has gone under imprisonment for some political reason. Thus, she once again proves the talent of a lady who was once mocked by her own father by commenting on her as a senseless girl. Here she also shows the courage to speak and act against corrupted political figures in Nigeria. For Sefi Atta, feminism is all about caring about others as human beings. This goal is not to dethrone a man or enthrone a woman in the seat of power.

Enitan is totally entangled in the conservative Nigerian society. She endures agony and pain. She stands out as a loud cry of womanhood and brings out the struggle of the African women in the male dominating Nigerian society. Enitan looks upto many sources of support but finally, she identifies the solutions on her own and frees herself from the entanglement of the society. Atta reveals radical ways in the novel to end female subjugation. Through the character of Enitan, Atta conveys that a woman should not be silent for a long time, she should voice out her opinions not only for herself but also for other women. Like Wollestonecraft and Margaret Fuller, Sefi Atta too believed in education, employment and political rights of women. It is greatly projected through the protagonist Enitan. Towards the end of the novel, through the words of the heroine, Atta tells women to adopt female friendship and sisterhood as these would be one of the ways they can win the war against inequality and tradition and all other patriarchal dictates. The novel ends on an optimistic note that 'everything good will come'.

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Socio – Political Activism and Oppression Towards Women in Khaled Hosseini's *A Thousand Splendid Suns*

*S.Esther Mancy

PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:

Khaled Hosseini's *A Thousand Splendid Suns* provides a vivid portrait of a country shattered by a series of ideological leaders and wars imposed on it by foreign and internal forces. The narrative, which spans several decades, is driven by the stories of two young Afghan women, Mariam and Laila, who despite starkly different beginnings, find themselves intimately connected and dependent upon one another. His portrayal of Mariam and Laila and their dreams, trials, sufferings and challenges presents a complex view of women in Afghanistan. Hosseini deals with the complicated political and diplomatic history of Afghanistan in *A Thousand Splendid Suns*. He also focuses on the cultures and customs of Muslim society through this novel.

Key words: Afghanistan, Sufferings, Culture, History

Khaled Hosseini is a man with a mission, a mission to redeem his country from all its ills, to make it beautiful, like it once was. He does this by writing beautiful novels with a breathtaking canvas, spreading across Afghanistan and the Afghan diaspora all over the world. It tells the story of the Afghan people, Afghan women, children and men, those who are caught in the web of religion, politics and terrorism.

Afghanistan has a rich heritage, a proud history and is a conglomeration of myriad cultures and ethnicities. The country is known by three principal names – Aryana, in ancient times, Khorasan, in the mid-eighteenth century and Afghanistan, today. More than five thousand years ago, it was regarded as a center of culture and learning. The literature by Afghan American authors is considered Afghan American literature. Afghan Americans are among the newest and smallest of America's ethnic communities. Millions of refugees from Afghanistan fled to the United States during the Soviet and civil war and created their own community in U.S. They migrated from their homeland to the US to survive. Some of these people found the way and motivation to express their feelings, emotions, memories and dreams to the world. They shared their experience as Afghans and as immigrants in the United States. Out of these experiences a literature has been emerged and is getting its own identity in the world literature. The Afghan-American literature has several distinct features: war, terrorism, violence, personal experiences, diasporic experiences, clash of identities urge for homeland, family relationships, women's violations, women's struggle for education, religion, Afghan culture and traditions.

The novel stresses on women who are deprived of their rights and their restrictions on education, choices and liberation that hinder their great potentials in the male dominated world. Male dominance over the women in Afghanistan is a major concern that relates this novel to a feminist aspect. Forceful marriages, lack of freedom, lack of identity and torture that is perpetrated on the Afghan women are the issues that are of concern to feminists across the globe. Hosseini's novel exposes the cultural, political, religious and social structures of Afghanistan in degrading and devaluing Afghan women.

All the female characters of novel endure terrifying situations where they are abused beyond human imaginations. Hosseini draws a similarity between the fates of two characters, Mariam and Laila, who hail from drastically different backgrounds but are connected by a tragic twist in their lives. They share the same pain and agony and undergo similar stereo-typical trials of being women in

Afghanistan. The author shows how their struggles and trials lead them to fight back and to hope for happiness and a better future. Further Hosseini underlines the parallel of Afghan women's suffering with the fate of Afghanistan. He masterfully weaves the personal narrative of Laila and Mariam into the backdrop of Afghanistan's turbulent recent history. Women's rights have diminished in the society of Taliban authority: they are banned from laughing loudly, playing sports, even talking or shaking hands with non-mahram males, and most importantly studying in schools or any other educational institutions.

Afghanistan considers women as machines to look after their home and children. They are denied to enjoy freedom. These social norms should be changed and women should get their rights. Hosseini advocates that there is great need for creating a bond of amity between Afghan people and the rest of the world and also women empowerment. This paper attempts to throw light on the sufferings of Afghanistan women and creates a vision of women empowerment through Mariam.

Mariam, a young girl lives alone with her unmarried mother on the outskirts of Herat. She is a thoughtful child. Both Mariam's and Nana's life are almost completely absent from the public world by living a life based on the decisions of the men around them. This portrays the poor education system the country has provided in Afghanistan. The only qualities Mariam learns are the basics of survival and enduring. But she resents her mother's strict ways and the fact that she only sees her father once a week. Mariam's shame at being illegitimate makes her unable to stand up for herself. As soon as her mother commits suicide, her father forced her to marry a forty five year old man- Rasheed. She experiences dreadful and vicious behaviour from Rasheed.

Mariam's life changes with the arrival of Laila, Rasheed's second wife as well as their neighbour. Though Mariam hates Laila in the beginning, Laila's inspiration helps Mariam to take control of her own destiny. Rasheed has been an awful, abusive husband to her, but up until this point, she never defended herself. Mariam changes more than any other character over the course of the novel. She kills Rasheed and selflessly takes the rap for the crime so Laila can live on. She never dreams for a better life. But she wants to be free from all the brutality.

Laila, the second female protagonist, is the youngest child and daughter of Hakim and Fariba. Laila has a strong desire to use her intelligence and education to improve the world around her. As her father is a well-educated teacher, education has always been a priority in Laila's life. She has always received encouragement from her parents to achieve her dreams. Hosseini's energetic narrative speeds on through the political and domestic worlds, as we move through the tragedies that fall on Laila's family. Laila's idealism and independence are challenged when she decides to marry Rasheed in order to give her unborn child a father through Tariq. She represents hope for the future in Afghanistan, because she is a strong woman who can outlast every evil man who tries to take away the one she loves and lives for. From then on, she along with Mariam bears the domestic violence and insults from him. Laila undergoes the crudest form of humiliation at the hands of Taliban.

Hosseini portrays Laila as a strong woman character in his novel. Her presence and support only inspire Mariam to gain courage to fight back and ultimately kill Rasheed. At the close of the novel, Laila finally, finds the life she has been dreaming of. Mariam and Laila find solace and happiness in each other's company. Their bond gives them freedom from pain, not only physically, but emotionally by trusting each other.

Mariam and Laila finally take the cudgels towards their emancipation and overcome their subjugation. Laila's inspiration helps Mariam to take control of her own destiny. Rasheed has been an awful, abusive husband to her, but up until this point, she never defended herself. Mariam changes more than any other character over the course of the novel. She kills Rasheed and selflessly takes the rap for the crime so Laila can live on. She never dreams for a better life. But she wants to be free from all the brutality. As Mariam and Laila become closer through their shared love of Aziza, Laila's daughter,

and a common need to survive the brutal and tyrannical Rasheed, Mariam, for the first time, finds herself wanted and needed as part of a family.

Khaled Hosseini, in his novel *A Thousand Splendid Suns,* shows the importance of Koran in the life of a Muslim through the life of Mullah Faizullah, Mariam and Laila. He writes about the life and the sufferings of Afghan people in his novels. His works are the voice of the downtrodden and women in Afghanistan. He wants to tell the world about his country's pathetic condition due to political instability. His novels reflect the real situation in Afghanistan to the worldwide readers.

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Gender Struggle: A Feminist Reading of Sandra Cisneros's *The House on Mango Street*

*N. Sajmina Subahanya

PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:
Gender inequality plays a major role in an individual's life. Sandra Cisneros's *The House on Mango Street* tells the story of a young Mexican girl living in the Chicago community. This paper deals with protagonist Esperanza who faces obstacles in her life.

Keywords: Exploration of Identity, Society, Patriarchy, Feminism

Sandra Cisneros is a Mexican-American writer. She is best known for her first novel *The House on Mango Street* which is published in 1983 and her subsequent short story collection is *Woman Hollering Creek and Other Stories*. Her work experiments with literary forms and investigates emerging subject positions, which Cisneros herself attributes to growing up in a context of cultural heredity and economic

Sandra Cisneros is a poet, short story writer, novelist, essayist, performer, and artist whose work explores the lives of the working-class. Cisneros has achieved recognition far beyond Chicano and Latino communities, to the extent that *The House on Mango Street* has been translated worldwide and is taught in American classrooms as a coming of age novel.

The main aim of feminism is to define economic, political and social right for women in India. In Indian society it is the pursuit of women's rights. Gender Equality Solution to Poverty the World Bank is committed to making gender equality central to its fight against poverty. After many years of research and on the ground experience, the importance of gender equality for reducing poverty can no longer be questioned. In this way, they cause the instep to curve and the foot to arch. This bowed effect is similar to the one achieved by foot binding in the past though it is worth pointing out that foot binding's effect was more permanent whereas high heels can be removed before permanent damage is caused.

In the economy of patriarchal meanings, women's minimal and constricted claim on space, symbolically emphasized by the optical reduction of the size of women' feet, is also reinforced through another related effect brought about by wearing high heels. Walking in high heels shortens the length of the stride and the speed of movement. It makes women automatically lag behind others while forcing them at the same time to mince their way forward. As a result, more energy needs to be invested in walking, which leads to earlier signs of fatigue and to the impression that women's bodies are, by default, weak, lacking in energy and strength. At the same time, the fragmentation of ordinary gait into smaller units, emphasized by shorter footsteps, and men's masculinity is confirmed most strong.

In Cisneros's *The House on Mango Street*, this is the best captured in the introduction to the vignette aptly titled "The Family of Little Feet." Here the grandma's feet, permanently encased in high-heeled shoes, are optically minimized so that they come across as lovely as pink pearls, and by being dressed in velvety high heels they also make her walk with a wobble. Even though the shoes impede her movement, she insists on wearing them anyway because she thinks they are pretty the unstable and mincing gait, and hence constricted mobility, make her pretty, feminine, and desirable or acceptable in the eyes of others and in turn in her own eyes too. Unlike women's feet in this narrative, the feet of male protagonists are described in terms of their actual look and functionality, allowing them to move unimpeded. Thus, the grandfather's feet are merely fat and doughy, which he powders and stuffs into white socks and brown leather shoes.

In *The House on Mango Street*, this is explicitly demonstrated in the part where the girls' sexual objectification, brought on by their strutting in high heels, leads to their immediate commoditization. Once the girls readjust their gait and bodily posture, they go walking strutting around their neighborhood in high heels, drawing the attention of boys and men: "On the avenue a boy on a homemade bicycle calls out: 'Ladies, lead me to heaven. But there is nobody around but us Esperanza observes that men fix them with their gaze and can't take their eyes off us'" (41).

Feminism is a noble concept against ignoble thought of discrimination on the grounds of sex. At the outset, the division of gender roles was based on the capacity to bear and nourish the babies and; to keep provisions ready in the entire time span. The division had no arguments for thousands of years; but was later on challenged sometimes lightly and sometimes intensely. This may be due to men taking their roles more seriously and undermining female roles or negating them completely in the whole progression of existence. Men's physical strength, their ability to hunt in modern times their money-making skills and freedom from child bearing liabilities made them high headed and arrogant towards female. Under this backdrop we can see the creation of patriarchal society in which all social norms were created and controlled by men, making women a passive partner in the whole course.

Feminism is the advocacy of women's rights on the grounds of equality of the sexes. It initiated in the west, exhibited throughout the world and was exemplified by countless people and institutions committed to action on the belief of women's rights and interests. It could be traced way back to the 3rd century BCE, when `Roman women filled Capitoline Hill and blocked every entrance to the Forum because Consul Cato resisted attempts to repeal laws limiting women's use of expensive goods. However, its modern avatar came in different waves, bringing forward different aspects of feminist issues.

The *House on Mango Street* is written from the point of view of Esperanza, a young woman in early adolescence. Her narration illuminates her life on Mango Street as well as her concerns about her place in the world. Throughout the story particularly in No Speak English, those who are not able to communicate effectively are relegated to the bottom levels of society.

We struggle to define ourselves within their world, or to even break away from their world. Often, the birth of our self is defined in a moment of truth or a moment of heightened self-awareness that is the culmination of a series of events or the result of a life crisis or struggle. The struggle for self-definition is a common theme in a coming of age novel, or Bildungsroman, and in *The House on Mango Street*, Esperanza's struggle to define herself underscores her every action and encounter. Writing promises to help her leave Mango Street emotionally, and possibly physically as well. Esperanza must define herself both as a woman and as an artist and her perception of her identity changes over the course of the novel. Neither the bum in front of the tavern nor the Asian man at Peter Pan Photo Finishers hesitate to take advantage of younger girls, and the boys at the carnival claim Esperanza's body as if it did not belong to her at all. Esperanza's experiences teach her to guard herself against the men who wish to control her sexuality: "And all I hear is the clapping when the music stops. My uncle and me bow and he walks me back in my thick shoes to my mother who is proud to be my mother. all night the boy who is a man watches me dance. He watched me dance" (48).

Sandra Cisneros's *The House on Mango Street* shows clear abuse of women and their struggle as a necessary factor. From the start of the book, Esperanza realizes that men and women live together and that women are nearly powerless in society. There is a constant conflict between being a sexual being and keeping one's freedom, as most of the book's female characters are trapped both by abusive husbands and needy children. Esperanza comes to recognize this dichotomy as she is caught between her own budding sexuality and her desire for freedom.

The House on Mango Street revolves around one girl and her struggle to fit the puzzle pieces of her identity, ethnicity, gender, cultural, inheritance, sexuality and economic status, to name a few

examples- into a coherent whole. Identity is the qualities, beliefs, personality, looks and expressions that make a person's self-identity as emphasized in psychology or group collective identity as pre-eminent in sociology. One can regard the categorizing of identity as positive or as destructive.

A psychological identity relates to self-image, self-esteem, and individuality. Consequently, Peter gives the definition:

A person's identity is defined as the totality of one's self-construal, in which how one construes oneself in the present expresses the continuity   between how one construes oneself as one was in the past and how one construes oneself as one aspires to be in the future, this allows for definitions of aspects of identity, One's ethnic identity is defined as that part of the totality of one's self-construal made up of those dimensions that express the continuity between one's construal of past ancestry and one's future aspirations in relation to ethnicity. (299)

Psychologists most commonly use the term 'identity' to describe personal identity, or the idiosyncratic things that make a person unique. Sociologists, however, often use the term to describe social identity, or the collection of group memberships that define the individual. However, these uses are not proprietary, and each discipline may use either concept and each discipline may combine both concepts when considering a person's identity. Social psychologists may speak of psycho-social identity. Neuroscientists draw upon these fields to study the neurobiological basis of personal and social identity.

Many of the characters in *The House on Mango Street* struggle with their identities. In many cases they are trying to reconcile their American present with their Latino heritage. Meme Ortiz, for example, has two names: one in Spanish and one in English. His mother calls him Juan when he is at home, which most likely means he is more conscious of cultural traditions and norms there. When he is out in the neighborhood, however, he is Meme. Mamacita, a recent immigrant to the United States, refuses to accept her changing identity. She doesn't want to be an American, so she insists on using only her native language for communication and entertainment. But she cannot control the identity of her young son, who quickly picks up English by watching American television. His Americanization makes him different from her, and it breaks her heart.

Esperanza wishes to leave Mango Street to realize her dream of having a beautiful home far away from her neighborhood. Esperanza's life is full of poverty. Esperanza and her family had to constantly move from place to place. Before moving to Mango Street, her family did not have running water and they had to share a bathroom with several other families. Upon relocating to Mango Street, Esperanza is happy that she finally has a home that belongs to her family. Although it is not the house she had always wanted, she is glad that they no longer have to deal with landlords.

Esperanza develops a sense of shame and a deeper awareness of the social wealth gap in the country. Moreover, she also feels out of place and lonely. Through this, Cisneros draws attention to the problems and difficulties of the new immigrant, who has a hard time assimilating into American society. Esperanza not only struggles with being both Mexican and American but also with being a young woman in her Mexican culture. Most of the women around her are oppressed in their patriarchal society. She desperately does not want to end up like them. With all the stories about Ramirez and the oppression of women, Cisneros depicts the virgin/whore dichotomy that is heavily imposed upon Latina women.

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Striving for Power: A Study of J. M. Coetzee's *Disgrace*

[*]K. Rathisha

PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:

Disgrace is unquestionably the remarkable masterpiece of the South African writer J. M. Coetzee. He builds in *Disgrace* flesh and blood characters and, through them, weaves relationships between classes, between men and women, between parents and children, black and white, between a long exploration history and a present of explosive resentments.The symbols dealt in the novel include dogs, sheep and Byron. Coetzee also scrutinizes the nature of human desire, specifically looking at the relationships between power and sexual yearnings. *Disgrace* also focuses on how the male characters in the novel subjugate women whom they consider as "other" and make use of them to make a shift in their power.

Keywords: Post- apartheid, Desire, Power, Trauma, Racial conflicts.

Coetzee is notable as a great South African writer who grappled with the savage complexity of the apartheid and post-apartheid years. Coetzee also took the novel in English into new imaginative and moral territory. From his many outstanding works of fiction, *Disgrace* is unquestionably his masterpiece which was a Booker prize winner in 1999, making JM Coetzee the first writer to win the trophy twice (first with *Life & Times of Michael K*).

David Lurie, middle aged and twice divorced is a scholar fallen into disgrace. After years teaching romantic poetry at the Technical University of Cape Town, he has an impulsive affair with a student. The affair becomes deteriorated, he is denounced and summoned before a committee of inquiry. Willing to admit his guilt, but reusing to yield to pressure to repent publicly, he resigns and retreats to an isolated smallholding owned by his daughter Lucy. For a time, his daughter's influence and the natural rhythms of the farm promise to harmonise his discordant life. He helps the dogs in the kennels, takes produce to market, and assists with treating injured animals at a nearby refuge. But the balance of power in the country is shifting. He and Lucy become victims of a savage and disturbing attack which brings into relief all the fault lines in their relationship.

Disgrace major theme is the struggle between mind and body, spirit and earth. It depicts David's painful separation from the sheltered collegiate utopia of literature and civility, where sex is a harmless past-time. According to David, death is a poetic abstraction, into a state of earthiness, where life is dangerous, death is real, and sex is a fact of life, sometimes a distasteful reality, even a weapon. David struggles to understand whether both universes can be reconciled, or whether one must get the better of one over the other.

Coetzee has used numerous symbols in *Disgrace* to convey insecurity, segregation and racial discrimination in South Africa. He has mainly used animals to symbolize the human tendency to subjugate those who have a quality of 'otherness' by dominating, abusing, exploiting and objectifying and also the aftermath of apartheid in South Africa. Throughout the novel, David's interactions with animals reflect both his self-awareness and his state of grace. He initially considers animals as 'other' and he feels humans are so different from animals.

Coetzee also points out that people who live like dogs are in the lowest levels of life where there is no right, dignity or chance of getting property. For example, dogs are mentioned mainly in Salem where there is poor lifestyle and it's mainly a black occupied setting. Moreover, Lucy's dogs are killed shamefully without protection or dignity, which is reminiscent of the low and insecure life at Salem. For the non-white Africans, the dogs were symbols of white oppression of

violence. That is the part of the reason why Lucy's attackers killed almost all of her dogs in the kennel. Moreover, Lucy and Daniel are raped and robbed respectively in Salem.

Additionally when Petrus is introduced in the novel he introduces himself to David as a "dog-man"(25) since he occupies the role of assistant to Lucy. However, during his party, Petrus jokes that he is no longer a dog-man which shows that he's no longer on level with the dogs. Thus it becomes clear that Coetzee has used the image of dogs to symbolize low life.

David is disgraced from being a university lecturer to caring for dogs which symbolizes his move from a modern to a traditional lifestyle. David becomes attached to Katy, the bulldog, who is abandoned at Lucy's kennel. David displays his first gesture of affection toward an animal. He speaks to the dog of her abandonment, something David could easily relate it to. He has been abandoned by women, who no longer find him attractive, by the university where he made his career and also by the changes in his culture. Inside Katy's kennel, David is calm enough to sleep on the ground next to the dog which symbolizes a shift in David's character, and also it shows that David is beginning to humble himself and open his mind to new ways of thinking.

The final scene shows David carrying the dog that he had bonded with into the euthanasia room. The way David is trying to give him a loving, painless death, it could be seen that he is valuing the dog's dignity, even his soul, over his own desires. "'Are you giving him up?' 'Yes, I am giving him up'" (220). He is "giving him up" out of empathy. David trying to save the dog from a life that is more disgraceful than death symbolize that he is trying to relieve his own sense of disgrace. Thus, Coetzee has made a persistent presence of dogs in *Disgrace* to consider the shame and disgrace that humans go through, even the animals.

Coetzee has also mainly used the romantic poet, Lord Byron as a symbol about whom David is seen working on from even from the beginning of *Disgrace*. George Gordon, Lord Byron was one of the most important poets of Romantic Era and who was also one of the most controversial and followed celebrities of his day and he was known for his flashy, flamboyant appearance and his numerous, highly-public love affairs. Byron lived out his own life only for himself without any regards for others. He believed himself to be a lover of women and also that he was adored by them. Also he loved to make women fall for him, for which he was admired so much. David definitely has his own knowledge about Byron. Byron has always been a source of interest for David. Also David wants to be like him and idealize himself as a smooth talker and courteous lover of the ladies. In many ways, David fits into character type called the Byronic Hero, which is also based upon Byron himself. Byronic Heroes aren"t perfect. They are stylish but arrogant, well-educated but highly self-critical, charismatic and seductive but self-destructive and suffering from something happened in the past. Coetzee makes reference to Byron who is not just a figure but both Byron and the figure of the Byronic Hero become symbols of David"s own character.

Coetzee has also highlighted the interpersonal moral support that helps one to overcome his/her trauma in their life. In the first half of *Disgrace*, Lurie is found to be totally self-absorbed in his dealings with others. In fact, he reduces women into objects to satisfy his desire. His sexual harassment of Melanie is an example of how he can victimize others. He even defends his sexual harassment as a right of desire. He believes that he is free to fulfill any desire even by violating the rights of others. But in the second half of *Disgrace*, particularly after Lucy's rape, Lurie becomes ethical who takes care of other human beings and animals. He gets transformed from a self-centered man to a man for others. After his daughter's rape, Lurie learns to live for others. He learns to give thoughts to those who are more helpless than him, such as, his daughter, Lucy, women, and the unwanted animals in the novel. Lurie's care for his daughter, and the injured dog, at the end of the novel, shows his ethical relation with others. About Lurie's ethical responses to others, Michael Marais points out that "the notions of sensibility, sympathy, and compassion,

which the novel repeatedly invokes, were self-consciously developed as an ethical response to the instrumentalist logic of self-directed personality" (75). Lurie, who knows only what it is like to be a rapist at the first half of the novel, started knowing what it is like to be a rape victim at the second part of the novel.

Coetzee is himself, an ethical writer, in a sense that he performs the traumas of both his white and black character in *Disgrace*. For instance, he shows the trauma of Melanie, a black character of the novel due to the sexual harassment of Lurie, a white character and also the trauma of David and Lucy, the white characters of the novel, due to the gang-rape of Lucy by three colored men. Thus, both white and black characters of Coetzee become the victim of trauma in this novel. Coetzee seems to say that whoever the perpetrator is, the trauma of the victim is the same. Moreover, Coetzee's white and black characters share and care one another in their sufferings which make them ethical. Coetzee thus forms a community of sufferers who take care of others in *Disgrace*.

After Lucy's rape, David experiences how one feels to be the victim of trauma. Now, he realizes how much he had troubled Melanie and her family. He puts himself in the position of Melanie's father, whose daughter has been abused by him, and realizes how much her father is suffering from it. He finally confesses that he has caused trauma to Melanie, and now, he no more blames his desire of impulse for abusing Melanie. He tells Bev Shaw: "'Yes, there was a young woman. But I was the troublemaker in that case. I caused the young woman in question at least as much trouble as she caused me'" (147). David begins to sympathize with Melanie that the trial is a trial for her too; although she too has suffered from it. Thus, he begins to confess his crime at the end of the novel, which he had never done before. As Marais points out, "He seems to transform, his desire for the Other into responsibility for the Other" (174).

Petrus, Lucy's neighbor, a colored man, helps Lucy in her sufferings. He fulfills the ethics as an infinite responsibility to others in *Disgrace*, by providing Lucy with care and security when she is feeling insecure at her farm house. Petrus assures her of security and protection from any future traumatic event occurring to her life again. Thus it's clear how the characters in *Disgrace* fulfil their ethical responsibility of serving others in their trauma in *Disgrace*

In *Disgrace*, Coetzee has dealt with the more complicated issues about masculinity, particularly through the ways male characters treat women. David's thirst for power through relationships becomes even clear when he followed Melanie, a student in one of his classes and manipulated her into having sex with him. She doesn't feel comfortable refusing his offer because she knows that he's an authority figure in her life which made David more confident and powerful.

When he was in trouble for harassing Melanie, he told a reporter that he didn't regret what he did, instead told him that "I was enriched by the experience" (56). This statement shows how superior he feels because he thinks that he has power and could exercise it over anyone because he was not only not ready to apologise for what he has done to Melanie but also he tells it with pride that he was entirely enriched by the experience and also shows clearly that David was only thinking about himself even after he was publicly ashamed. Later even after he is forced to resign as a result of his sexual behavior, his thirst to feel superior remains the same because he tries to have sex with Bev Shaw, a woman he thinks of as a simple and unattractive. All of this shows that he is comfortable in relationships that have uneven power dynamics and his thirst for power is present in all of his sexual relationships because he thinks that every person he sleeps with is inferior to him.

According to David, it is acceptable, to treat women like property. Not even once he wonders why he got divorced twice, he tends to think that his place in the world is meant to be in the arms of women and the other way around. David believes that he is in control of everything in

his life in the beginning of *Disgrace* since he strongly feels that all he does is right. David says that one needs to separate the power relations and sexual relations but he does not seem to separate them and he is satisfied with having both at the same time. He wants as much power as possible over everything in his life, including his work and his affair with women.

Coetzee has shown how the male characters David and Petrus in *Disgrace* have used women to gain their power and make a shift in their power. At the beginning, the male characters tear women apart till they become totally insecure so they could control them completely. Petrus remains this way but as time goes by, David's thoughts of women gradually changes. David, who started out as strong, becomes weak, and Petrus develops in the opposite direction which is the result of their relations to women.

David and Petrus have different intentions with using women. Petrus gains economic and material winnings and that is because he has always been poor and riches is therefore what he looks for. For David, it is harder to tell what he gains from using women. His way of acting towards women is a consequence of his troubled life, since he lost his wife. David at least gains sexual pleasure and takes advantage of the position he possesses. Lowry claims, however, that it needs to be kept in mind that there are two patriarchs in the story, one worse than the other. The rapes themselves might be seen as some kind of payback from both David's and Petrus' sides and function as a tool to show their power. Petrus' rape may seem to be some kind of payback towards the white inhabitants in South Africa because of the power they possess. David's rape seems to be more about not seeing women as worthy.

At the end of *Disgrace* David's and Petrus' lives are totally different from how they were at the beginning. David loses all his power and Petrus gains everything. David gains understanding and sympathy from the rape of Lucy. Hence, the novel cannot be considered a story with a happy ending but it gives an insight into the lives of women in South Africa and how they were subjugated by the men who wanted to exercise their power.

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Psychological Study of Dennis Lehane's *ShutterIsland*

*R. Saronika

PG and Research Department of English, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:

Shutter Island deals in depth with different psychiatric conditions and disorders, including pure psychopathy delusions and bipolar disorder. In order to write the novel, Lehane researched psychiatry and mental illness. *Shutter Island* focuses on the character of Teddy and his thoughts about what was happening on the island and his suspicion of the Ashecliffe doctors of conducting illicit activities and drugging him with illusions.

Keywords: Mental illness, Grief, Violence and Psychological horror.

Shutter Island, a novel by Dennis Lehane follows Andrew Laeddis, the main character, who is a schizophrenic patient. He unconsciously develops a mental illness as a result of his traumatic experiences. There are several events in the past that led him to build anxiety, such as his guilt of killing hundreds of unarmed armies in World War II, his guilt of not taking Dolores to the psychiatrist, but the most painful memory for him is the death of his family.

The story mainly follows Dr. Cawley's psychodrama as the treatment used in the attempt to heal Andrew's schizophrenia. Psychosurgery is considered as inhuman to the patient and can be concluded as not the best method in treating a schizophrenic patient. Psychodrama is performed to lead the patients into their fantasy, making a role-play as in their narrative world, which help them to realize and acknowledge their trauma, and to solve the problems by themselves.

The purpose is to show them that what they believe as the reality is not real in order to lead them back to their common sense. The application of psychodrama also helps Andrew to have a social interaction especially by forming a close relationship with Chuck. Talking out a problem to other people is considered very important in the treatment of mental illnesses including schizophrenia. Another treatment used in the novel is the medication in the form of pills and cigarettes. The pills are continuously given to Andrew ever since he becomes schizophrenic to calm his emotions down from anxiety.

The trauma of Andrew Laeddis has causes and effects. The causes of his trauma are his actions of knowing his wife, Dolores, was insane until she was able to kill their three children by drowning them in the lake without regrets. He kills them upon Dolores' personal request because she wanted to free her from her insanity. As a result, he was sent to Ashecliffe. After that, Andrew could not live with the reality so he made a complex fictitious narrative as a denial response of the truth in Ashecliffe and it became the effect of his trauma. By the helps of Ashecliffe's staff, he staged his fictitious narrative two years before.

Teddy believes Chuck has fallen to his death off the rocks. He climbs down, but finds no body. Instead, he enters a cave and finds the woman prisoner who disappeared in the beginning. She tells him she was originally a doctor on the island, but she was imprisoned when she tried to speak out against the prison's practices. She warns him the doctors will try to kill Teddy himself. This is the moment where Teddy shifts into full-blown panic over the danger in which he now finds himself.

Teddy infiltrates the lighthouse in search of Chuck only to discover no sign of experiments. Instead, he is told by the head doctor that he is a patient, that he is Andrew Laeddis, and that his partner Chuck was really another doctor role-playing in an attempt to break through Teddy's false reality. Not only does this offer a delightful horde of revelations, it also pushes the main character to a perfectly personalized low point. What could possibly be worse than having your goal of escaping incarceration be thwarted by the

realization that you're already incarcerated for insanity? Teddy/Andrew finally remembers that his wife burned their apartment and drowned their three children and that he shot her.

The central theme of the novel *Shutter Island* is mental illness, specifically an illness that involves psychopathy and the criminally insane. Each of the characters is either a psychiatrist or a patient but even the doctors seem to suffer from some kind of psychological disorder, such as Dr. Cawley, whose belief in his theory that all people are violent at their core borders on obsessive. Teddy the protagonist, is said to be delusional, and the patients have varying degrees of psychopathy. There is also an assertion in the novel that a person can be driven insane if he is given the right combination of drugs and circumstances.

The book *Shutter Island* takes most of its setting on Shutter Island, inside an abandoned hospital for the criminally insane. It is a place where nobody can escape. The whole place is under strict surveillance from the weather and monsoons due to its location in the sea on a vast land. Teddy does not know that he is put under a new physiological theory to help him. On this island there is a lighthouse where he had been tested every year to see if the doctor's treatment has worked on him. He still had a chance to live or a chance to escape but fails and goes under illegal brain surgery where they take away the thought of living one basically becomes a zombie and lives on the island forever. There is also a cave where he finds the truth about the island, he is stranded by a girl named Rachel Solando, he loses patient and spills out everything.

Trauma is an illness caused by an unfortunate incident which happened in the past and could bring changes in the future. It can be a good or bad change. It is a good change when a person can take the result of an unfortunate incident and make it a lesson. While on the other hand, it is a bad change when a person cannot accept the result of an unfortunate incident that happened in the past and leaves some wounds in their mind.

The novel describes trauma as the main issue for the main character. Trauma becomes the controller of the story from the novel. Andrew Laeddis, the main character, is suffering from trauma because of the horrible incident that he experienced in his past. The horrible incident was his witnessing on his beloved wife Dolores' action of killing their own children. After the incident, Andrew Laeddis knew Dolores had a mental disorder and made her to kill her own children without any hesitation. In the end, Dolores killed their own three children by drowning them in the lake at the back of their house.

Shutter Island is filled with vivid natural imagery, like the terror of the storm, the overwhelming ocean, and the jagged cliffs of the portentous sky before the rain. The natural world in *Shutter Island* is one that is hostile to human beings, not simply because of its violence, but because if its unfathomable enormousness. Teddy's first memory is of vomiting after seeing the ocean's enormity, and the many overwhelming natural occurrences on the island drive home the sense that the natural world is one that is fundamentally inhospitable to human beings and that ultimately exceeds our comprehension. The warden surmises that nature is simply violence, and that all attempts to establish a more civilized society are doomed to fail, because, as natural beings, humans' violent tendencies cannot be suppressed.

In *Shutter Island* for Andrew's wife there are multiple traumas. One can obviously bear witness to the similitude between the Freudian recounted story of Tasso and *Shutter Island* in that Andrew, constantly in several sections of the story finds himself recurrently encountering Dolores in a state filled with nothing but regret, guilt, and remorse for having lost her for all he knew due to his psychosis, and Andrew Laeddis had committed that unforgiveable crime and was awaiting retribution. If not for the delusions the leading character, would remain only a bare and monotonous line of two detectives resolute efforts to untangle the elusive escape of Rachal Solando, a notorious multiple murderess who drowned her three children in cold blood from a locked high security room in the Ashecliffe Hospital.

The story takes place in 1954 when there was a war of source among doctors about how to treat the mentally insane, particularly those with violent natures. To many contemporary doctors, these patients were considered no longer human or monsters and essentially unable to be cured. It led to the rise of

lobotomies used on patients to make them easier to control. In the novel, this old-school perspective is represented by Dr. Naehring who has no compassion for his patients. On the other hand, a more modern philosophy of treatment began to emerge in counterbalance to this. This perspective is represented by Dr. Cawley who believes in treatment without the use of psychosurgery but by treating them with care and compassion to hopefully cure them or at least help them face their issues at the core of their madness.

Another symptom of schizophrenia that can be found in Andrew is hallucinations. Andrew's hallucinations rise as a result of his guilt for what happened to his family. The feeling of guilt is just too much for him to handle, so his unconscious mind performs a defense mechanism to cope with it. He starts hallucinating as a result of his regression. As he regrets his action in the past, his mind starting to create a better yet false memory for him to be remembered, even creating a new identity for himself in his fantasy. As he is delusional and hallucinating, he starts having a hard time differing the reality and the fantasy. His false memory becomes more and more comfortable for him to remember. It helps him get away from his memories that keep haunting him all this time. Andrew's id keeps wanting this pleasant feeling and getting free from guilt. His superego could not fight the id's desire that is already overpowering his mind, resulting in him becoming a schizophrenic. Hallucinations may occur in any sensory modality, but the most common case is in auditory hallucinations. It is usually experienced as voice has been perceived in someone's mind. In the novel, the auditory hallucinations were by far has the highest number of occurrences by the researcher, followed by visual hallucinations.

In *Shutter Island*, the story happens in a world still affected by the consequences of war and violence, and is run by paranoia and its attributes. Thus, Dennis Lehane used his novel not only as a portrayal of internal conflicts related to the self, but also as a pure reflection of what external conflicts look like and their impact on the society. *Shutter Island* is not only restricted to Andrew but extends to Dr. Cawley who had lost the love of his life in Paris during the war, and Rachel Solando who suffered from the loss of her children and her husband. Therefore, grief in *Shutter Island* is diverse and touches many characters, and each one of them reacts differently. For Teddy, it appears as hallucinations, while for Dr. Cawley it does not.The grieving process depends on the meaning accorded to the loss.

Shutter Island shows how each person deals with grief in a different manner, and how each character responds, and Dennis Lehane reinforces this vision in order to dissociate Teddy's condition from the others. Furthermore, the prevalence of guilt in the literary field is as important as that of grief. In fact, grief can sometimes be accompanied by the feeling of guilt and the latter impedes the grieving process, for the person feels culpable for the death of the departed. Moreover, the feeling of guilt appears in people who have the impression that they should have done more, or done something differently and more carefully.

Shutter Island is not only the story of Andrew Laeddis, but it is also a reflection of the deterioration of society that history had witnessed in the past and that still does today, and it seems like the story repeats itself, just like Teddy's repetitive dreams. This novel offers a peculiar perspective of the self, of History, and pushes the readers to raise questions and to develop their critical thinking.

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A STUDY ON EMPLOYEE ENGAGEMENT AT SARAVANA STORES CELEBRITY PRIVATE LIMITED, CHENNAI

S.Selva Cinthana, *M.Fatima Lucia Sheeba

PG and Research Department of Human Resource Management, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT:

Employee engagement has emerged to be a popular organisational concept in the recent years .It is the level of involvement and employee has towards his job and the organisation. An engaged employee has awareness about his job and works with his colleagues and tends to improve his performance for the benefit of the organisation. Many people have described employee engagement as the buzz word term for employee engagement.

The project report titled "Employee Engagement" as been done at Saravana Stores Celebrity Private Limited with a view to find out the engagement level of employees employed in the organisation. Employees have got a very good engagement level with which they are able to carry out all the tasks assigned to them effectively. They are motivated, recognised and are able to balance their work and personal life with the help of the organisation and also with their self-determination and commitment level.

They have the urge to do their level best in contributing to the well-being of their organisation. The employees feel that a better communication between them and the management, empowerment and advancement opportunities as been a tool to motivate and engage them.

Introduction:

Employee engagement is the level of commitment and involvement an employee has towards their organization and its values. Employee engagement is a fundamental concept in the effort to understand and describe, both qualitatively and quantitatively, the nature of the relationship between an organization and its employees. An "engaged employee" is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests. An engaged employee has a positive attitude towards the organization and its values. In contrast, a disengaged employee may range from someone doing the bare minimum at work ,up to an employee who is actively damaging the company's work output and reputation.

An organization with "high" employee engagement might therefore be expected to outperform those with "low" employee engagement.Employee engagement first appeared as a concept in management theory in the 1990s, becoming widespread in management practice in the 2000s, but it remains contested. It stands in an unspecified relationship to earlier constructs such as morale and job satisfaction. Despite academic critiques, employee engagement practices are well established in the management of human resources and of internal communications.

Employee engagement today has become synonymous with terms like 'employee experience' and 'employee satisfaction'. The relevance is much more due to the vast majority of new generation professionals in the workforce who have a higher propensity to be 'distracted' and 'disengaged' at work.

Statement of the Problem:

Despite evidence of how destructive employee burnout or disengagement can be, studies from the human services field on the opposite condition, engagement, are limited. Surprisingly little academic and empirical research has been conducted overall, and a large portion of it comes from the business management community (Saks, 2006). Additionally, studies do not differentiate human services staff from workers in other industries. To address this problem, more research that focuses specifically on the engagement levels of workers in human services occupations is necessary. Empirical data are needed so professionals can better understand employee engagement and use what they learn about it to develop managerial interventions and alternative strategies that foster engagement for human services workers.

Objectives of the study:

Primary objective

- To study about the employees engagement at Saravana Stores Celebrity Private Limited company

Secondary objective

- To study how well employees balance their work and personal life
- To determine the relationship between employer and employee at the workplace
- To find out how will the employees are motivated by the management at Saravana stores
- To know the commitment level of each employee towards their job
- To know if the employees are satisfied, valued and recognised at their workplace.

REVIEW OF LITERATURE

Solomon Markos,M.Sandhya sridevi (2010)

Employee engagement is a vast construct that touches almost all parts of human resource management facets we know. The literature indicates that IT employee engagement it is closely linked with organisational performance outcomes.

In this article 10 points a strategy is called 'the ten tables' were suggested to keep employees engaged. They are: start it on day one; started from the top; enhance employee engagement through two way communication; give satisfactory opportunities for development and advancement; Ensure that it employs have everything they need to do their jobs; Give employees appropriate training ; Have a strong feedback system ;Incentives have a part to play a building a distinct corporate culture ;Focus on top performing employees.

The author have concluded that manager should enhance two way communication ensure that employees have all the resources they need to do their job ,give appropriate training to increase employees knowledge and skill, established reward mechanism in which good job is rewarded through various financial and non financial incentives, build a distinctive corporate culture that increases our work and keep success stories alive etc.

CONSTRUCTION OF TOOLS :

The researcher had a discussion with a group of employees. Based on the discussion a questionnaire was constructed to elicit the required information from the respondents. The questionnaire was prepared in Google or Microsoft forms and distributed to the respondents by mail. A copy of the questionnaire is appended.

Statistical Tools Used:

- Percentage analysis
- Graphical method
- Likert's scaling technique

SAMPLING DESIGN

By adopting random sampling method a sample of 30 respondents were selected from **Saravana Stores Celebrity Private Limited.** And the questionnaire was distributed to get the primary data from them.

Table:4.1

Table showing happiness of employees at work

S.No	Contended	No.of respondents	%of respondents
1	Highly contended	16	53
2	Contended	11	37
3	Not that much	3	10
	Total	**30**	**100**

Source: Primary data

INFERRENCE

From the above table, it is inferred that 53% of the respondents are highly contended with their job, 37% of the respondents have said that are contended with their job while 10% of the respondent are not that much contented with their present job.

Table:4.2

Table showing clear understanding and knowledge about job leads to stable engagement level

S.No	Opinion	No.of respondents	% of respondents
1	Accept	23	77
2	Neutral	7	23
3	No	0	0
	Total	**30**	**100**

Source:Primary data

INFERRENCE

It is inferred from the above chart that 77% of the respondents have agreed that they have a clear understanding and knowledge about the job leads to a stable engagement level, while 23% of the respondent have given a neutral opinion relating to it.

Table:4.3

Table showing the opportunity to do the work best

S.No	Opportunity	No.of .respondent	% of respondents
1	Yes	28	93
2	No	2	7
	Total	**30**	**100**

Source :Primary data

INFERRENCE

The above chart shows that 93% of the respondents feel that they have an opportunity to do the work best and 7% of the respondents have said that they does not have the opportunity to do the work best.

Table:4.4

Table showing employee's ability to balance both personal and work life

S.No	Ability	No.of respondents	% of respondents
1	Well balanced	15	50
2	Balanced	14	47
3	Working on it	1	3
	Total	**30**	**100**

Source :Primary data

INFERRENCE

It is inferred that 50% of the respondent have said that they are able to balance work and personal life very well, 47% of the respondents feel that they have a balance work and personal life, while 3% of the respondents a working on it.

Table:4.5

Table showing free flow of communication and good co-ordination among supervisors and subordinates

S.No	Communication	No.of .respondents	% of respondents
1	Strongly agree	17	57
2	Agree	7	23
3	Neutral	6	20
4	Strongly disagree	0	0
5	Disagree	0	0
	Total	**30**	**100**

Source : Primary data

INFERRENCE

The above chart shows that 57% of the respondents strongly agree that there is a free flow of communication and good co-ordination among supervisors and subordinates, 23% of therespondents agree to it and 20% of the respondents are given a neutral opinion to it

Majority of (i.e) 57% strongly agree that there is free flow of communication.

Table: 4.10

Table showing ranking of factors which results in a stable engagement level.

Raw data:

S.No	Particulars	1	2	3	4	5
1	Career development	14	8	4	1	3
2	High morale	10	5	10	3	2
3	Promotion	7	4	11	4	4
4	Job satisfaction	11	4	10	2	3

S.No	Particulars	1	2	3	4	5	Total score	%	Rank
1	Career development	70	32	12	2	3	119	29	1
2	High morale	50	20	30	6	2	81	20	4
3	Promotion	35	16	33	8	4	96	24	3
4	Job Satisfaction	55	16	30	4	3	108	27	2
	Total						**404**	**100**	

Source: Primary data

INFERRENCE

In the analysis of ranking the factors relating in a stable engagement level using Likert's five point scale, Career development was ranked first followed by the other factors namely job satisfaction,promotion and high morale.

The analysis reveals that 29% of the respondents are contented with their career development in their present job.

SUGGESTION:

➢ Basic training can be given to employees to make them get a better understanding about their job and responsibilities.

➢ Employees wish to give feedback to the management. If such a facility is provided it will increase their commitment and engagement level and are more productive.

➢ Help employees to gain more knowledge relating to the job with the help of new responsibilities, better communication, training programs etc.to make the field contented with their job.

➢ Recreational facilities can be provided and picnic to be organised to make them fully refreshed.

➢ Employees should be given the deserved recognition regularly as it act a motivating tool for them.

CONCLUSION:

Employee engagement is concerned with the emotional, cognitive and physical aspects of work. It plays a vital role in an employees work life cycle. It is one of the contributing factors for the employees career success and development. It can be learned or developed by an employee with passion and determination.

Employee engagement is a positive attitude possessed by employees at Saravana stores celebrity private limited company. The employees feel the importance of it in our day to day work activities. Employee engagement plays a major role while they feel down in their work by the motivation they get from within themselves and their colleagues. It induces them to be innovative and pre-planned in their job. They have developed good interpersonal relations with those working with them.

Employees at Saravana Stores Celebrity Private Limited have felt that the management has a big role relating to their engagement level. They are recognised for the work they do, to get a clear understanding about your job related responsibilities. They have got the right to make decisions by themselves, a supportive management, a positive organisational culture by their executive, development in career, chances to improve their skills and knowledge etc.

Finally ,it would be concluded that the organisation should actively look forward to fulfill their employees expectations which will create an impact on the performance of employee, which directly affect the organisations performance and productivity. The management should spend their time and effort to utilise employee engagement for the success of the the employees and the organisation.

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A STUDY ON TEAM SYNERGISM AMONG EMPLOYEES IN SRI KANNAPIRAN MILLS LIMITED – COIMBATORE

G.Gowri Aswini, *M. Fatima Lucia Sheeba

PG and Research Department of Human Resource Management, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT:

Team synergy is about galvanizing a group of people toward a common objective. Team work is also about bringing the best out of each individual in the pursuit of a collective goal deemed worthy of being realized. The role of teams in any organisation is extremely very important. In a business organisation nearly all individuals belong to a team. A team is a set of people with a range of skills that will ideally have objectives that contribute to the overall corporate strategy of the business. They will have somebody as a team leader. The importance of teams that perform well cannot be underestimated.

A challenging business climate needs to be engaged by effective teamwork. It provides an opportunity to establish the requirements. Empathy, appreciation and encouragement are some of the critical ingredients of effective team. The vision must be bold, stir the intellect and yet move the heart. What is at stake needs to be clearly spelled out.

Team synergy essential means that the sum of teamwork is greater than the parts of the team. In business terms, this means the return on an investment is greater. Teamwork is also oil that enables smoother movements to targets can prolong forward momentum and can help teams to overcome obstacles. It is by teamwork the members learn to work together.

A company's greatest assets are its people, but what counts is how those people and their skills in the organisation are used. Working effectively as part of a team is incredibly important and vital to the success of employees of the organisation. Understanding those elements is the aim of the project and knowing those factors is important for every person in the human resource department.

Keywords: Team synergy; Empathy; Greatest Asset; Working Together; Corporate strategy and completing collective goals.

INTRODUCTION

The English word "synergy" may sound like an overwrought business buzzword, but it's actually classical in origin. It comes from the Greek roots "sun" (meaning "together") and "ergon" (meaning work). The conjugation was passed on to the Romans, who used it to mean "cooperation," and then was passed to English in the mid-1800s. Business usage wasn't far behind, as most organizations sought to achieve similar collaborative results from the combination of talented and capable employees. These days, the word has seen a lot of use (and perhaps abuse), but the core meaning still has merit. In our professional lives, we're seeking effective teamwork—we want the whole to be greater than the sum of its parts. So as cliche as it sounds, most of us are pursuing synergy in teamwork as a serious goal. We develop our team player skills in order to come together to create a great team.

By the same token, in modern organizational theory, synergy means much more than "working together." Synergy is actually a systemic principle that explains how a team's collective performance is unpredictable based solely on its member's individual performances. Therefore, a team's collective performance can be either better or worse than the sum of its members' individual performances. This introduces a level of risk that is widely overlooked by most authors and that holds the key to understanding organizational success versus organizational failure. This is why we must talk about positive synergy versus negative synergy and how to pursue the former while avoiding the latter.

STATEMENT OF THE PROBLEM

"Two are better than one, because they have a good reward for their hard work. For if one of them should fall, the other one can raise his partner up. But how will it be with just the one who falls when

there is not another to raise him up?".This implies that team synergy can accomplish what the individual cannot do on his or her own. Team synergy is defined as "a small number of people with complementary skills who are committed to a common purpose, performance goals, and approach for which they are mutually accountable." to identify the impact team synergy has on organizational performance.

OBJECTIVES

- To know how people work in teams in Sri Kannapiran Mills Limited, their objective, mission, goals and their working towards its achievements
- To understand how effective leaders can create effective teams and their contribution in maintaining team success.
- The extent to which the group, department and the organization is benefited with the practices of team synergism.
- To know how rewards, feedbacks and team meetings increase team success in Sri Kannapiran Mills Limited.

REVIEW OF LITERATURE

Larson and Lafasto (1989) cited in Manion et al (1996:5) defined that," A team has two or more people and a specific performance objective or recognizable goal to be attained. Coordination of activity among team members is required for the attainment of the goal."

"Teamwork is the ability to work together towards a common vision; the ability to direct individual accomplishments towards organisational objectives. It is the fuel that allows common people to attain uncommon results". – **Andrew Carneige**

"The achievements of an organisation are the results of the combined effort of each individual". – **Vince Lombardi**

"Talent wins games, but teamwork and intelligence wins championship". – **Michael Jordan**

CONSTRUCTION OF TOOLS:

The project materials have been collected through the source of Primary and Secondary data; Primary data was collected from the employees through online questionnaires due to the pandemic situation. . Secondary data was collected from magazines, journals and website of the respective company.

STATISTICAL TOOLS USED :

- Percentage analysis
- Graphical method

SAMPLING DESIGN :

By adopting random sampling method a sample of 30 respondents were selected from **SRI KANNAPIRAN MILLS LIMITED.** And the questionnaire was distributed to get the primary data from them.

Table 1.1

Long term objective of synergism

S.no	Particulars	No. Of Respondents	Percentage%
1.	Achieving competitive advantage	9	30%
2.	Attain profit	7	23%
3.	Improve skills	8	27%
4.	Reputation	6	20%
	Total	30	100%

Source: Primary data

Inference

From the above chart, it is inferred that majority, 30% of the respondents have stated that the long term objective of synergism is to achieve competitive advantage, 27% for improving skills, 23% for attaining profits and 20% for reputation.

Table 1.2

Resolving conflicts with teams

S.no	Particulars	No. of Respondents	Percentage %
1.	Strongly agree	1	3%
2.	Agree	18	60%
3.	Neutral	7	23%
4.	Dis-agree	4	14%
5.	Strongly dis-agree	Nil	Nil
	Total	30	100%

Source: Primary data

Inference

From the above chart, it is inferred that majoriy, 60% of the respondents agree that synergism helps in solving conflicts among teams, 23% of the respondents are neutral, 14% of the respondents dis-agree and 3% of the respondents strongly agree.

Table 1.3

Team inspiration

S.no	Particulars	No. of Respondents	Percentage %
1.	Strongly agree	4	13%
2.	Agree	19	63%
3.	Neutral	5	17%
4.	Dis-agree	2	7%
5.	Strongly dis-agree	Nil	Nil
	Total	30	100%

Source: Primary data

Inference

From the above chart, it is inferred thatmajority, 63% of the respondents agree that working in team inspires them to do best, 17% of the respondents are neutral, 13% of the respondents strongly agree and 7% of the respondents disagree.

Table 1.4

Synergism creates healthy relationship

S.no	Particulars	No. of Respondents	Percentage %
1.	Strongly agree	6	20%
2.	Agree	17	57%
3.	Neutral	7	23%
4.	Dis-agree	Nil	Nil
5.	Strongly dis-agree	Nil	Nil
	Total	30	100%

Source: Primary data

Inference

From the above chart, it is inferred thatmajority, 57% of the respondents agree that synergism creates healthy relationship, 23% of the respondents are neutral and 20% of the respondents strongly agree.

Table 1.5

Aim of synergism

S.no	Particulars	No. of Respondents	Percentage %
1.	Complete projects	9	30%
2.	Gain knowledge	5	17%
3.	Saves time	6	20%
4.	Stimulate good relationship	10	33%
	Total	30	100%

Source: Primary data

Inference

From the above chart, it is inferred that majority, 33% of the respondents have stated that the aim of synergism is to stimulate good relationship, 30% to complete projects, 20% to save time and 17% is to gain knowledge.

FINDINGS

The result of this study is being made by an analysis of data collected through the Structured questionnaire. The following are the Findings of the study :

- Majority, 30% of the respondents have stated that the long term objective of synergism in their organization is to achieve competitive advantage.
- Majoriy, 60% of the respondents agree that synergism helps in solving conflicts among teams.
- Majority, 63% of the respondents agree that working in team inspires them to do best.
- Majority, 57% of the respondents agree that synergism creates healthy relationship in their workplace.
- Majority, 33% of the respondents have stated that the aim of synergism is to stimulate good relationship.

SUGGESTIONS

This chapter highlights the suggestions given after analyzing the questionnaire and discussions with employee involvement.

- Organisation can analyse team behaviour and encourage team members to assess their own personality through synergism.
- Organisation can organise workshops and team building programs to inform staff how to co-ordinate their work which ensures increase in their performance.
- Brainstorming sessions can be conducted among teams to create synergism among them.
- Creative leadership programs can be conducted to promote good leadership. Thus it helps creating positive synergism in the workplace.
- Organisations can develop exercises and games to create more synergistic climate and helps in greater interaction and communication.
- Organisation can design a training program that includes topics such as leadership approaches, problem solving, decision-making models, effective communication and conflict resolution.

CONCLUSION

Team synergism is critical in the functioning of an organisation. The study in making had to establish the influence of employee team synergism on the profit level. Team synergism helps in creating strong relationship between team work and performance of the company and that the kind of relationship is a positive one that translates to increased performance. It leads to organisational growth and improvement. The effectiveness, with which firm manage, develop, motivate, involve and engage the willing contribution of the people who work in them is a key determinant of how well those firms perform. So concluding this, all the team members must be allowed to spend their time together in order to create synergy, which helps in increasing their performance and reducing conflicts. But how good a team can perform depends on the skills and ability of the team members.

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EFFECTIVE COMMUNICATION AND ITS IMPACT ON THE TOOL FOR EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO ANNAI JEWELLERS PRIVATE LIMITED, THOOTHUKUDI.

M.Shalini, *C.S. Purnima

PG and Research Department of Human Resource Management, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT:

Communication is the exchange of information using a shared set of symbols. It is the process that link group members and enables them to co-ordinate their activities communication also helps in securing the largest possible participation or consultation in decision making. It also functions to build reinforce interdependence between various parts of the organisation . This study aims to know about the employee's opinion towards the communication process between the employer and employee , the management follows downward communication process in the case of passing instructions, decisions, policies or orders etc. The purpose of this project is to analyse the opinion of employees about communication process in their organisation and to examine the problems that occurs due to the channel of communication. The study concludes that effective communication with employers boost employees morale and relationship with the organization.

INTRODUCTION

Communication is the exchange of information using a shared set of symbols. It is the process that link group members and enables them to co-ordinate their activities communication also helps in securing the largest possible participation or consultation in decision making. It also functions to build reinforce interdependence between various parts of the organisation .This study aims to know about the employee's opinion towards the communication process between the employer and employee , the management follows downward communication process in the case of passing instructions, decisions, policies or orders etc. The purpose of this project is to analyse the opinion of employees about communication process in their organisation and to examine the problems that occurs due to the channel of communication. The study concludes that effective communication with employers boost employees morale and relationship with the organization.

STATEMENT OF THE PROBLEM

Most business organization today have failed in their bid to satisfy their potential customers not in quality or quantity of such goods and services provided but in terms of creating adequate awareness and enlightenment to its customers. Before a product is made available for its market, organizations should determine which methods to be used to communicate it to the potential customers. The task involves the use of effective communication between marketing firm and it target audience. It is through communication that marketers are able to inform the target audience about their product, it price, performance, where it can be purchased e. t. c Incommunicating a product, marketers are faced with both controllable and uncontrollableproblems such as the product, price, promotion, competitors, economy of the nation e. t. c To solve these problems, organization should put up a communication message that will attract attention, hold interest, arouse desire, and elicit action by choosing the most efficient means of getting their message across to their target audience, or potential customers.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

☐ To study about the employees opinion towards the communication.

Process between employer and the employee relationship in AnnaiJewellers.

SECONDARY OBJECTIVE

☐ To analyse whether the process of communication is effective in the Organization.

☐ To identify the problems that occurs due to the channel of communication among employees.

☐ To analyse the procedures which are used to deliver the message to the Employees.

☐ To identify common barriers that affects communication in the organization.

☐ To find out whether effective communication boost employees morale in the

Organization.

REVIEW OF LITERATURE

Elving proposed a conceptual framework about the study of communication in organizations experiencing change. Six propositions were developed that all simultaneously influence readiness of change. The level of readiness in this framework indicates the degree of effectiveness of change. The first proposition stated that low level of resistance to change or high level of readiness for the change is an indicator for effective organizational change. The second proposition stated that communication needs to inform the organizational members about the change and how that change will alter the individual's work. The third proposition advocated that communication should be created a community which will increase commitment, trust and identification with the organization and management. The next proposal looked at uncertainty in that high levels of uncertainty will have a negative effect on readiness to change. The fifth proposition focused on the effect of downsizing creating loss of jobs and feelings of job insecurity affecting readiness to change. The last proposition was related to fourth and fifth propositions which stated that communication will show impact on

feelings of uncertainty and job security.

The purpose Zareen Husain study is to recognize and discuss the significance of effective communication during the process of managing changes in organisations. His paper reviews the literature investigating the relationship between communication and organizational change. The advantages of successful communication related to improved efforts of employees to plan and execute change strategies in the organisations. His study also identifies the objectives and communication needs for each stage of the change process.Miller stated that commitment and support comes from communication with top management and superiors. Sincere and effective communication styles among organization members enable members to integrate the organization through internalization of the organization's objectives and rules by the employees. Thus, commitment of the person who works in this atmosphere increases and as the rise of job satisfaction, employees contributes to the increase

of organization's success also states that concentration and passionate dedication are necessary to achieve distinctive competence and success.

Pascale in his study briefed that communication needs to be well managed so that at any time

during the change process confusion is avoided through clear, accurate and honest messages, by using a variety of media with high coverage and impact assures that people committed to a vision is more important than a well thought out strategy as they successfully accelerate the change process.

CONSTRUCTION OF TOOLS

The researcher had a discussion with a group of employees. Based on the discussion a questionnaire Was constructed to elicit the required information from the respondents. The questionnaire was prepared In Google or Microsoft forms and distributed to the respondents by mail. A copy of the questionnaire is appended.

Statistical tool used

- Percentage analysis
- Graphical method
- Bar diagram, pie chart

Sampling Design

By adopting random sampling method, a sample of 30 respondents were selected from **Annai jewellers Private Limited, Thoothukudi .** And the questionnaire was distributed to get the primary data from them.

Table 1.1

Superior provides sufficient information

S. no	Responses	No.of respondents	Percentage %
1	Strongly agree	6	20
2	Agree	20	67
3	Neutral	3	10
4	Disagree	Nil	Nil
5	Strongly disagree	1	3
	Total	30	100

Source –primary data

Inference:

From the above chart, it is understood that, 20% of the respondents strongly agree that superior provides sufficient information, 67% of the respondents agree, 10% of the respondents are neutral and 3% of the respondents strongly disagree about superiors providing sufficient information.

Majority, 67% of the respondents agree that superior provides sufficient information.

Table 1.2

Superior shares and responds information in time

S. no	Responses	No.of respondents	Percentages %
1	Strongly agree	7	23
2	Agree	16	54
3	Neutral	3	10
4	Disagree	3	10
5	Strongly disagree	1	3
	Total	30	100

Source –primary data

Inference:

From the above chart, it is understood that, 23% of the respondents strongly agree that superior shares and responds information in the time, 54% of the respondents agree, 10% of the respondents are neutral and 10% of the respondents disagree and 3% of the respondents strongly disagree about superiors shares and responds information in time.

Majority, 54% of the respondents agree that superior shares and responds information in time.

Table 1.3

Superior listens to opinions and ideas

S. no	Responses	No.of respondents	Percentage %
1	Strongly agree	6	20
2	Agree	12	40
3	Neutral	7	23
4	Disagree	4	14
5	Strongly disagree	1	3
	Total	30	100

Source –primary data

Inference:

From the above chart, it is understood that, 20% of the respondents strongly agree that superior listens to opinion and ideas, 40% of the respondents agree, 23% of the respondents are neutral and 14% of the respondents disagree and 3% of the respondents strongly disagree about superior listens to opinion and ideas.

Majority, 54% of the respondents agree that superior listens to opinion and ideas.

Table 1.4

Superior always speaks politely and motivates me

S. no	Responses	No.of respondents	Percentage %
1	Strongly agree	6	20
2	Agree	13	43
3	Neutral	8	27
4	Disagree	2	7
5	Strongly disagree	1	3
	Total	30	100

Source –primary data

Inference:

From the above chart, it is understood that, 20% of the respondents strongly agree that superior always speaks politely and motivates me, 43% of the respondents agree, 27% of the respondents are neutral and 7% of the respondents disagree and 3% of the respondents strongly disagree about superior always speaks politely and motivates me.

Majority, 43% of the respondents agree that superior always speaks politely and motivates me.

Table 1.5

Employees know what to achieve when a task is given

S. no	Responses	No.of respondents	Percentage %
1	Strongly agree	5	17
2	Agree	17	57
3	Neutral	8	26
4	Disagree	Nil	Nil
5	Strongly disagree	Nil	Nil
	Total	30	100

Source –primary data

Inference:

From the above chart, it is understood that, 7% of the respondents strongly agree that employees knows what to achieve when a task is given, 43% of the respondents agree, 27% of the respondents are neutral and 7% of the respondents disagree and 3% of the respondents strongly disagree about employees knows what to achieve when a task is given.

Majority, 54% of the respondents agree that employees knows what to achieve when a task is given.

Finding:

The result of this study is being made by an analysis of the data collection through the structured questionnaire. The following are the finding of the study:

➢ Majority, 67% of the respondents agree that superior provides sufficient information
➢ Majority, 54% of the respondents agree that Superior shares and responds information in time.
➢ Majority, 40% of the respondents agree that Superior listens to opinions and ideas.
➢ Majority, 43% of the respondents agree that Superior always speaks politely and motivates me.
➢ Majority, 57% of the respondents agree that employee's know what to achieve when a task is given.
➢ Majority, 53% of the respondents agree that polite language is used to advise the colleagues.
➢ Majority, 43% of the respondents agree that appropriate gestures are used to address others.
➢ Majority, 60% of the respondents agree that interact nicely with colleagues.
➢ Majority, 53% of the respondents strongly agree that Respect the views of colleagues.
➢ Majority, 54% of the respondents agree that Recognition is received for the work performance.
➢ Majority, 50% of the respondents agree that Employee's mission and organization's vision on achieving its goal are matched.
➢ Majority, 53% of the respondents agree that obstacles are overcome to complete task.
➢ Majority, 64% of the respondents strongly agree that communication make employee relationship stronger.
➢ Majority, 37% of the respondents agree that communication increases the efficiency and effectiveness of an organization.
➢ Majority, 67% of the respondents agree that Language barriers affect the communication process.
➢ Majority, 43% of the respondents agree that organization follow open communication system.
➢ Majority, 64% of the respondents agree that proper communication helps to maintain Organizational peace.
➢ Majority, 37% of the respondents agree that Supportive style of communication is best to motivates employees
➢ Majority, 60% of the respondents agree that verbal and non-verbal communication are given importance.

Suggestion:

Based on the finding the following suggestions can be adopted to improve the communication process between employer and employee.

• The employer should be always available to listen to needs of the employee.
• The communication channel should be reviewed and maintained.
• Training can be conducted periodically to impart skills to language which helps easy communication.
• Any issues should be made possible to communicate to the supervisor and higher officials.
• Face to face communication with the employer should be made possible.

Conclusion:

Communication is a process that satisfies basic human needs. It is effectively used in all areas of business such as management, technical, clerical marketing, HR and social position. If the company follows good communication skills with employees they company proceeds into a quick developments within a short period of the time. The communication influences a good relationship building between the employer and employee that helps the employer to interact with employee in motivating concept. The poor grammar and punctuation art has the somatic barrier in the organisation. The employees in the organisation are thus satisfied with communication process and the culture of the organisation. The organisation is well appreciates foe their management teamwork with the employee in the organisation. To improve the effective communication organisation must develop the awareness and importance of communication process to the employer.

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EMPLOYEE RELATIONSHIP MANAGEMENT IN U CALL AUTOMOBILE, CHENNAI.

T. Shanmuga Priya, *M. Fatima Lucia Sheeba
PG and Research Department of Human Resource Management, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT:

The project is based on "Employee Relationship Management" at UCALL limited, Chennai. The study is used to analyse the ERM in the organization. Good relationship is necessary for the smooth running of any business. The employee relationship management has emerged as one of the important tool for motivating employees and enhances their satisfaction in performance. In order to improve the work performance, an employee must receive feedback, both positive and negative from their superior.

Employers will treat their employees with respect and vice versa, if they all want to succeed and achieve their goals. Spending time with employees and listening to their problems are important. It involves maintaining a work environment that satisfies the needs of the employee and management, improve employee morale, building strong mutual understanding and trust. Dissatisfaction of employees may create lots of conflicts. In order to maintain peace in an organization employer, employee relationship is very important.

INTRODUCTION:

Employee relationship management refers to managing the relation between the various employees in an organization. The relationship can be between employee and the employer as well as between employees at the same level. ERM is the process of adopting controlling methods and practices to regulate employee relations. One of the main goals associated with employee relationship management focuses on establishing and retaining productive relationships of employees within the company. A big component of ERM is effective organizational communication. This leads to the build of employee confidence, trust and loyalty. By effectively managing relationships, a company can determine whether or not a companies objectives are being met. Employee relationship management has focused on enabling employees to collaborate on typical managerial tasks with their employers. By engaging inputs from both sides of the employment relationship, ERM platforms aim to align the interests of both parties, worker and employer, and inform day-to-day business functions under a streamlined workflow. According to Armstrong (2003), employee relations consist of all those areas of human resource management that deals with employees directly and through collective agreements where trade unions are recognised. The union practices for the welfare and good working condition of the employees. Employee relations are concerned with generally managing the relationship between employer and employees at the workplace that can be formal e.g. contract of employment or procedural agreement.

EMPLOYEE RELATIONSHIP – OVERVIEW

Involve your team members:

Employee should feel important and indispensable for the organization. An individual must be assigned responsibilities according to their interests and responsibilities. Don't impose work on them. Let them willingly accept challenges. They must enjoy whatever they do otherwise they would end up fighting with their superiors and fellow workers.

Encourage individuals to share their work with each other:

This way employees tend to talk with each other more, discuss things among themselves and thus the comfort level increases. Let them work together and take decisions on their own. A team leader should intervene only in extreme cases of conflicts and severe misunderstandings.

Written modes of communication must be promoted among the employees for better transparency:

Verbal communication is not as reliable as written communication. The agendas minutes of the meeting, important issues must be circulated among all through emails. Make sure that all the related employees are in the loop. Don't communicate individually with any of the employees as the other one might feel neglected and left out.

Work becomes easy if it is shared among all:

A healthy relation with your fellow workers would ease the work load on you and in turn increases your productivity. One cannot do everything on his own. Responsibilities must be divided among team members to accomplish the assigned tasks within the stipulated time frame. If employees have a good rapport with their colleagues, he will always be eager to assist you in your assignments making your work easier.

Health employee relations also discourage conflicts and fights among individuals: Employee tend to adjust more and stop finding faults in each other. Employees don't waste their time in meaningless conflicts and disputes, rather concentrate on their work and strive hard to perform better. They start treating each other as friends and try their level best to compromise and make everyone happy.

STATEMENT OF THE PROBLEM:

Employees are treated as assets of the company employee contribution in various dimensions for the success of the organization. Therefore it is an obligation for the management to maintain a good industrial relation inside the organization. In that ERM is crucial and plays a major role therefore today the organization are contributed both time and money for the good relationship in the organization. It is a challenging for the company today to retain the employee for a long term. Therefore it is a completely important to have a look at worker relationship management

Most workers are on job, they do not produce more simply because of the un-healthy relationship they have with their fellow colleagues and employers. A recent study conducted by Blyton (2008) revealed that employees do not put up their best performances at workplaces when they are un-happy with management, government, or even their fellow colleagues. Bad employee-employer relationship results in strike actions and lockouts. All these actions taken by employees to display their grievances only do the organization harm than good as productivity will be reduced drastically. By many accounts, employee relations today are in crisis. In academia, its traditional positions are threatened on one side by the dominance of mainstream economics and organizational behaviour, and on the other by postmodernism. In policy-making circles, the industrial relations emphasis on institutional intervention is trumped by a neo-liberal emphasis on the laissez faire promotion of free markets.

OBJECTVES OF THE STUDY:

➢ To identify whether the employee and management have a cordial relationship with one another
➢ To study about the importance of employee management relationship
➢ To study about the employee relations and its impact on the performance of the employees.
➢ To identify the factors which affect in creating an effective employee management relationship.
➢ To know the level of satisfaction of employee management relationship.

REVIEW OF LITERATURE:

DUMISANI XESHA, CHUX GERVASE IWU, ANDRE SLABBERT AND JOYCE NDUN (2014):

✓ Job satisfaction is identified as an indicatorof good relationship between employer and employees
✓ The business owners share positive notion that relationship play an important role towards their business as these contribute to the growth of their business.
✓ The employees indicate high levels of satisfaction with their jobs

ROOPALI BAJAJ (2013) SUGGESTINOS TO IMPLEMENT HUMAN RELATIONS AND ITS:

✓ Good and relationship between employer and employee is important for increasing productivity and efficiency for an organization.

- ✓ ERM of the organization and should be given autonomy and benefits to employees according to their performance.
- ✓ Top management can play important role in enchancing satisfaction and motivation of employees through proper HR practices and dealing with the employees as HR professional which can improve ERM status in the organization.
- ✓ ERM depend on trust between employers and employees which leads for understanding and achieving employee relationships in the workplace.

AYSIT TANSEL AND SAZOIYE GAZIOGLU (2013), MANAGEMENT EMPLOYEE RELATIONSHIP:

- ✓ A good management employee relationship is necessary for the satisfactory organisation and performance of any firm and for the employees to feel engaged.
- ✓ Employer are less satisfied with their job in large firm in the absence of controls for the quality of the management employee relationship.

METHODOLOGY:

Collection of data

The project materials have been collected through the source of Primary and Secondary data. Primary data was collected from the employees through online questionnaires due to the pandemic situation. Secondary data was collected from magazines, journals and website of the respective company.

Sampling design:

By adopting random sampling method a sample of 30 respondents were selected from **U Cal automobile private ltd. And** the questionnaire was distributed to get the primary data from them.

Construction of tools:

The researcher had a discussion with a group of employees. Based on the discussion a questionnaire was constructed to elicit the required information from the respondents. The questionnaire was prepared in Google or Microsoft forms and distributed to the respondents by mail. A copy of the questionnaire is appended.

Methodology

The collected data were analysed by using the following statistical tools namely percentage analysis and graphical method like bar diagram, pie chart etc.

Frame work of analysis

Regarding the study of team synergism the researcher collected all primary and secondary data to clear view of the project. The data collected through questionnaire and schedules were tabulated, classified and analysed on the basis of percentage analysis method.

Period of the study

The study has been conducted during the period ranging from January to April 2021.

TABLE 4.1

Insisted to join

S.NO	OPTIONS	NO. OF RESPONDENTS	PERCENTAGES (%)
1.	Salary	14	47%
2.	Reputation	10	33%
3.	Corporate sector	6	20%
	TOTAL	**30**	**100**

INFERENCE:

From the above chart, it is inferred that majority, 47% of the respondents are of the opinion that salary is the factor which made them made join the company, 33% respondents feel reputation of the company as a factor and 20% respondents feel corporate sector of the company as a factor.

TABLE 4.2
Experiences

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCETAGES (%)
1.	5-10 years	14	46%
2.	10-15 years	6	20%
3.	15-20 years	2	7%
4.	More than 20 years	8	27%
	TOTAL	**30**	**100**

INFERENCE:

From the above chart, it is inferred that majority, 46% of the respondents have 5-10 years of experiences, 20% of the respondents have 10-15 years of experiences, 7% of the respondents have 15-20 years of experiences and 27% of the respondent have more than 20 years of experiences.

TABLE 4.3
Phrases describing job

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGES (%)
1.	Permanent employee	8	27%
2.	Trainee	11	36%
3.	Badli	5	17%
4.	Short term apprentice	6	20%
	TOTAL	**30**	**100**

INFERENCES

From the above chart, it is inferred that majority,37% of the respondents have stated that they work as trainees, 27% of the respondents work as permanent employees, 17% of the respondents work as badly and 20% of the respondents work as short-term apprentices.

TABLES 4.4
Work place relationship and its positive effect on employee performance

S.NO	PARTICULARS	NO. OFRESPONDENTS	PERCENTAGES (%)
1.	Yes	28	93%
2.	No	2	7%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority, 93% of the respondents feel that work place relationship has a positive effect on employee performance and 7% of the respondents feel that the work place relationship does not bring positive effect on employee performance.

TABLE 4.5

Opportunities to discuss problem with manager

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES(%)
1.	Always	11	37%
2.	Often	6	20%
3.	Rarely	9	30%
4.	Never	4	13%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority, 37% of the respondents feel that they always get opportunities to discuss about their problem with manager, 20% of the respondents feel that they often get opportunities, 30% of the respondents feel that they rarely get opportunities and 13% of the respondents feel that they never get opportunities.

TABLES 4.6

Cordial relationship with management

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1.	Transparency in communication	5	17%
2.	Motivation factor	10	33%
3.	Delegation of duties	10	33%
4.	All the above	5	17%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority33% of the respondents have stated that delegation of duties and motivation factor bring cordial relationship among employees and management,17% of the respondents feel transparency in communication and 17% of the respondents feel all the above.

TABLE 4.7

Delegation of authority and responsibility

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1.	Very good	14	47%
2.	Good	10	33%
3.	Satisfactory	6	20%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority, 47% of the respondents feel very good because that delegation of responsibility and authority for employees help employees to work independently, 33% of the respondents feel good, 20% of the respondents feel satisfied.

TABLE 4.8

Type of communication followed to assign duties to employees

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1.	Formal communication	12	40%
2.	Informal communication	9	30%
3.	Both a and b		30%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority, 40% of the respondents have stated that assignment of duties through formal communication, 30% of the respondent feel assignment of duties through informal communication and 30% of the respondents feel assignment of duties in through both formal and informal type of communication.

TABLE4.9

Factors consider to be Importance for employee management relationship

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1.	Motivation	11	37%
2.	Mutual trust	7	23%
3.	Moral obligation	8	27%
4.	Satisfaction	4	13%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority, 37% of the respondents consider motivation as the factor which are the important for employee-management relationship, 23% of the respondents consider mutual trust, 27% of the respondents consider moral obligation and 13% of the respondents consider satisfaction.

TABLE 4.10

Employee perception about the benefits like salary, sickness leave, bonus, welfare measure

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1.	Reduce employee turnover	9	30%
2.	Reduce absenteeism	8	27%
3.	Higher productivity	7	23%
4.	All the above	6	20%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority, 30% of the respondents feel reduced employee turnover, 27% of the respondents feel reduced absenteeism, 23% of the respondents feel higher productivity and 20% of the respondents feel all the above are the perception about the benefits.

TABLE 4.11

Proper counselling method to solve the problem of the employees

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1.	Very good	14	47%
2.	Good	6	20%
3.	Satisfactory	10	33%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority, 47% of the respondents feel that the counselling method provided by the organization is very good to solve the problem of the employees, 20% of the respondents feel that the counselling method provided by the organization is good and 33% of the respondents feel that the counselling method provided by the organization is satisfactory.

TABLE 4.12

The benefits help to building a strong employee management relationship

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1.	Salary and bonus	13	43%
2.	Reward and recognition	9	30%
3.	Both a and b	8	27%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority, 43% of the respondents feel salary and bonus are the benefits that help to build a strong employee management relationship, 30% of the respondents feel reward and recognition, 27% of the respondents feel salary, bonus, reward and recognition are the benefits that help to build a strong employee management relationship.

TABLE 4.13

Reason for creation of problem in the organization

S.NO	PARTICULARS	NO.OFRESPONDENTS	PERCENTAGES (%)
1.	Salary issue	8	27%
2.	Working hours	5	17%
3.	Safety measures	8	26%
4.	None of the above	9	30%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority, 30% of the respondents have stated that other factors are the reason for creation of problem in the organization 27% of the respondents feel salary issue, 17% of the respondents feel working hours, 27% of the respondents feel safety measures.

TABLE 4.14

Employee management relationship increase morale and confidence

S.NO	PARTICULAR	NO. OF RESPONDETS	PERCENTAGE (%)
1.	Strongly agree	**7**	23%
2.	Agree	10	33%
3.	Neutral	5	17%
4.	Disagree	5	17%
5.	Strongly disagree	3	10%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority,33% of the respondents agree that employee management relationship increase morale and confident among employees,23% of the respondents strongly agree, 17% of the respondents are neutral, 17% of the respondents disagree and 10% of the respondents strongly disagree increase morale and confident.

TABLE 4.15

The procedures need to be improved

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGES (%)
1.	Grievance handling procedure	10	33%
2.	Disciplinary procedure	9	30%
3.	Conflict management	11	37%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority,37% of the respondents feel that conflict management has to be improved, 33% of the respondents feel that grievance handling procedure has to be improved, 30% of the respondents feel that disciplinary procedure has to be improved.

TABLE 4.16

Factors achieved due to positive attitude and better relationship

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1.	Career success	9	30%
2.	Increase productivity	6	20%
3.	Working condition	6	20%
4.	All the above	9	30%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority, 30% of the respondents have stated that career success and all the above factors are achieved due to positive attitude and better relationship, 20% of the respondents for increase productivity, 20% of the respondents for working condition.

TABLE 4.17

Satisfaction of amenities provided by the organization

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1.	Canteen/Recreation	8	27%
2.	Transport/health/safety	6	20%
3.	Working condition	8	27%
4.	All the above	8	26%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority,27% of the respondents are satisfied with canteen/recreation facilities and working condition amenities provided by the organization, 20% of the respondents are satisfied with transport/health/safety and 26% of the respondents are satisfied with all the above amenities provided by the organization.

TABLE 4.18

Employees communicate freely with their superiors

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1.	Yes	23	77%
2.	No	7	23%
	TOTAL	**30**	**100**

INFERENCES:

From the above chart, it is inferred that 77% of the respondents feel that they communicate freely with their superior and 23% of the respondents feel that they don't get a chance to communicate freely with their superiors

TABLE 4.19

Good relationship increases job performance

S.NO	PARTICULAR	NO. OF RESPONDETS	PERCENTAGE (%)
1.	Strongly agree	9	30%
2.	Agree	10	33%
3.	Neutral	3	10%
4.	Disagree	5	17%
5.	Strongly disagree	3	10%
TOTAL		**30**	**100**

INFERENCES:

From the above chart, it is inferred that majority, 33% of the respondents agree that good employee management relationship increase job performance among employees, 30% of the respondents strongly agree, 10% of the respondents are neutral, 17% of the respondents disagree, 10% of the respondents strongly disagree that good relationship increase job performance.

TABLE 4.20

Talks about work problem and obstacles

S.NO	PARTICULAR	NO. OF RESPONDETS	PERCENTAGE (%)
1.	Strongly agree	6	20%
2.	Agree	7	23%
3.	Neutral	13	44%
4.	Disagree	3	10%
5.	Strongly disagree	1	3%
	TOTAL	**30**	**100**

INFERENCE:

From the above chart, it is inferred that majority,44% of the respondents have a neutral that manager talk continuously about problem and obstacles, 20% of the respondents strongly agree,23% of the respondents agree,10% of the respondents disagree and 3% of the respondents strongly disagree that manager talk continuously about problem and obstacles.

SUMMARY OF FINDINGS:

This chapter highlights the major inferences drawn from the study,

➤ The study reveals that 47% of the respondents say that salary is the way through which the employees come to know about the company.

➤ The analysis reveals that 46% of the respondents are well experienced.

➤ From the study is found that majority of the respondents 36% work as the trainee.

➤ Majority of the respondents 93% feel that the workplace relationship between employee and employee, employee-management gives a positive effect on their performance.

➤ Majority of the respondents 37% feel that they always get opportunities to discuss about their problem with manager.

➤ Majority of the respondents 33% have stated that delegation of duties and motivation factor bring cordial relationship among employees and management.

➤ The analysis reveals that 47% of the respondents feel that delegation of authority and responsibility brings independence for them to work.

➤ From the study it is found that 40% of the respondents say formal type of communication is followed to assign the day to day duties to the employees.

➤ The study reveals that 37% of the respondents consider motivation as an important factor for the employee management relationship.

➤ It is found that 30% of the respondents feel that employee reduce turnover benefit help to increase productivity.

➤ Majority of the respondents 47% feel that the counselling method provided by the organization is very good to solve the problem of the employees.

➤ The analysis reveals that 43% of the respondents feel that salary and bonus are the benefits that help to build a strong employee management relationship.

➢ Majority of the respondents 30% have stated that other factors are the reason for creation of problem in the organization.

➢ It is found that from the study that 33% of the respondents agree that employee management increases their morale and confidence.

➢ It is observed that 37% of the respondents say conflict management procedures need to be improved in the organization.

➢ Majority of the respondents 30% are highly satisfied with the career success due to positive attitude and better relationship.

➢ The study reveals that 27% of the respondents are highly satisfied with canteen/recreation and working condition amenities provided by the organization.

➢ From the study it is found that 77% of the respondents say that they communicate freely with their superiors.

➢ Majority of the respondents 33% agree that good employee management relationship increase job performance among employees.

➢ Majority of the respondents 44%neutral that manager talks continuously about problem and obstacles.

SUMMARY OF SUGGESTIONS:

Based on the overall study, observation and findings the follow suggestions are made. The suggestions would help the organization in retaining the important assets of the company.

➢ Effort shall be taken to improve the relationship between top management and employees.

➢ Company should give promotion to employees on the basis of performance which tend to improve satisfaction among employees.

➢ Information should be clearly communicated to the employees.

➢ Employees should be properly recognized and team work should be encouraged.

➢ Motivational sessions can be conducted on regular basis to encourage the employees.

➢ Job rotation can be done to motivate the employees.

CONCLUSION:

Employees are the focal point in success of every organization. If the employees work together and make a good relationship with employers they can achieve their tasks much faster. Managing employee relationship is important and valuable to the organizational success. It is necessary to have a strong relationship between employees and employer that leads to productivity, motivation and better performance.

U CAL limited recognizes Employee Relationship Management as an important aspect in supporting business. Keeping this in mind the management of U CAL have managed and improved the relationship of both employees and management which in turn has increased the performance of the employees. This enchanced relationship ultimately benefits the organization on achieving the goals and targets.

The ERM components such as communication, trust, and transparency make the employees trust the organization. This helps in establishing healthy relationships and also inculcate a sense of belongingness among employees.

Rewards, incentives and appreciation are provided at U CALL at proper time which tends to increase productivity and enchance the employee performance. Employee suggestion are accepted and employees are satisfied with safety, welfare and working condition of the organization.

U CALL limited has taken efforts to provide better facilities for the employees which in turn motivates the employees and help in retaining them.

Finally, I would like to conclude that the employees of U CALL limited have better mutual understanding and cordial relationship among themselves and with the management and they work in coordination to achieve the goals of the organization.

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MOTIVATIONAL FACTORS AFFECTING PERFORMANCE LEVEL OF EMPLOYEES AT ANNAI JEWELLERS PVT LTD.COMPANY, THOOTHUKUDI.

J.Maria Jeroslin Snow, M. Fatima Lucia Sheeba

PG and Research Department of Human Resource Management, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT: Motivation refers to reasons that underlie behaviour that is characterized by willingness and volition. Intrinsic motivation is animated by personal enjoyment, interest, or pleasure whereas extrinsic motivation is governed by reinforcement contingencies. Motivation involves perceptions, values, interests and actions. Motivation& satisfaction of employees are the two key factors for the proper & adequate productivity of any organization. If these two factors are properly met then the employee can perform well. The present study was carried out to find out the motivational status of employees working in annai jewellers to determine the many drives of motivations and to identify the level of satisfaction of employees. This study helps to know the satisfaction level of employees with the motivational factors used by the company. This data collection is made using the technique of providing questionnaire. The gathered data had been critically analyzed relating to employee motivation. Therefore, the study implies that promotion, job security, responsibility, performance appraisal and other motivational factors helps to satisfy the employees in their job and also make them involved in their job.
Keywords: Employee motivation; Intrinsic factors; Extrinsic factors; Monetary factors; Non- monetary factors; Motivational program.

INTRODUCTION:

Motivation is a theoretical construct used to explain behaviour. It gives the reason for peoples actions, desires and needs. Motivation can also be defined as ones direction to behaviour, or what causes a person to want to repeat a behaviour and vice versa. A motive is what prompts the person to act in a certain way, or at least develop an inclination for specific behaviour. According to Maehr and Meyer, "Motivation is a word that is part of the popular culture as a few other psychological concepts are."

Drivers of human behaviour related to the intrinsic nature of the work, but not necessarily to the surrounding circumstances or environment. Motivating factors include achievement, advancement, autonomy, personal growth, recognition, responsibility, and the work itself.

Internal and external factors that stimulates desire and energy in people to be continually interested and committed to a job, role or subject, or to make an effort to attain a goal.

Motivation results from the interaction of both conscious and unconscious factor such as the intensity of desire or need, incentive or reward value of the goal and expectations of the individual and of his or her peers. These factors are the reasons one has for behaving a certain way.

STATEMENT OF THE PROBLEM:

In today competitive world, organization need workforce that not only provides exceptional personal service but also acts as advocates of the organization and contributes their fullest extent for the success of organization. Organization will be able to achieve their goals only with help of employees. The employee should be satisfied and highly motivated, as they are real assets of the organization. To increase the motivation among the employees it is important to identify factor which lead to the motivation of employees the most. As motivation the important tool in the hands of the manager for increasing the work force and making them to work with enthusiasm and willingness. This study will describe the most influencing factors in the organization which motivates the employees to work towards the goal efficiently.

OBJECTIVES OF THE STUDY:

- To identify the different motivational tools & techniques used in the organization.
- To find out the factors that affect the employee's motivation provided by an organization.
- To know how motivation creates job satisfaction among the employees.
- To identify the significance of motivation that has an impact on productivity.
- To identify the factors which bring high level of satisfaction.
- To know how employees, evaluate the fairness of providing motivation.
- To explore the impact of financial and non-financial motivators on employee motivation.

REVIEW OF LITERATURE:

- **Badu (2005)** "Motivation is defined as a human psychological characteristic that add to a person's degree of commitment. It is. the management process of influencing employees 'behaviour"
- **Kingira and Mescib (2010)** says that different opinion between the employees in terms of behavioural statement which can be "social opportunities providing at the highest level with working period leads the employees to achieve their goals of the organization." Therefore, a social opportunity for the employee is used to boost their motivation level and ultimately helps in achieving the goals and objectives of the organization.
- **Satyawadi and Ghosh (2012)** employees are motivated to a greater extent by achievement and self-control. Now this can be understood: an employee who is achievement motivated seeks achievement, bringing realistic but challenging goals, and betterment in the job. There is a strong need for feedback from the higher officials in the organization as to achievement and progress, and a need for sense of attainment.
- **Jung and Kim (2001)** stated that good work environment and good work conditions can increase employees job satisfaction and an employee organizational commitment. So, the employees will try to give their best which can increase the employee work performance.

CONSTRUCTIONS OF TOOLS:

The project materials have been collected through the source of Primary and Secondary Data; Primary data was collected from the employees through online questionnaires due to the pandemic situation. Secondary data was collected from magazines, journals and website of the respective company.

Statistical Tools Used:

- Percentage Analysis
- graphical method

Sampling Design:

By adopting random sampling method, a sample of 30 respondents were selected from **Annai Jewellers Private Limited Company**. And the questionnaire was distributed to get the primary data from them.

Table 1.1

Table showing the preference of motivational factors

S. No	Responses	No. of respondents	Percentage%
1	Job security	10	33
2	Promotion	17	57
3	Bonus	1	3
4	Responsibility	2	**7**
	Total	30	100

Source: Primary Data Inference:

From the above table, it is understood that 33% of the respondents are job security that they prefer for motivational factors,57% of the respondents prefers promotion,3% of the respondents prefers bonus and 7% of the respondents prefers responsibility.

Majority, 57% of the respondents prefer promotion as a motivational factor.

Table 1.2

Table showing the level of satisfaction on the motivational factors

S. No	Responses	No. of respondents	Percentage%
1	Highly satisfied	15	50
2	Satisfied	13	43
3	Neutral	2	7
4	Disagree	nil	nil
5	Highly disagree	nil	nil
	Total	30	100

Source: Primary Data Inference:

From the above table, it is understood that 50% of the respondents highly satisfied with the motivational factors provided by the organization, 43% of the respondents are satisfied,7% of the respondents are neutral.

Majority,50% of the respondents feels that they are highly satisfied with the motivational factors provided by the organization.

Table 1.3

Table showing the types of motivational factors

S. No	Responses	No. of. Respondents	Percentage%
1	Monetary	14	47
2	Non- monetary	8	27
3	Both a& b	7	23
4	None of the above	1	3
	Total	30	100

Source: Primary Data Inference:

From the above table, it is understood that 47% of the respondents says monetary motivational factors are used in the organization, 27% of the respondents non-monetary, 23% of the respondents both a and b and 3% of the respondents choose none of the above.

Majority, 47% of the respondents says that monetary motivational factors are used in the organization.

Table 1.4

Table showing the influence of motivational factors

S. No	Responses	No. of. respondents	Percentage%
1	Physically	12	40
2	Mentally	8	27
3	Both a & b	7	23
4	None of the above	3	10
	Total	30	100

Source: Primary Data Inference:

From the above table, it is understood that 40% of the respondents feels that they physically motivated, 27% of the respondents feels mentally motivated,23% of the respondents feels both a and b and 10% of the respondents feels none of the above Majority, 40% of the respondents feels that they are physically motivated.

Table 1.5

Table showing the changes in motivational factors

S. No	Responses	No. of. responses	Percentage%
1	Yes	16	53
2	No	14	47
	Total	30	100

Source: Primary Data Inference:

From the above table, it is understood that 53% of the respondents need changes in motivational factors and 47% of the respondents did not need any changes in motivational factors in their organization. Majority, 53% of the respondents need changes in motivational factors.

Table 1.6

Table showing the time interval of the motivational factors

S. No	Responses	No. of. Respondents	Percentage%
1	Monthly once	29	97
2	Once in 6 months	1	3
3	Once in year	Nil	nil
4	Based on their performance	Nil	nil
	Total	30	100

Source: Primary Data Inference:

From the above table, it is understood that 97% of the respondents prefer monthly once time interval in providing motivation, 3% of the respondents prefer time interval in providing motivation.
Majority, 97% of the respondents says that the time interval in providing motivation factors is monthly once.

FINDINGS:

The result of this study is being made by an analysis of data collected through the Structured questionnaire. The followings are the Findings of the study:

- The study reveals that 57% of the respondents are prefers promotion as a motivational factor.
- Majority of the respondents (i.e.,50%) feels that they are highly satisfied with the motivational factors provided by the organization.
- Most of the 47% of the respondents says that monetary motivational factors are used in the organization.
- From the study it reveals that 40% of the respondents feel that they are physically motivated.
- The analysis reveals that 53% of the respondents did not need any change in motivates factors.
- Majority of the respondents (i.e.,37%) agree that the salary increments are provided for good performance.
- Majority of the respondents (i.e.,97%) says that the time interval in providing motivation is monthly once.

SUGGESTIONS:

✦ The company should give promotions to those employees who deserve it based on their performance and skills to give better motivation.

✦ Company can motivate the employees both physically and mentally in a better to make them give better results.

✦ To increase the motivational level of the employees the company should concentrate on current motivational strategy.

✦ To increase the involvement of the employees in work the company should provide proper responsibility for the employees based on their ability.

• To make the employees more loyal towards the organization the company should make effective participation of the employees in decision making.

• To increase the level of satisfaction of the employees in the job the company should concentrate mainly on the motivational factors.

CONCLUSION:

Motivation is an important factor provided by the organization that makes the employees involve in their job. The company satisfies the employees by providing proper motivation factors, but the employees need certain changes in the motivational factors provided for them. The employee must be motivated both physically and mentally. The study reveals that the motivation strategy followed in the Annai jewellers is moderately satisfactory. The organization recognizes the importance of motivation and makes them satisfied in the job. The company should make changes in both financial motivations. The motivational factors will create an effect on the performance of the employee. Finally, this study concludes that the employees of Annai jewellers are moderately provided by the organization.

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SYNTHESIS AND CHARACTERISATION OF POLYPYRROLE & FABRICATION OF A NANOCOMPOSITE DOPED WITH TiO_2

A.Maha Sorna, *L.Smila

PG Department of Physics, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

Polypyrrole-TiO_2 nano composite samples were synthesized by chemical oxidative method at room temperature. The samples were characterized by Fourier transform infrared Spectroscopy (FTIR), SEM with EDAX, UV vis Spectrum, X-ray diffraction (XRD). The doped H_2SO_4 may interact with PPy by donating hydrogen sulfate (HSO_4) ions as dopants. XRD results demonstrate the amorphous nature of PPy, however, its composites with TiO_2 powder nature. FT-IR spectroscopy reveals the presence of interaction between conducting PPy and TiO2. SEM images confirm that introduction of higher content of TiO_2 leads to the formation of nanocomposite. UV–Vis study show changes in spectra of PPy in presence of TiO_2 with a slight increase in the band gap.

Keywords: Polymeric materials, PPy, TiO, Nanocomposite.

*Correspondence: smilajason@gmail.com

1. INTRODUCTION

Nanocomposites materials have been widely reported in the scientific literature to provide substantial properties enhancements, even at low nanoparticles content. In nanotechnology, polymer nanocomposites are defined as solids consisting of a mixture of two or more phase separated materials, where one or more dispersed phase is in nanoscale and a polymeric major phase. Materials can be referred to as nanoscaled when their size, meaning at least one of the three external dimensions range from approximately 1nm to 100nm. Nanocomposites can be processed by conventional wet and dry processing techniques, yet in adjusted conditions vs. their neat counterparts .Polymer Nano composites can also be applied as nano coatings, meaning a deposited nano scale layer on selected substrates to reach specific surface behavior.[1]

The word nano science refers to the study, manipulation and engineering of matter, particles and structures on the nanometer scale (one millionth of a millimeter, the scale of atoms and molecules). Important properties of materials, such as the electrical, optical, thermal and mechanical properties, are determined by the way molecules and atoms assemble on the nano scale into larger structures. Moreover, in nanometer size structures these properties often different then on macroscale,because quantum mechanical effects become important.[2]

Nanotechnology is the use of new nanomaterials and nanosize components in useful products. Nanotechnology will eventually provide us with the ability to design custom-made materials and products with new enhanced properties, new nano electronics components, new types of "smart" medicines and sensors, and even interfaces between electronics and biological systems. These new born scientific disciplines are situated at the interface between physics, chemistry, materials science, microelectronics,

biochemistry, and biotechnology. Control of these disciplines therefore requires an academic and multidisciplinary scientific education.[3]

The word "polymer" is derived from two Greek words, polys (= many) and mers (= parts or units). A polymer is a large molecule which is formed by repeated linking of small molecules called "monomers". Example: Polyethene is a polymer formed-by linking together of a large number of ethene (C_2H_4) molecules. Thus, small molecules which combine with each other to form polymer molecules, are termed monomers.and the "re-peat unit" in a polymer is called mer. Polymerization, any process in which relatively small molecules, called monomers, combine chemically to produce a very large chainlike or network molecule, called a polymer. The monomer molecules may be all alike, or they may represent two, three, or more different compounds. Usually at least 100 monomer molecules must be combined to make a product that has certain unique physical properties such as elasticity, high tensile strength, or the ability to form fibres that differentiate polymers from substances composed of smaller and simpler molecules. often, many thousands of monomer units are incorporated in a single molecule of a polymer. [4]

Polymeric molecules are very big molecules. There average molecular weights may approach 105 or more. That's why, they are also known as macromolecules. Polymers are semi-crystalline materials. It means they have both amorphous and crystalline regions. In fact, polymers have regions of crystallinity, called crystallites, embedded in amor-phous regions. Crystallites provide strength and hardness and the amorphous regions provide flexibility to the polymeric material. The intermolecular forces in polymers can be Vander Waals' forces, dipole-dipole attractions or hydrogen bonding. These intermolecular forces are in addition to covalent bonds which connect the repeating units into a macromolecule. The chemical, electrical, optical, and thermal properties.[5]

2. EXPERIMENTAL METHODS

Take 0.1M of pyrrole is dissolved in 100ml of distilled water. The solution were magnetic stirring for 20mins at 1000 rpm. Take 0.2M of APS is dissolved in 100ml of distilled water.Then oxidant were magnetic stirring for 20mins at 1020 rpm.Add pyrrole monomer drop-wise into APS were stirring for 4hrs at 480 rpm. Washed several times with distilled water The polymer solution was filtered. The black polypyrrole powder obtained was dried at room temperature. Fine Ppy powder was grinded by Mortar and pestle. The polymeric particle polymer nanocomposite contains a rigid polymer component dispersed within a flexible polymer matrix on a nanoscale level. The rigid polymer, with high modulus and high strength, usually has high melting temperature, is insoluble in organic solvents, and combining it with the fl exible polymer is thermodynamically unfavourable. Therefore it is very diffi cult to prepare a nanocomposite, and phases may undergo segregation during processing and end use.Take 2:2 ratio of Ppy &TiO_2 is dissolved in 100ml of distilled water. The mixed solution were magnetic stirring at 1080 rpm. Add sulphuric acid drop-wise into mixed solution. Ppy- TiO_2 composites were stirring for 3½hrs at 1100 rpm.Settle down in overnight.Nanocomposites dried in hot plate for 20 mins. Fine ash colour nanocomposites powder is grinded by mortar & pestle.

3. RESULT AND DISCUSSION

UV Analysis:

The UV –Visible spectra observed for the PPy- TiO_2 Sample is in the range 200-800 nm. The nanocomposites of PPy- TiO_2 also have consistent peak at ~250 nm & ~ 490 nm.The Wavelength ~ 490 nm at which is characteristic of π-π* transition of neutral PPy- TiO_2. This result clearly indicates presence of structural change upon increase in dopant percentage of TiO_2 in Polypyrrole.

Fig 1. UV-Visible spectra Absorbance vs Wavelength of PPy- TiO₂ Nanocomposite
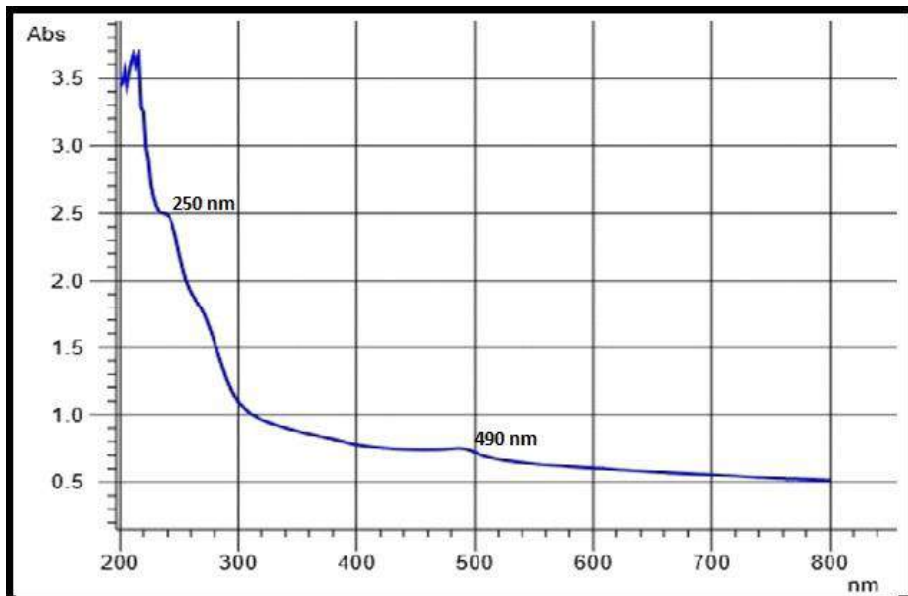
FT-IR studies:

The formation of PPy was verified with Fourier transform infrared (FTIR) analysis.The stretching peaks of N-H were detected at 3412.04 cm^{-1}.The band at 1447.32 cm^{-1} is related to C-N stretching. The stretching peaks of C=C is detected at 1562.68 cm^{-1}.The absorption peak at 1040.17 cm^{-1} corresponded to C-H and N-H deformations. All these peaks are the main characteristic of synthesized Polypyrrole.

Fig 2. The spectrum of FTIR of the   Polypyrrole sample.
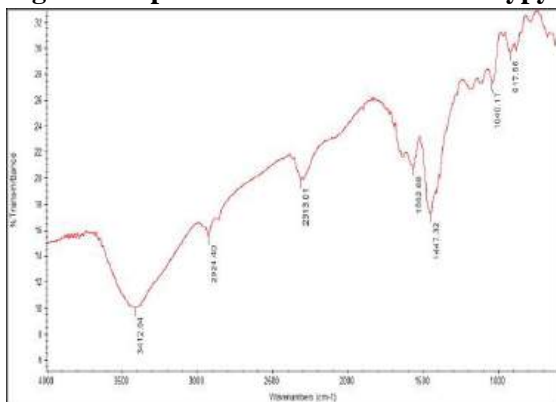
The Polypyrrole and TiO_2 Nanocomposite samples were characterized by FTIR.The peaks at 3426 cm^{-1} indicate O-H stretching vibration. The band at 1563.25 cm^{-1} is related to C-C stretching vibration. The stretching peaks of C-N is corresponded to 1448.33cm^{-1}.The absorption peak at 1040.02cm^{-1} is related to C-H deformation
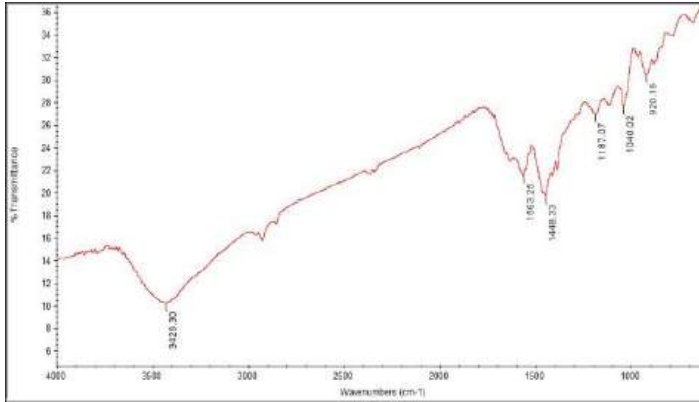
Fig 3. The FTIR spectrum of the PPy-TiO₂ Sample

FE-SEM characterization:

The morphology and size distribution of the synthesized Polypyrrole and Polypyrrole with TiO₂ nanocomposite was be measured by FE-SEM. The average grain size range is 100μm.
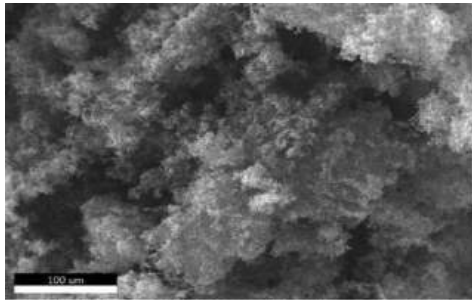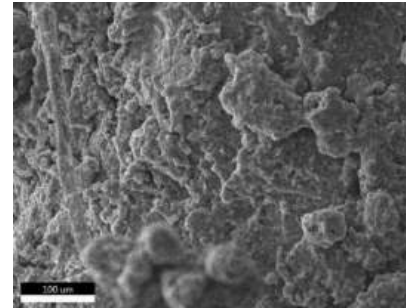
Fig 4.SEM image of Polypyrrole   **Fig 5.SEM image of Polypyrrole - TiO₂**
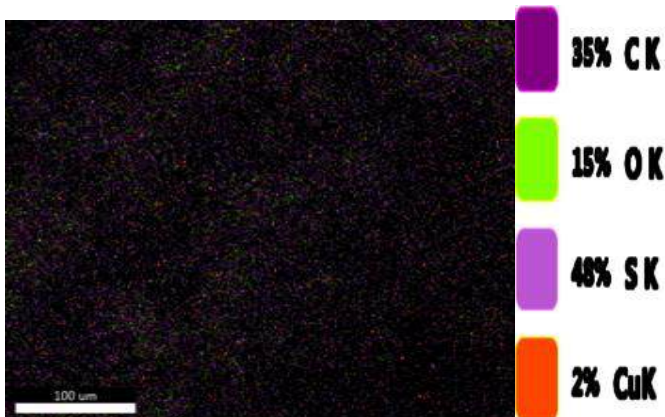

EDAX Analysis:

Fig 6. Dispersion of Sulfate in PPY　　　　**Fig 7. Dispersion of Sulfate PPY-TiO₂**

The purity and composition of the prepared PPy and PPy -TiO$_2$ samples were determined by EDAX analysis.The result indicate the presence of the element indicate that the atomic ratio of **S** is 72.26% & Ti is 81.17%

XRD Calculations:

The average crystallite size (D) was calculated using the well known Scherer's formula.

$D = k\lambda /\beta cos\theta(nm)$

Where D is the average crystalline diameter in nanometer(nm),

K is the Scherer constant equal to 0.94,

β is the full width at half maxima(FWHM)intensity of the diffraction peak

$\beta = (\pi /180^\circ)2\theta$ (radian)

θ is the Bragg's angle, λ is the wavelength of X-rays 1.5406Å. The average crystallite size (D) of Polypyrrole was found to be 19.9621nm.

The appearance of peaks at values 2θ of 29.24, 38.40, 44.57, 64.69 and 77.62 are as (100), (111), (200), (221) and (222) respectively.

2θ(deg)	Sin^{2}θ(deg)	Sin^{2}θ(deg) K	h^2+l^2+k^2	hkl
29.2434	0.0637	2.0031	2	100
38.4001	0.1081	3.3994	3	111
44.5795	0.1438	4.5220	4	200
64.6968	0.2862	9	9	221
77.6275	0.3928	12.352	12	222

Table 1. To select appropriate pattern of h^2+l^2+k^2 values and to identify the bravais lattice for Polypyrrole

The lattice value a = $\lambda / 2\sqrt{k}$ (Å)

=1.5406/2√0.0318

= 4.3202Å

The lattice value a for the synthesized Polypyrrole was found to be 4.3202 Å

The average crystallite size (D) of PPy-TiO$_2$ nanocomposite was found to be 21.3751nm.

The appearance of peaks at values 2θ of 29.17, 36.82, 41.94, 55.00 and 69.61 are (100), (110),(111), (200) and (211) respectively. The plane (110) indicate the tetragonal specimen line of TiO$_2$

Table 2. To select appropriate pattern of h^2+l^2+k^2 values and to identify the bravais lattice for PPy-TiO$_2$

2θ(deg)	Sin^{2}θ(deg)	Sin^{2}θ(deg) K	h^2+l^2+k^2	hkl
28.1737	0.0592	1.1887	1	100
36.8265	0.0997	2.0020	2	110
41.9470	0.1281	2.5722	3	111
55.0082	0.2133	4.2831	4	200
69.6173	0.3258	6.5422	6	211

The lattice value $a = \lambda / 2\sqrt{k}$ (Å)

$= 1.5406 / 2\sqrt{0.0498}$

$= 3.4519$ Å

The lattice value a for the PPy–TiO$_2$ nanocomposites was found to be 3.4519Å the XRD result.

CONCLUSION

Results of UV Spectra show that the nanocomposites of PPy-TiO$_2$ also have consistent peak at ~250nm & ~ 490nm.The Wavelength~ 490nm at which is characteristic of π-π* transition of neutral PPy-TiO$_2$.

The properties of polypyrrole highly depend on the synthesis conditions. Lower monomer/oxidant ratio influences the formation of shorter polymer chains, and the Polypyrrole and TiO$_2$ Nanocomposite samples were proved by FTIR spectroscopy. The Stretching peaks (~3412.04 cm^{-1} to ~1040.17 cm^{-1}) of FTIR spectrum confirmed the formation polypyrrole.The Stretching peaks (~3426.30 cm^{-1}to 1040.02cm^{-1}) all these peaks are the main characteristic of PPy-TiO$_2$ nanocomposites.

The morphology and size distribution of the synthesized Polypyrrole and Polypyrrole with TiO$_2$ nanocomposite was be measured by FE-SEM. The quantitative analysis result indicates that the atomic ratio of S is 72.26% & Ti is 81.17% is obtained in EDAX spectrum.

From XRD studies for PPy exhibited diffraction peaks at 2θ=29.24º, 38.40º, 44.57º, 64.69º, 77.62º corresponds to (100), (111), (200), (221) planes(222). PPy-TiO$_2$ 2θ =29.17º, 36.82º, 41.94º, 55.00º and 69.61ºare correspond as (100), (110), (111), (200), (211) planes. The plane (110)indicate the tetragonal specimen line of TiO$_2$.

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STRUCTURAL CHARACTERIZATION OF ZnS THIN FILMS SYNTHESIZED BY SILAR METHOD

V. Mariselvi, [*]A. Nirmala Shirley

PG Department of Physics, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

Zinc Sulfide (ZnS) is an important II-IV semiconductor material for the development of various modern technologies and photovoltaic applications. ZnS thin film was prepared by SILAR (Successive Ionic Layer Adsorption and Reaction) method at room temperature. Zinc Chloride and Thio urea were used as cationic and anionic precursors for the thin film. ZnS thin films were grown by optimizing the concentration of cationic and anionic precursors of immersion cycle and immersion time. The crystal structure of the films was studied by X-Ray Diffractometers. The thin film topography and morphology was studied by AFM and SEM. Effect of deposition techniques on structural properties was reported.

Keywords: ZnS Thin Film, SILAR Method, $ZnCl_2$, Thiourea, XRD, AFM, SEM

*Correspondence: nirmalashirley81@gmail.com

INTRODUCTION

In recent years increasing attention is being paid to thin films of metals, semiconductors, mostly due to their importance in industry as well as in research. These are being widely used in preparation of reflectors, fluorescent screens, interference filters, multiple beam interferometry integrated circuits and in many microelectronic devices. [1] Their useful application is diverse fields invite more detailed studies of these films.

Thin Film technology (TFT) has a world-wide reputation in the field of thin film deposition process. This thin film deposition is an enabling technology for many large area electronics applications, such as thin film solar LED lighting and solar LED displays, thermal camera application etc. Thin film is very important material for technology because this type of materials shows different properties from its own bulk materials and these properties provide lots of benefits. There are lots of thin film production methods.

ZnS thin film can be prepared using various techniques including Spray Pyrolysis, Chemical Bath Deposition (CBD), R-F magnetron sputtering, Sol-Gel deposition, Cathodic Electro Deposition and Dip Coating and SILAR method. [2] SILAR (Successive Ionic Layer Adsorption and Reaction) technique appears as an interesting technique because it is inexpensive. Simple and capable of deposition of optically smooth, uniform and homogeneous layers of ZnS thin films can be prepared using various techniques. In the present study SILAR method is used. ZnS thin films were prepared by SILAR method using glass substrates. Before deposition, substrates were cleaned in chromic acid and then in acetone. Later they were rinsed with double distilled water.

EXPERIMENTAL DETAILS

ZnS thin films were prepared by SILAR method using glass substrates. Before deposition substrates were cleaned in dilute hydrochloric acid, and then in acetone. Later they were rinsed with double distilled water. [3] For this deposition, cationic precursor used was zinc chloride and anionic precursor was thiourea. Well cleaned glass substrates were dipped into aqueous solution of zinc chloride. The surface of the substrate was absorbed by zinc ions. Then substrate was rinsed by double distilled water to expulsion of loosely bound Zn^{2+} ions. Next to this, the substrates were dipped into aqueous solution of thiourea .The sulphide ions reacted with adsorbed zinc ions. Finally, to avoid precipitation the substrates were

rinsed with distilled water. This is the growth cycle of SILAR method. To obtain desired thickness of the films, these growth cycles have been replicated.
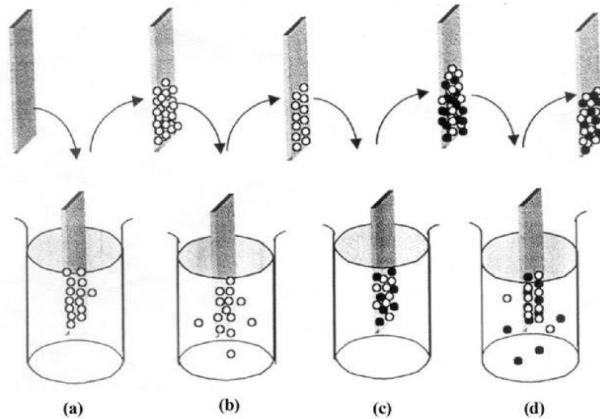
Fig . 1 Schematic representation   of SILAR method

RESULT AND DISCUSSION

Structural Analysis

XRD Pattern Of Zns Prepared By SILAR Method

To study structural properties of the deposited ZnS thin films, X-ray diffraction (XRD) study was carried. The XRD pattern for the ZnS thin film with the high density peaks absorbed at $2\theta = 30.610$ along the (102) hkl plane, $2\theta = 26.972$ along the (100) hkl plane presented in the Fig 2. All diffraction peaks of the ZnS thin film correspond to the characteristic wurtzite structure of ZnS thin film.
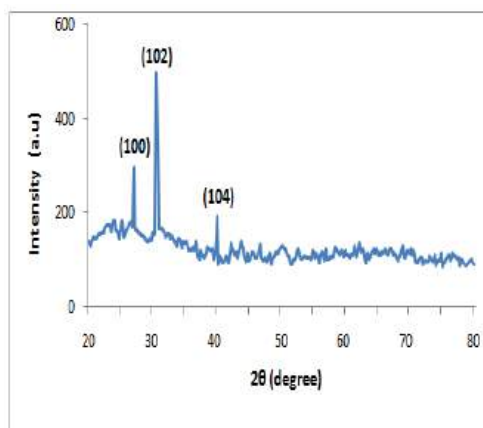
Fig .2   XRD Pattern of ZnS   Thin Film

The crystal structure describes the atomic arrangement of a material. Diffraction peaks in an X-ray scattering pattern, Inter atomic distances determine the positions of the diffraction peaks. The atom types and positions determine the diffraction peak intensities. The crystal structure describes the atomic arrangement of a material.

The observed 'd' values are   compared with standard 'd' values using Joint Committee on Powder Diffraction Standards (JCPDS) diffraction file or American Society for Testing Materials (ASTM) data card for the same material synthesized by standard chemical methods.

Using Fig 2 to investigate structural properties of the deposited film, further analysis of XRD studies have been done. The crystallite size of thin film was calculated from XRD patterns by using Scherrer's formula given below

$$D = \frac{k\lambda}{\beta \cos\theta}$$

Where

D= Crystallite size

β=Corrected FWHM of the most intense peak

θ = Bragg's angle

K = constant

Using this formula grain size can be dertermined. The grain size for (100) peak was found to be 3.0306 nm , the grain size for (102) peak was obtained to be 2.6925 nm and the grain size for (104) peak was obtained to be 2.1269 nm.

The grain size and dislocation density and microstrain and lattice spacing of ZnS thin film have been given below.

The dislocation density has been calculated using crystallite size, by the equation

Dislocation = $1/D^2$

The microstrain has been calculated by the given formula,

Microstrain = $\frac{\beta \cos\theta}{4}$

The lattice constant has been calculated by the given formula, lattice constant

$$= [4/3 \left(h^2 + k^2 + hk \right) l^2 (\left(\frac{a}{c} \right)^2] 1/a^2$$

Table.1 Structural parameters of ZnS Thin Film

Hkl	2θ (Degree)	Grain size (D)nm	Dislocation density (lines/m^2)	Micro strain	Lattice spacing
100	26.972	3.0306	0.1088	0.1143	0.0339
102	30.610	2.6925	0.1379	0.1287	0.1356
104	39.743	2.1269	02210	0.1629	0.4674

ATM (Atomic Force Microscopy)

Fig .3 Atomic Force Microscope Image of ZnS Thin Film

Atomic force microscopy is one of the most popular techniques for metrology measurements such as surface roughness due to its ability to quantitatively measure the x, y, and z direction with nanoscale resolution.

AFM is one of the few tools that is able to quantitatively measure all 3 dimensions of a surface: lateral (x and y) and height (z). Unlike other high resolution microscopic characterization methods that rely on

interactions of electrons with a material, in AFM there is a mechanical contact between a tip and sample enabling an accurate measurement of sample topography and surface texture. With a resolution of 5-10 nm laterally and sub-nanometer vertically. AFM is a powerful measurement instrument for quantitative measurements of a surface. This powerful quantitative measurement is coupled with flexibility in sample surface, there are no requirements on a sample to be able to be measured by AFM except that it fits into the instrument. Quantitative measurements of sample topography enable important metrological measurements such as roughness profile, finding irregularities on the surface, as well as more advanced measurements such as skewness.
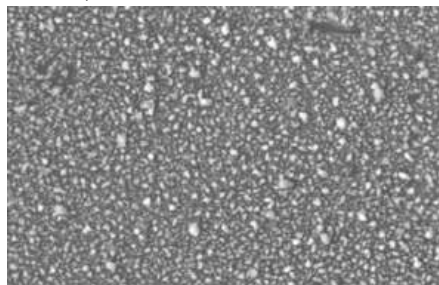
SEM (SCANNING ELECTRON MICROSCOPE)

Fig .4 SEM image of ZnS Thin film

SEM scans a focused electron beam over a surface to create an image. The electrons in the beam interact with the sample, producing various signals that can be used to obtain information about the surface topography and composition.

The scanning electron microscopy technique is familiar for the study of surface morphology of metal chalcogenides in the thin film form. The ZnS film prepared with optimized parameters is used for SEM observation. Fig. 4 shows the SEM micrograph of ZnS thin film. The film is homogeneous, well adherent and covers glass substrate without cracks and pin hole. The film compactness is high, the grain size is generally small and they are agglomerated in some places.

CONCLUSION

In this project ZnS thin films were prepared by SILAR method and were characteristised by various studies such as XRD, AFM and SEM.

The synthesised films were characteristed by XRD. The grain size of ZnS was calculated by Debye-scherrer's formula which proves that ZnS thin film is a hexagonal structure. The average grain size of the thin film is about 2.6166nm. The miller indices values well agree with the JCPDS files.

The surface roughness measured is by atomic force microscope. SEM studies reveal information about the surface topography and composition.

In future, ZnS thin films will be characterised by further studies such as optical and electrical studies for solar cell applications.

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SYNTHESIS OF ZINC OXIDE AND SILVER NANOPARTICLES FROM ASCIDIANS

S. Subbu Lakshmi, *M.Paripooranaselvi

PG and Research Department of Zoology, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

Nanotechnology has become one of the most promising technologies applied in all areas of science. Ascidians are loaded with secondary metabolites as chemical defence. Since the simple ascidian *Phallusia nigra* are common along the Tuticorin coast, an attempt has been made to synthesize ZnO and silver nanoparticles of *Phallusia nigra*. The synthesized nanoparticles was characterized by UV-Visible spectrophotometry and FTIR Spectroscopy.

Keywords: *Phallusia nigra,* ZnO nanoparticles, silver nanoparticles

INTRODUCTION

Marine organisms especially ascidians are significant as the first marine natural product entering human clinical trials, didemnin B, is an ascidian metabolite [1]. Ascidians commonly called as sea squirt, are an interesting group of marine sedentary organisms that produce secondary metabolites with unique structural pattern, for their chemical defense which do not occur in terrestrial plants. They grow on all underwater marine structures and are considered as a nuisance and usually thrown away. This discards may have a wealth of natural products. Bio active peptides with novel structures have also been shown in ascidians [2]. Marine organisms, especially those that are a nuisance to the environment like biofoulers can be used for the study. Various species of ascidians have shown activities like antimicrobial, antiproliferative, antitumour, immunomodulatory, antiinflammatory, antifertility, wound healing, CNS depressant and cardioprotective etc [3-13]. Ascidians are available in plenty along the Tuticorin coast and hence an attempt has been made to to synthesize ZnO and silver nanoparticles of *Phallusia nigra* and were characterized by UV-Visible spectrophotometry and FTIR Spectroscopy.

MATERIALS AND METHODS

Specimen collection and identification

Phallusia nigra was collected from Tuticorin harbor by SCUBA diving. Epibionts and the fragments of shell attached to the specimens were removed and washed several times with sterile sea water. Identification upto the species level was carried out based on the key to identification of Indian ascidians [14].

Systematic position

Phallusia nigra belongs to Phylum: Chordata; Subphylum: Urochordata; Class: Ascidiacea; Order: Enterogona; Suborder: Phlebobranchia; Family: Ascidiidae; Genus: *Phallusia*; Species: *nigra*

Preparation of powder and extract

The specimens were dried under shade. The dried animals were homogenized to get a coarse powder. The dried powder of the tunicate *Phallusia nigra* was used.

Zinc acetate was dissolved in distilled water. To the zinc solution, 25 g of *Phallusia nigra* powder was added and mixed well in a magnetic stirrer. To adjust the pH of the above mixture to 12, NaOH solution was added drop by drop with continuous stirring and kept for 1 hour as incubation time. The color of the reaction mixture was observed to change after 1hour of incubation time. 25 g of dry powder of *Phallusia nigra* was weighed and mixed with 100 ml sterile distilled water and filtered through Whatman No.1 filter paper (pore size 0.45 μm). The filtrate was further filtered through 0.22 μm sized filters. The extract was stored at 40° C for further experiments. The aqueous solution of 1mM silver nitrate (AgNO₃) was

prepared and used for the synthesis of silver nanoparticles. 10 ml of *Phallusia nigra* extract was added into 90 ml of aqueous solution of 1 mM silver nitrate for reduction into Ag^+ ions and kept for incubation period of 15 hours at room temperature. The filtrate act as reducing and stabilizing agent for 1 mM of $AgNO_3$.

The ZnO and Ag nanoparticles were characterized in UV-VIS spectrophotometer and the chemical composition of the synthesized ZnO and silver nanoparticles was studied by using FTIR spectrometer.

RESULTS AND DISCUSSION

UV-Vis Spectrophotometer Analysis:

The UV-Vis spectra of ZnO NP was shown in Figure 1. The absorption peak of the prepared nano ZnO was found at around 380 nm. The UV-Vis absorption spectra of the Ag NP were shown in Figure 2. Absorption spectra of Ag nanoparticles formed in the reaction mixture has maximum wavelength at 270 nm.

FTIR Analysis:

The FTIR spectrum of ZnO and silver nanoparticles were shown in Figure 3 and 4. The ZnO nanoparticles of *Phallusia nigra* revealed the presence of prominent peaks at 3450, 2924, 1623, 1384, 1163, 1111, 674, 611 and 468 cm^{-1} respectively. The peak at 3450 cm^{-1} indicates N-H stretching (primary) functional group. The observed peak at 2924 cm^{-1} corresponds to C-H stretching of alkanes and alkyl groups and 1384 cm^{-1} indicates the C-H bending of alkanes. The carbonyl stretching groups such as acids, ketones and amides were noted at the peak of 1623 cm^{-1}. The plausible peaks at 1163 and 1111 cm^{-1} at revealed the functional group of C-O stretching of esters and ethers. The peak at 674 and 611 cm^{-1} were indicated the C-X stretching halogen compounds. The following peak at 468 cm^{-1} exhibited the metal oxygen bond which confirms the formation of ZnO nanoparticles.

The FT-IR spectra for Ag nanoparticles of *Phallusia nigra* revealed the presence of prominent peaks at 3424, 2923, 2106, 1627, 1422, 1384, 1120, 1021, 874, 675, 610, 513 and 466 cm^{-1} corresponding to different functional groups. The peak corresponds to 3424 cm^{-1} indicates N-H stretching (primary) functional group. The peak at 2923 cm^{-1} responds to C-H stretching of alkanes and alkyl groups and 1384 cm^{-1} indicates the C-H bending of alkanes. C-C multiple bond stretching of alkyne (mono-substituted) and aromatic functional groups were observed at 2106 and 1422 cm^{-1}. The carbonyl stretching groups such as acids, ketones and amides were noted at the peak of 1623 cm^{-1}. The plausible peaks at 1120and 1021 cm^{-1} at revealed the functional group of C-O stretching of esters and ethers. The following peaks at 874, 675 and 610 were indicated the C-X stretching halogen compounds. The peak at 468 cm^{-1} confirms the metal oxygen bond which evidenced the formation of Ag nanoparticles.

Figure 1: UV-vis spectra for ZnO nanoparticles of *Phallusia nigra*
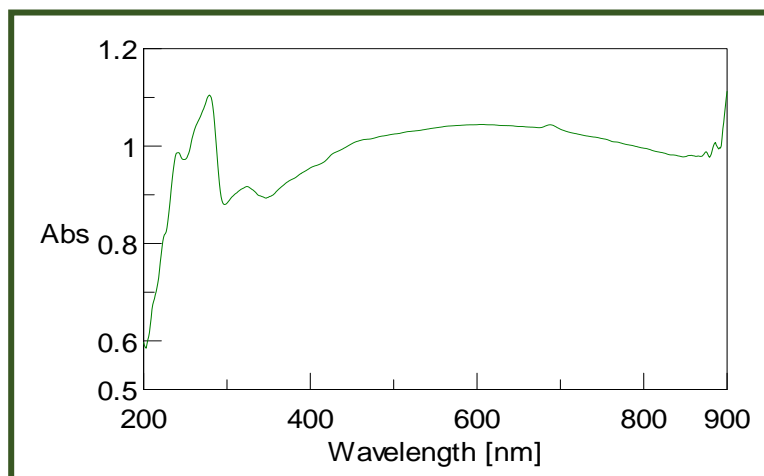
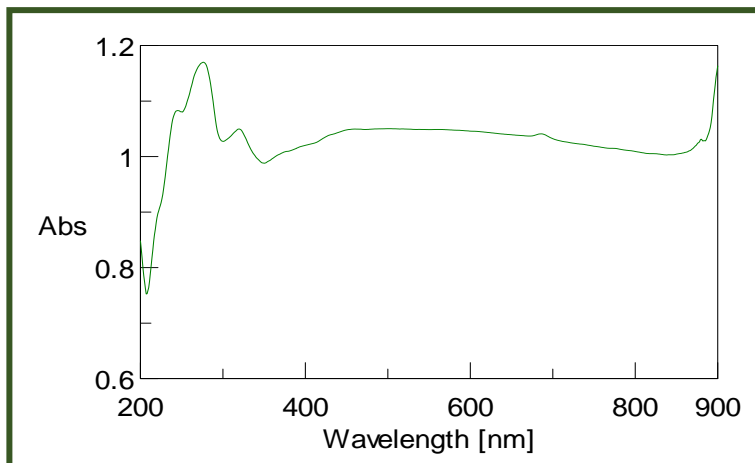**Figure 2: UV-vis spectra for Ag nanoparticles of *Phallusia nigra***

Figure 3: FTIR result for ZnO nanoparticles of *Phallusia nigra*
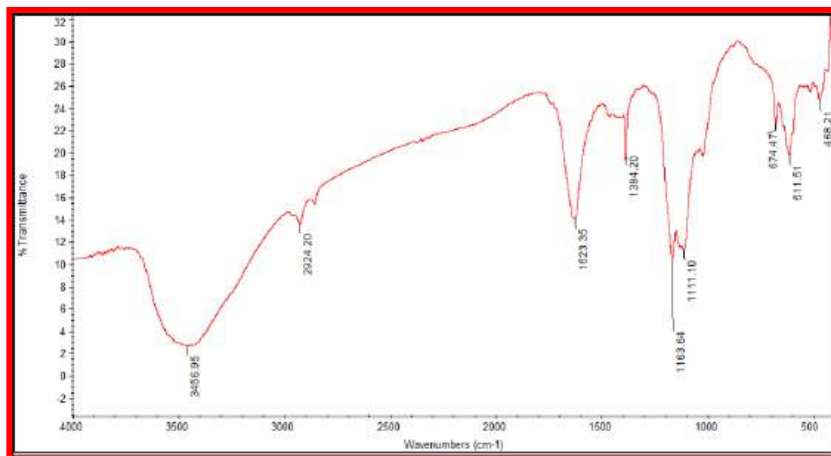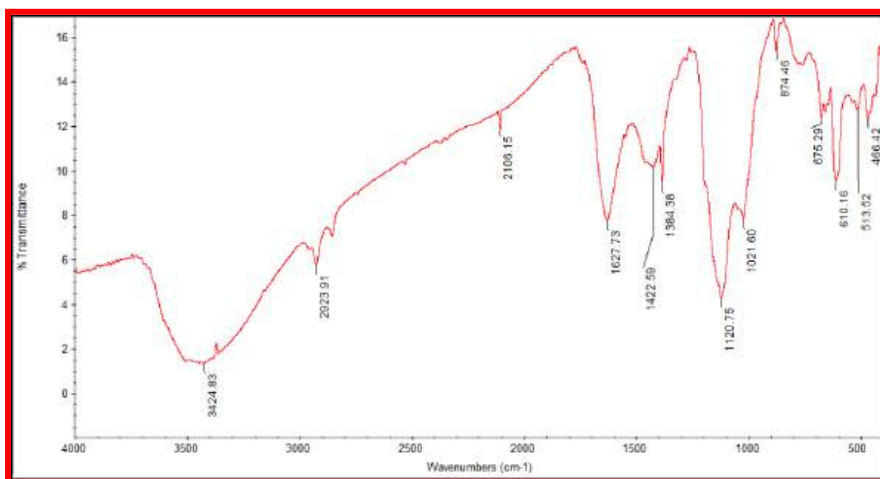

Figure 4: FTIR result for silver nanoparticles of *Phallusia nigra*

CONCLUSION

The rapid biological synthesis of silver nanoparticles using *Phallusia nigra* extract provides environmentally friendly, simple and efficient route for the synthesis of nanoparticles. From the technological point of view these obtained silver nanoparticles have potential applications in the biomedical field and has several advantages such as cost-effectiveness, compatibility for medical and pharmaceutical applications as well as large scale commercial production. ZnO and Ag nanoparticles were synthesized successfully. The detail characterization of the nanoparticles was carried out using UV-Vis spectroscopy and FTIR studies.

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A SURVEY AND PROXIMATE COMPOSITION OF TRASH FISHES FROM THREE LANDING CENTRES IN THOOTHUKUDI COAST

M. Kalaiselvi and *S.Selvi

PG and Research Department of Zoology, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract:

By catch of marine fishes generally consists of edible and inedible sea food species. Among the inedible species, the bulk catch of small size fishes were commonly referred to as trash fish. The present study has been undertaken to evaluate the comparative analysis and proximate composition of trash fishes from three landing centres (Vembar fish landing centre, Thoothukudi fishing harbour and Keezhavaippar fish landing centre) in Thoothukudi coast. The weight of the fish was obtained after the marketable edible fishes were separated. It was also noticed that the quantity varied from season to season and also dependent on the availability of species. From the comparison of data, it was found that the amount of trash fishes collected was higher in Vembar landing centre than Thoothukudi fishing harbour and Keezhavaippar landing centre. Based on random sample, the amount of carbohydrate content was found to be 5.6 mg/g, 8.26 mg/g and 9.52 mg/g. in study area I, II and III respectively. The protein content was found to be 19.372 mg/g, 35.07 mg/g and 32.398 mg/g in study area I, II and III respectively. The lipid content was found to be 7.875 mg/g, 5.875 mg/g and 7.125 mg/g in study area I, II and III respectively. The result of the current study proved that the trash fishes are of good nutritional value and it is acceptable for development of value-added products.

Key words: Trash fishes. Proximate Composition. Carbohydrate, protein, lipid

1. INTRODUCTION

The marine fisheries consist of multispecies composition and the occurrence of by-catch consisting of several species of fish. Due to low quality, small size, low value, inedible and easily perishable, fishes are often discarded and are not utilized for human consumption are called Trash fishes[1,2].

Fisheries play an important role in Indian economy and it is one of the most important activities along the coastal area [3,4]. According to FAO, [5] the global trend has been towards a proper and better utilization of non-commercial fishes. Trash fishes are widely used in coastal areas either directly or indirectly for human consumption and unhygienically dried and used as poultry feed [6]. Bycatch is a major threat to marine biodiversity. An estimate (derived primarily from fisheries) suggests that bycatch constitutes approximately 40.4% of the estimated annual global marine catch of 95 million tons [7]. Bycatch also has a strong moral dimension to it since it has been associated with discarding large quantities of useful fish protein [8].

Fishes are most important source of animal protein and usually consuming at several place of world due to its having high contents of protein, amino acid and saturated fatty acid. It is more essential for human diet to raise the utilization of marine fish and its products [9, 10]. On a global scale, fish and fish products are the most important source of protein in the human diet [11].

Seafood comprises of all the ten essential amino acids in desirable quantity for human consumption. Fish is also a vitamin and mineral rich food [12,13]. In general, the biochemical composition of the whole body indicates the fish quality. Therefore, proximate biochemical composition of a species helps to assess its nutritional and edible value in terms of energy units compared to other species. Variation of biochemical

composition of fish flesh may occur within the same species depending upon the fishing ground, fishing season, age, sex of the individual and reproductive status. The spawning cycle and food supply are the main factors responsible for this variation [14].

Lipid and carbohydrates are the critical components of the diet for supplying the carbon skeleton and energy. Fish may convert protein into an energy source if non protein energy source (carbohydrates and fats) are not present in sufficient quantities in the diet. Therefore, a certain amount of lipids is usually included in diets as a source and also to increase the protein deficiency [15]. Fish protein Hydrolyses (FPH) obtained by controlled enzymatic hydrolysis are among the best protein hydrolysis in term of nutritional properties balanced amino acid composition high digestibility, but mainly used for animal nutrition because of their bitter flavour and fishy odour [16]. Kumar with his colleagues [17] worked on the evaluation of nutrients in Trash fish, Parangipettai (South east coast of India). Duglas Sathees et al.,[18] observed the proximate composition, analysis of trash fish from the selected landing sites of Jaffna district, Sri Lanka. Marine based ingredients, especially fish meals are highly bought after as the protein source of choice for many formulated diets [19].

Considering that the small-scale fisheries sector contributes food to local domestic markets, the problem of bycatch is seen as the depletion of this food source for local consumption and therefore a threat to livelihoods and food security in general. In this project, an attempt has been made to study the trash fishes landing and proximate composition of trash fish of three major landing areas of Thoothukudi.

MATERIALS AND METHODS

Data on estimated trash fish was collected from the landing areas (Vembar fish landing centre, Thoothukudi fishing harbour and Keezhavaippar fish landing centre) during the study period of December 2020 to March 2021.

Proximate composition analysis:

Estimation of Carbohydrate:

Carbohydrate was estimated by Dubois et al., [20] method.

Estimation of Protein:

Protein was estimated by lowery et al., [21] method.

Estimation of Lipid:

Lipid was estimated by the method of Bragdon [22] method.

RESULTS

The survey was conducted to know the availability of trash fishes. The weight of the fish was obtained after the marketable edible fishes were separated. In study area I per day input of trash fishes from a single boat found to be 42 - 199 kg (Table - I, figure -1) in the study area - II the weight ranged from 32 - 99 kg (Table - 2, figure - 2), In the study area - III the weight ranged from 16 - 71 kg (Table - 3, figure - 3). From the comparison of data, it was found that the amount of trash fishes collected was higher in Vembar landing centre than Thoothukudi fishing harbour and Keezhavaippar landing centre.

Based on random sample, the amount of carbohydrate content was found to be 5.6 mg/g, 8.26 mg/g and 9.52 mg/g. in study area I, II and III respectively (Table – 4, Figure - 4). The protein content was found to be 19.372 mg/g, 35.07 mg/g, and 32.398 mg/g. in study area I, II and III respectively (Table – 4, Figure - 4). The lipid content was found to be 7.875 mg/g, 5.875 mg/g, and 7.125 mg/g. in study area I, II and III respectively (Table – 4, Figure - 4).

Table-1 Quantitative data on trash fishes from the study area I
    (Vembar landing centre)

Boats	1 day (kg)	2 day (kg)	3 day (kg)	4 day (kg)	5 day (kg)	6 day (kg)	Average
A	70	100	120	70	49	120	88.1
B	60	95	78	101	199	121	109
C	89	121	50	60	99	100	86.5
D	81	191	98	121	173	199	143.8
E	58	150	101	42	57	81	81.5

Table-2 Quantitive data on trash fishes from the study area – II
    (Thoothukudi fishing harbour)

Boats	1 day (kg)	2 day (kg)	3 day (kg)	4 day (kg)	5 day (kg)	6 day (kg)	Average
A	88	89	33	57	50	57	62.3
B	70	60	63	53	54	77	62.8
C	96	99	72	36	41	42	64.3
D	61	54	39	61	80	32	54.5
E	55	75	58	69	41	33	55.1

Table – 3 Quantitative data on trash fishes from the study area – III
    (Keezhavaippar landing centre)

Boats	1 Day (kg)	2 Day (kg)	3 Day (kg)	4 Day (kg)	5 day (kg)	6 day (kg)	Average
A	48	31	70	31	43	68	48.5
B	32	51	46	39	71	26	44.1
C	26	51	70	26	37	56	44.3
D	67	43	28	26	34	36	39
E	40	41	56	51	29	16	38.8

Table – 4 Proximate composition of trash fishes from station I, II & III

Parameter	Station -1	Station – II	Station - III
Carbohydrate	5.6 mg/ g	8.26 mg/g	9.52 mg/g
Protein	19. 372 mg/g	35.07 mg/g	32. 398 mg/g
Lipid	7.875 mg/g	5.875 mg/g	7.125 mg/g

**Figure – 1   Average trash fishes collected from the study area – 1
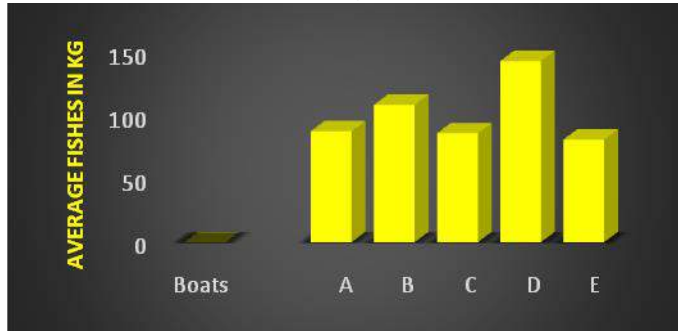(Vembar landing centre)**

**Figure – 2   Average trash fishes collected from the study area - II
(Thoothukudi fishing harbour)**

**Figure – 3   Average trash fishes collected from the study area – III
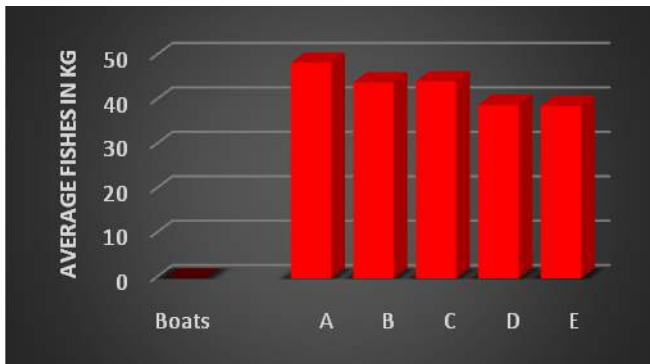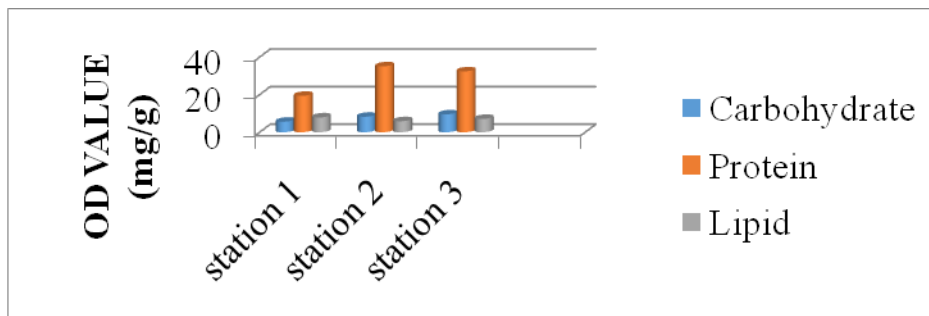(Keezhavaippar landing centre)**

**Figure-4 Carbohydrate, Protein and Lipid contents of muscle of trash
Fishes from the study area I, II & III**

5. DISCUSSION

The trash was caught by fisherman using trawl nets. The discarded fish has little small size, poor quality or out of a variety of fin and shell fish. Limited appeal to consumers and are called 'trash fish'. Trash fishes are locally called as 'kalasal'. Fish powder is mainly used as food in poultry and other industry. The solar drying is used to remove the water content from the trashes. Then they were powdered to use as a feed. About 40% of trash used to surimi production is 'waste', while about 20% of the fish used for drying is 'waste'. Waste or by products are used for fish meal production.

India produces 6.57 MMT (Million Metric tons) of fish annually, out of which 55% is from fresh water [23]. Fish processing yields a wide variety of fish by products such as scales, head, skin, fat, viscera and roes in large quantities. Most of these by-products are discarded as waste, without processing them into value added products either for industrial application or for human consumption. In addition, indiscriminate disposal of fish by products is a serious cause of environmental pollution. Marine by-products were reported to be good sources of nutraceuticals and functional food ingredients [24]. In India, as in most tropical developing countries, the concept of by catch is relatively new in management lexicon, and is often the definition of bycatch adopted by developed nations which are characterized by highly mechanized and industrialized fisheries [25]. In our present study the amount of trash fish collected was higher in Vembar landing centre than Thoothukudi fishing harbour and Keezhavaippar landing centre.

Proximate content is an important indicator that determines the quantity of the raw material freshness. This method is used to determine the protein, carbohydrate and lipid of trash fish. The carbohydrate level varies from species to species mainly due to the availability of food and feeding habitat of the species and seasonal distribution. On the other hand, the carbohydrate percentage in trash fishes is very less in composition to the food fishes or commercially important fishes [26]. Thus, differences in biochemical composition among the species may be due to the organic content and composition of the tissues. Studies also showed that the biochemical composition of fish is in constant flux in response to tropic conditions. The amount of organic composition of the species was dependent on the amount to of food that they had received. In general, growth, (i.e. decreases in cell numbers) may occur when food is scarce for longer period of time [27, 28].

In the present study, the carbohydrate content is 5.6 mg/g, 8.26 mg/g and 9.52 mg/g in study area I, II and III respectively. The second major constituent of fishmeal is protein. It is generally present in the range 16 to 18% [29].

In the present investigation, the protein content is 19.372 mg/g, 35.07 mg/g and 32.398 mg/g in study area I, II and III respectively. The protein content of fish varies widely depending on factors such as natural feeding habits and availability of feed, fasting during spawning and migration [29].

The marine animals are richest source of PUFA and HUFAs [29]. It includes oil containing high percentage of PUFA, which are useful for suppressing the plasma cholesterol level. Fish and other marine life are rich sources of a special class of polyunsaturated fatty acids known as the omega-3 or n-3 fatty acids. In our present study, the lipid content is 7.875 mg/g, 5.875 mg/g and 7.125 mg/g in study area I, II and III respectively.

The fatty acid is very much necessary for the cultivable organisms [30]. Some fatty acids are not synthesized in the body but it is very much important. So, the present investigation confirmed the important nutritive value of the trash fishes. These trash fishes can be employed for the production of value-added products.

6. CONCLUSION

Biodiversity, the life sustaining systems of the biosphere has intrinsic value and its components have ecological, social, scientific, educational, cultural and aesthetic values. The low value trash fishes are mainly caught during the operations of non- selective trawl gear in the Indian Ocean and it constitute nearly 10 – 20% trawl catches. Edible bycatches brought to shore fetch a lower price in the domestic market due to fluctuations in the demand, poor quality, low consumer preference and composition between traders. Since, these fishes occupy significant role for ensuring the food security of low and middle income people in the country. Urgent steps are to be initiated for their effective utilization through preparation of value-added products, protein rich fishery products and by – products of non - edible use. Developing and promoting value added products and pharmaceutically important price both in the domestic and export markets. In conclusion the finding of the present study clearly demonstrate that the low commercial value of fishes will be considered as trash and may be used for fish meal. Hence information about trash fish especially their nutritional significance will be needed for their effective utilization to compensate the aquaculture needs.

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PLANT GROWTH PROMOTING RHIZOSPHERIC BACTERIA-ISOLATION AND CHARACTERIZATION

S. Ponn Shiva Shankari and *R. Sri Priya

PG and Research Department of Zoology, St. Mary's College (Autonomous), Thoothukudi – 628001.

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

Plant growth promoting rhizobacteria (PGPR) are free living soil micro organisms that can be found associated with roots in the rhizosphere and cause beneficial effects on plant growth either directly or indirectly. PGPR are used as alternatives to chemical fertilizers to increase crop yield in agriculture. The present study was undertaken to isolate, screen and evaluate selected PGPR from rhizosphere of *Avecina marina.* Out of 10 bacterial isolates, three (S3, S4 and S5) were found to be more efficient in plant growth promoting traits and biocontrol traits. Bacterial isolate S5 showed the maximum PGP traits like N_2 fixation, IAA production, ammonia production, hydrolytic enzyme production, HCN production, and phosphate solubilization activity *in-vitro*. In seed treatment assays with the strains, it was observed that PGPR treated seeds showed enhanced plant growth when compared with controls. Maximum plant growth promoting activity in pot assay was recorded in seeds treated with S5. The present study, therefore suggests that the PGPR isolated have potential for utilization as biofertilizers and biocontrol agens.

Key words: Plant growth promoting bacteria, rhizosphere, rhizobacteria, biocontrol, biofertilizer

INTRODUCTION

Agriculture ensures survival of the human race by production the necessary food. But in the recent years the burden of exploding human population is shouldered by agriculture. Hence developing newer and faster technique in agriculture to cope up with the ever growing population has become mandatory. Soil microorganisms promote material cycling and energy flow on the ecosystem. They play important roles as both producers and decomposers in the ecosystem[1]. In addition, soil microorganisms perform functions such as oxidation, nitrogen fixation, nitrification and ammonification in the soil to promote the decomposition of soil organic matter and nutrient conversion. Soil microorganisms are widely distributed in the plant rhizosphere. The soil layer which is influenced by the plant root is called rhizosphere. In 1904, the German scientist Lorenz Hiltner first proposed the concept of the "rhizosphere" which refers to the soil around the root system. In the rhizosphere, plant root activity alters the physical and chemical properties of the soil, providing a special ecological environment for interaction between plant and soil microorganisms[2,3,4]. Since the concept of the "rhizosphere" was proposed, there has been increasing number of studies on the plant rhizosphere, mainly involving the physiological structure of the root system, rhizosphere soil nutrients, rhizosphere soil enzyme activities and rhizosphere soil microorganisms, as well as the connection between them. .

Rhizospheric bacteria which play an important role in plant growth promotion and termed as PGPRs. The heterogeneous group of bacteria in the rhizosphere, on root surface and in association with roots, include *Azospirillum, Alcaligenes, Acinetobacter, Bacillus, Rhizobium and Serratia*. The plant growth promoting (PGP) effect of the PGPR is mostly explained by the release of metabolites directly stimulating growth. Several mechanisms have been postulated to explain how PGPR benefits the host plants. These include the ability to produce plant growth regulators or phytohormones such as Indole acetic acid (IAA), cytokinins and gibberellins[5], enhancing asymbiotic N_2 fixation[6,7], solubilizing inorganic phosphate and mineralization of organic phosphate and other nutrients[8]. Increasing crop yield through the use of PGPR

as microbial inoculants is now the method of choice by most people because of increased demand for food and sustainable environment. Hence, the focus of this study is to isolate, identify PGPR bacterial isolates and to determine their suitability as plant growth promoting rhizobacteria.

MATERIALS AND METHODS

Collection of sample and isolation of bacteria:

Soil and root samples were collected aseptically in sterile plastic bags from the rhizosphere of mangrove trees (*Avicenia marina)* between Tuticorin thermal power station (TTPS) and Tuticorin fishing harbour. 1 g of rhizospheric soil was taken and dissolved in 100 ml of distilled water, mixed well by vortexing for 15 mins. The sample was serially diluted (10^{-1} to 10^{-6}) and plated on nutrient agar medium and incubated at 37^0C for 24 hours. Single colonies were identified and pure cultures were obtained by quadrant streaking.

Characterization of Isolates:

Colony morphology was observed and recorded. Morphological characteristics of the colony like the colony morphology, size, colour, texture and arrangement were recorded. The isolates were characterized as Gram positive and Gram negative by standard protocol of gram staining.

Endospore Staining

After preparing the bacterial smear and heat fixing, the slide was treated with 0.5% malachite green and kept for 5 minutes. Then the slide was rinsed gently in tap water. Then the counter stain safranin was added and kept for 30 seconds. The slide was washed again allowed to dry and observed under oil immersion objective.

Seed treatment:

Vigna radiata seeds were surface sterilized in 70% ethanol for 2 minutes and 40 % sodium hypochlorite for 10 minutes and rinsed ten times in sterile tap water. Then the seeds were treated with the bacterial suspension at the concentration of 10^{-3}, 10^{-4} and 10^{-5} CFU ml^{-1} for 1 hour under sterile condition. The seeds were sown in autoclaved garden soil and shoot length, root length and plant weight were measured. Seeds treated with broth without inoculums was used as the control.

Tests for plant growth promoting traits:

The isolated bacterial strains were screened for plant growth promoting traits like ammonia production[9], production of Indole Acetic acid[10], nitrogen fixation assay and phosphate solubilization[11] by following the standard protocols as described in the previous works.

Tests for biocontol traits:

The bacterial isolates were screened for biocontrol traits like hydrogen cyanide production, protease production and starch hydrolysis activity by performing the standard protocols in the literature[12].

RESULT

Bacterial Isolation:

Ten bacterial strains were isolated from the rhizospheric soil sample from mangrove plants in the study area mentioned. Pure culture of the 10 isolates were obtained and named as S1, S2, S3, S4, S5, S6, S7, S8, S9, and S10. The pure cultures were stored at 4^0 C for further study. The 10 bacterial isolates were characterized for the colony morphology such as shape, colour, margin, elevation and opacity and also characterized for cellular morphology using light microscope. The results are tabulated in Table 1. Gram staining and endospore staining was done on all the isolates. All the bacterial strains were Gram negative. The strains S1, S4, S6, S7, S9, and S10 were circular. The strain S2 appeared as filamentous, while S-3 rhizoid in shape and S5 and S8 were irregular. All the bacterial strain produced endospores except the strain S2 (Table 2).

Table 1 Morphology of the isolates

Isolates	Colour	Shape	Margin	Elevation	Opacity
S1	Dull white	Circular	Entire	Raised	Opaque
S2	Dull white	Filamentous	Filiform	Raised	Opaque
S3	Yellow	Rhizoid	Lobate	Convex	Opaque
S4	Dull white	Circular	Entire	Raised	Transparent
S5	Dull white	Irregular	Entire	Convex	Opaque
S6	Dull white	Circular	Entire	Convex	Opaque
S7	Dull white	Circular	Undulate	Convex	Opaque
S8	Dull white	Irregular	Entire	Convex	Opaque
S9	Dull white	Circular	Entire	Raised	Opaque
S10	Dull white	Circular	Entire	Convex	Opaque

Table 2 Staining of the bacterial isolates

Isolates code	Gram staining	Endospore staining
S1	Negative	Present
S2	Negative	Absent
S3	Negative	Present
S4	Negative	Present
S5	Negative	Present
S6	Negative	Present
S7	Negative	Present
S8	Negative	Present
S9	Negative	Present
S10	Negative	Present

Analysis of bacterial isolates for their plant growth promoting traits:
The result of bacteria isolates for plant growth promoting traits were tabulated in Table 3. The ten pure bacterial isolates were screened for different PGP traits such as Ammonia production, IAA production, Phosphate solubilization, nitrogen fixation. Ammonia production by microbes is an important aspect of plant growth promoting trait of bacteria. Qualitative analysis of ammonia production was studied. The strains S1, S2, S4, S5, S6, S8 and S9 produced ammonia whereas the strains S3, S7 and S10 showed negative results. IAA production was found to be a common trait in all isolates. All isolates were positive for IAA production. Nitrogen fixing bacteria have the unique ability to grow on Berku's medium. The isolates were streaked on Berku's medium to check its ability to fix nitrogen. Based on the result all strains except S3, S4, S8 grew on Berku's medium which indicates that they have the ability to fix nitrogen. Phosphate solubilization ability of bacteria can be detected by culturing the isolates on potato

dextrose rose Bengal agar. Growth on this medium confirms their phosphate solubilization activity. The strains S3, S4, S5, S6, S8 and S10 grew on the potato dextrose Rose Bengal Agar, which shows that they can solubilize phosphate.

Table 3   Plant growth promoting traits of the isolates

Isolates	Ammonia Production	IAA Production	Nitrogen fixation	Phosphate Solubilization
S1	+	+	-	-
S2	+	++	+	-
S3	-	+++	++	+++
S4	+++	+++	+	++
S5	++	+++	+	+
S6	+	+	+	+
S7	+	+	+	-
S8	-	+	+	++
S9	++	+	-	-
S10	-	++	-	+++

Note; - = no production, + =weak production, ++ = medium production, +++ = high production

Analysis of bacterial isolated for their plant biocontrol properties:
The result of bacterial isolates for their plant biocontrol properties are tabulated in Table 5. 10 bacterial isolates were screened for bacterial biocontrol properties such as lytic enzyme production, HCN production. Hydrogen cyanide production of the bacterial strains indicates its biocontrol activity. The test for HCN production showed that except the strain S4 all other strains showed a positive colour change of the filter paper from deep orange to reddish brown, which indicated that all the strains except S4 are good biocontrol agents. The bacterial strains S1, S2, S3, S5, S6, S7, S8, S9, S10 indicated the production of HCN. In protease test, the strain S2, S3, S5, S6, S9, S10 showed a zone of clearance around the growth area, which indicates positive result. The bacterial strains S1, S4, S7, and S8 did not produce hydrolytic enzyme production. In starch hydrolysis test, the strain S4 and S10 did not show clear zone outside the growth area, which indicated that they do not have the ability to hydrolyze starch. A zone of clearance around the growth of the strains S1, S2, S3, S5, S6, S7, S8, and S9 indicates that they have the ability to hydrolyze starch.

Table 4 Biocontrol properties of the isolates

Isolates	Hydrolytic enzyme production		HCN Production
	Protease Production	Starch Hydrolysis	
S1	-	+++	+++
S2	+	++	++
S3	+++	+	+
S4	-	-	-

S5	+++	++	+++
S6	+	+++	+
S7	-	+++	+
S8	-	+++	-
S9	++	++	+
S10	+	-	+

Note; - = no production, + =weak production, ++ = medium production, +++ = high production

Seed germination Assay:

The application of PGPR strain should promote shoot and root growth. In this study, application of bacterial strain supported higher germination rate and other growth parameters. The shoot (height and weight), and root (height and weight) parameters was compared between the control and treated seeds and are tabulated (Table 5). In all the pots where *Vigna radiata* seeds treated with bacteria were sown, there was a significant increase in growth rate when compared to control untreated seeds. The higher plant growth promoting activity of the strain can be correlated with its higher IAA and phosphate solubilization activity in the biochemical assays.

Table 6 Plant growth activity of the isolates

Isolates	Shoot		Root	
	Length (cm)	Weight (gm)	Length (cm)	Weight in (gm)
Control	1	0.247	2.3	0.027
S3	21.5	0.232	4.6	0.042
S4	23.5	0.381	3.5	0.040
S5	27	0.324	4.1	0.026

DISCUSSION:

PGPR are free living soil bacteria that aggressively colonize the plant roots and when applied to the seeds they enhance the growth and yield of the plants. The use of novel PGP bacteria as biofertilizers, biopesticides and phytostimulator in agricultural sectors to improve crop yield, quality and maintaining the soil fertility is advisable. The exact mechanism by which PGPR stimulate plant growth is not clearly known, although several mechanisms such as production of phytohormones, activation of phosphate solubilization and promotion of the mineral nutrient uptake are usually believed to be involved in plant growth promotion. There are many papers related to the advantages and screening of PGPR from crop plants but few on *Avicenia marina*. In this study, about 10 rhizobacterial strains were isolated from *Avicenia marina* (Mangrove Plant) rhizosphere samples and screened for different plant growth promoting traits and biocontrol properties. Ammonia production is an important characteristic of PGPR, which influence plants growth[13]. In *P.fuscovaginae* and *K.oxytoca* 4.5% of the isolates were able to produce ammonia and enhance plant growth. The presence of ammonia producing PGP bacteria is an indication for ammonification process which takes place in the rhizosphere than non rhizosphere soil. In this study, the bacterial isolates S4, S5 and S9 showed high production of ammonia which attributes to its plant growth promoting activity.

IAA is one of the most important phytohormone and function as important signal molecules in the regulation of plant development[14]. In our study, all the isolates were positive for IAA production. Nitrogen fixing ability is an important criterion for the selection of potential PGPR. In this study, the PGP bacterial colonies S3, S4 and S5 isolated from *Avicenia marina* plant rhizosphere grew well on N-free agar medium, which confirmed their potential for fixing atmospheric nitrogen on such media. Our result was supported by the findings of Naher (2009)[15] who characterized a few N-fixing bacteria by acetylene reduction assay (ARA).

The capability of rhizobacteria to solubilize insoluble phosphate has been of interest to agriculture microbiologist as it can enhance the availability of phosphorous for the plant to improve plant growth and yield[16]. The use of phosphate solubilizing PGPR as inoculants is one of the alternative biotechnological solutions in sustainable agriculture to meet thee phosphate demands of plant. In this study the isolates S3, S4, S5 and S10 isolates were able to solubilize phosphate at higher rates when compared to other isolates. All of the above identified PGP bacterial strains were found to be the most efficient phosphate solubilizers, which have a great role in increasing crops productivity and production without contaminating the environment and affecting human health.

HCN production by rhizobacteria has been postulated to play an important role in the biological control of pathogens[17]. In this study, 80% of the bacterial isolates were positive for HCN production which acts as an inducer of plant resistance. Several factors have been reported to influence the rate of HCN production. Indeed the hydrogen cyanide is a part of powerful antifungal compounds produced by PGPR and involved in pathogens biological control[18]. Hydrolytic enzymes act as agents for prevention of plant diseases by causing lysis of pathogenic microbes in the close vicinity of the plant as they secrete increased level of cell wall lytic enzymes like chitinase, amylase and proteases[19]. In this study, the production of proteases activity in S3 and S5 is high when compared to other bacterial strain of starch hydrolysis. PGPR that synthesize one or more of these lytic enzymes has been found to have biocontrol ability against a range of plant pathogenic fungi and bacteria and enhance crop yield.

In this present study, the isolated bacterial strain S5 was found to be most efficient PGPR which solubilised phosphate, produced IAA, produced ammonia, produced HCN, produced catalase and showed hydrolytic enzymes activity. The strain can be further used as a biofertilizer and a bioconrol agent. Such type of study is necessary as it advocates that use of PGPR as inoculants or biofertilizers is an efficient approach to replace chemical fertilizer.

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MILITARY SYSTEM OF THE EARLY TAMILS

B.Muthu Lakshmi

Department of History, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

Tamilaham as the Tamil country is traditionally known, is situated in the southern most part of India . In the early period the Tamil country was divided into three kingdom, viz, Chola , Pandya and Chera . Tiger was the emblem of the Cholas , Fish was the emblem of Pandyas and Chera had bow as their emblem. The early Tamils maintain relations with the nearby powers, sometimes cordinal and sometime hostile. The political, economic and social factors contributed to the establishment and maintenance of armed forces. The literature of the early Tamils forms a valuable source for the present study. Silappadikaram and Manimekalai are the two Tamil epics. They contain information about the three crowned monarchs and also about religion, society and military affairs of the early Tamils. Magesthanes was the first non-Indian to give information about the Tamils. However to obtain a succinct and clear account about the military system of the early Tamils a variety of sources which are largely archaeological, numismatic, epigraphically and literary are consulted. Apart fom local source, foreign accounts to throw light on the military system of the Tamils.

INTRODUCTION

In the early period the Tamil country was divided into three kingdom, viz, Chola, Pandya and Chera. Tiger was the symbol of the Cholas. Their emblem to indicate to the people that they were as vigorous as the tiger. Madurai was the capital of Pandyas and Fish as their royal emblem. The original Chera country comprised of north comprised of north Tavancore, Cochin, Salem and Coimbatore. Most of their territories were mountains. Cheras had bow as their emblem. Among them Ori of Kollimalai, Pari of Parambumalai, Nalli of Tottimalai, Kari of Mullurmalai, Pittan Korran of Kutiramalai, Pehan of Potinimalai Ay of Potiyilmalai, Tiraiyan of Kanchi and Malaiyaman of Kaval were important.

At the commant of their armies, the Cholas, the Pandyas and the Cheras extended their authority beyond the traditional frontiers.[i] Several factors prevailed upon the Tamil powers to equip and maintain strong armed forces. Thus political, economic, and social factors contributed to the establishment and maintenance of armed forces. Several causes were responsible for the outbreakof wars. Among them the major factors were lust for territory, fame, wealth, and women. Kings like Palyanai Selkelu Kuttuvan, Selvakkadunko Valiyatan, Udayan Cheral Irumporai and Yanaikkan Sey Mantarancheral Irumporai fought battles to extend their territories.

According to the literature they were the ancient tribes in Tamilagam. They believed that it was their duty to obtain virasvarga by dying in the battlefield. Coins are of considerable value for the reconstruction of the history of the early Tamils.

Wars of The Major Powers

Chola, Chera, Pandya, the three major powers of Tamilaham of the early times and the several minor powers Pari, Kari, Ori, Adiyaman , etc.,engaged in frequent wars against one other.

Major wars of the Cholas

The early Cholas Empire reached the Pinnacle of its glory during the regin of Karikala. The Pandyas and Cheras led by Perum Cheralathan organized a coalition against Karikala. Subasequently eleven velir Chieftain joined the alliance. The coalition army of the thirteen rulers marched into the chola country and met Karikal at venni,fifteen miles east of Thanjavur.[ii] The Chola king engraved the tiger standard on the slopes of the Himalayas and returned.[iii]

Major war of Cheras

From the literature it is known that the Cheras waged a serried of wars against the rival powers. By extending their empire, the Cheras very often earned titles of honours. Though palyanain Selkelu Kuttuvan, the brother of Nedum Cheralatan was the first king who undertook wars for extending his territories.[iv] The most powerful king of the Chera line was Senguttuvan whose military exploits have been described by Ilango Adigal, his younger brother , in the Silappadikaram. Attracted by the wealth of that region Senguttuvan marched into the land and occupied Viyalur. The war was asted only for a day but the Chera king captured the nine umbrellas of the princess. In Silappadikaram Ilango Adigal states that Senguttuvan took the statue of his mother for asacred bath in the river Ganges

Pandyas and their Battles

Nedum Cheliyan the Pandya king asended the throne he was young. H ehad an adventurous carrer rightg from thre boyhood, and his military exploits have been narrated in Maduraikkanchi.

One of the verses of Akananuru states that a war was fought at Kudal. The Chera and the Chola kings formed an alliance against the Pandya ruler Cheliyan. The major powers fought wars against each other, against external powers described as Aryans and against the tributaries. During this age marked by fear suspicion, wars depredation the survival depended upon the strength of their armed establishment. In consequence the powers the powers maintained and supported their own military system.

Organisation of The Army

The political structure of the Tamil country in the Sangam age made it inevitable for the *Chera,Chola Pandya* rulers to fight with one other for estabiilishing their superiority over others. It was necessary for them to have military forces trained both in offensive battles. The army was known *as tanai, senai* and *padai*.The early Tamils has the traditional fourfold divisions of army infantry, elephants, cavalry and chariots. In *puranamuru paranar* placed the four divisions in the order of *infantry, cavalry ,elephants* and *chariots*.[v] The epic, *Manimekalai* describes the army in the order ,elephants and chariots cavalry and infandry.There are different views amoung historians about the order of importance of different divisions.

Infantry

In fantry consisted of brave warriors of the marava ommunity. The ideal warrior was one who did not retreat even one step. The warriors wore heroic anklets called virakkalal on which the heroic deeds of the wearer were inscribed. They wore a kind of coat called padam, kuppayam or meimmarai.To protect their feet,they wore sandals.The king and his soliders took server vows known as vanjinam karal onrumolidal.In ancient Tamilaham the foot soliders formed the major fighting force and functioned as the largest wing of the military organization.It was called kalal or kalor.

Elephants

The elephants played a conspicuous role in warfare and formed a formidable section of the army. Tolkappiyar regarded elephant as one the of the king. In the traditional system elephant wing was considered as a vital part of the army. *Puranamuru* says that Vel Ay Andiran's Potiyil hill contained numerous elephants.[vi] The elephant was used in two ways as fighting machine and as a transport agent. The elephants that stood in the midst of the army appeared like a navy in the sea. The failure of elephant crops in the battlefield was considered as failure of the whole army. **Cavalry**

Cavalry functioned as a separate wing of the army. Both the kings and the chieftains owned numerous horses. *Perumpanarruppadi* mentions about the importation of horses. The war horses were decorated with hair plume called ulai and bristled their manes to improve their appearance.Moreover they wore a metal sandal called parivatimpu on their foot and when it pressed the foot on the two side of the nap of the horses, they galloped with extrme speed. The cavalrymen were called puraviyar or kutiraiyar. In the later days the cavalry was commanded by a chief called ivulitalivar.

Chariots

In Tamilaham the use of chariots in the warfield dates from the age of Tolkappiyar. A vehicle of great prestige, it was known in Tamil as ter. Perumpanarruppadi saya that the chariots were drawn by elephants. Akananuru says that the nedunter or long chariot was drawn by four swift horses. The chariot driver, called pahan or valuvan used a stick called kol. In the post Sangam period the chariot corps was commanded by a general called *terttanitalaivar*.[vii] The kings too rode on the chariots, for Purananuru teels that Ilanchet Senni did so. Further thios Chola king according to Purananuru a fleet of beautiful chariots and hence he was called Uravappal ter Ilan Chet Senni.

Navy

Imayavaramban Neduncheralathan won many naval battle. Kadal Pirakottia Senguttuvan the Kadamba pirates of the of the Mysore area in a sea battle. The Ceylonese, the Mahavamsa, give a detailed account of how Karikala Chola invaded Ceylon and took 12000 prisioner of the war.

Fortifications

The early Tamil kings attached great importance to forts for they served as the base for offensive and defensive operations. It was considered as one of the fivehold jewels of a kingdom. Kottai, aran, inchi, ahappa and aruppan are the words found in the ancient literature of the Tamils to denote a fort. The component parts of a port were its wall, gate, most and defensive forests.[viii]

Weapons of War

The powers of early Tamilaham used forts fro offensive as weel as defensive operation.Yet much depended upon the nature of wapons that their armed men employed in wars . Accordingly to the available sources, their arms and have been classified under two heads viz., offensive and defensive. Kalam, padai and padikkalam are the terms found in the literature to denote the weapons in general.

Offensive Weapons

Spear was one of the weapons in commen use. It was considered as the most important offensive weapon. Since spear was the weapon of Lord Muruga on mythological grounds, it was belived that it would bring miraculous victory to the army. The soliders found this weapon easy to handle.[ix] This weapon was called by different names in Tamil vel ekhm and ekhm.

Defensive Arms

Among the defensive weapons, the much used one was the shield generally called kedaham provided with ahandle. It was an ideal protection against arrows. The full armour for the defence of the infantry was called meimmarai.[x] It was also called kavacham. They wore a kind of gloves called Kaikkavacham which protected the forehands of the soliders. The cinch was uses in battlefield to rouse the martial spirit of the soldiers. The weapon were kept in armoury known as padaikalakkottil. The usual terms for the shield in Tamil are tol kiduku and kedaham. The shiled was the most important defensive instrument, which protected the body from the offensive arms. As it was made of strong leather, it was called tol. Different coloured shields white, black and blue were prepared from the leather. The shield were elaborately decorated with mirrors on the inner side. The soliders who wore the leather shield was called tolan. Shield made of wood, called palkai and wrapped with strips of iron was stronger.

Military Camp

The army carried the necessary material for erecting the military camp while marching. The king posted his troops in the camop for their protection. Perumpanarruppadai states that the outer walls of the camps were made of burnt bricks. The ancient Tamils were conscious of the time factor. Even in the camp they set up a water clock called kurunirkkannal to ascertain time.

Mode of war

The battle was known by different terms like poru, muni, natpu and cheru while a battlefield was called kalam, porkkalam or parantalai. Usually fighting took place between soliders and soliders, elephants and elephants, horses and horses and chariots and chariots of rival camps. In the battlefield

elephants were first deployed to create adequate space near the hostile force.[xi] As the horses were noted for their swift movement, they usually broke the battle array of the enemies.

Siege of Forts

In early Tamil literature the mode of siege is described as murrin or murriya. As a first step an advancing army cleared a path towarde the defiant citadel. Generally the siege would start in the morning and come to an end in the evening every day.

Usually elephants were employed to break and open the gate of the fort. Avvaiyar tells that Adiyamam Neduman employed groups of war elephants when he attacked the strongholds of his enemies. In fact all the powers appeared to have employed the elephants for breaking the gates. The military situation is described in Tamil literature as kudumikonda mannumangalam.

After the War

In the course of the gruesome battles the defeated kings used to flee from the battlefield leaving their umbrellas. The invading forces made the flag from the fort one of their targets.As Cheran Senguttuvan won the battle of kongam, the pandyas and the Cholas who fought against him, surrendered with their royal flag to him. It is pointed out that Nedum Cherlatan and Cheran Senguttuvan inscribed their ensigns on the Himalayas was an important event in the history of early Tamilaham.

Celebration of Victory

The victorious power celebrated the victory with dances too. These were two kinds of chariots dance have been noted. Dance performed in front of the chariot after victory was termed as munter kuravai. Who pinter kuravai, another from of dance was organized behind the victorious chariot. Ilango Adigal says, while Cheran Senguttuvan performed the battlefield dfance to the goblins presented the pinter kuravai dance.[xii]

Titles and Rewards

It may be noted that officers and commanders who had won laurels in the battlefield were rewarded with titles. One such rank of distinction was the title enati corresponding to senapati. The sympol of this title was a ring which was offered to the recipient. Kalittogai states that a general who received the enati rank set up a colony called enatipadi.

Conclusion

The major powers were the Cholas and the Pandyas. In addition there were minor powers within the borders of Tamilaham and other powers beyond. Among the three powers the Cheras were the most aggrissive. Through a combination of war and stratedy, the Cholas succeeded in the establishment of a vast empire. The Pandyas on the other hand were mostly on the defensive.

The powers because of the threat of aggression and conflicting ambitions kept their arimies in battle order. The rulers, generals and troops made sacrifices performed rites in their bid to gain the favour of war gods. The epics Manimekalai called upon the rulers to demolish their prisons and erect homes for the ascetics. In their search for peace the inhabitants turned to Jainism and Buddhism in large number. It is generally belived that the Tolkappiyam belonged to the third century B.C., while the Silappadikaram, to the third century A.D. Tolkappiyam very rarely refers to astronomers but the Silappadikaram, repeatedly refers to them. The construction of forts with bricks and mud, the employment of Yavanas in armed establishments, erection of camps for campaigns, consultation of omens and the celebration of victory were amomg the practices that continued from age to age almost unchanged.

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[iv] .J. Alasiar, Military System of the Early Tamils, Nagarcoil, 1996, p.15

[v] .Ibid., p.31.

[vi] .C. Manoranjithamoni, History of Tamilnadu upto , Tirunelveli, 2012, p.85

[vii] .C. Manoranjithamoni, op.cit., p.86.

[viii] .K. Rajayan, History in Theory and Method, Madurai, 1976,p.214.

[ix] .A. Chithambarnar, Chera Varalaru, Kalaham, Madras, 1972, p.142.

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TREASURE TROVE OF ARTS AND CRAFTS IN TAMIL NADU

B. Gloria Mercy

Department of History, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

Heritage crafts constitute one such area which provides a unique space for the pursuit of aesthetic and productive learning in the context of crafts provide a new pedagogic approach to the specialized study of Tamil Nadu's living craft traditions. Handicrafts are, by definition, 'made by hand' using simple energy efficient tools, with minimum environmental impact and a low carbon footprint, using locally available natural raw material. Crafts are produced in a community-friendly manner and are of great artistic and functional value.

Handicrafts are still today a vibrant aspect of Indian culture and society. Crafts have been interwoven with the culture of the people in India from the beginning of human history. Crafts have been an integral part of daily life in villages, towns, courts and religious establishments. The variety of crafts and craft skills available in India and particularly in Tamil Nadu and their continuous development throughout the centuries make India a unique country, unlike any other in the world.

Keywords: Heritage crafts, Crafts traditions, Handicrafts, Community-friendly, Artistic

Introduction

Tamil Nadu has a rich and unique cultural heritage, and has managed to preserve its established traditions throughout history.[1] For centuries arts and crafts have been distinguished for their great aesthetic and functional value. Art is one of the oldest and resilient cultures on earth. It had integrated indigenous and outside influences but kept a unique identity of its own.[2] Most of the crafts have been adapted to serve religious needs-from the bronze, depicting the Gods to simple basketry, where even the designs and weave may have cosmic connotations. The deep, strong roots of religion have provided a binding force and permanence for Tamil culture, ensuring a continuity of tradition and a major role for the arts. Because classical culture has always been strong and religion deep – rooted, the folk crafts became classicized the village terracottas became the great bronzes, the wood carvings became monuments in stone. Thus, it is very difficult to tell an art form apart from a craft.

Aims and Purpose of the Study

The aim of the project is to highlight the "**Treasure Trove of Arts and Crafts in Tamil Nadu"** has been a need to develop a historical perspective of art in context of the world as well as in India and particularly in Tamil Nadu. Art History is a part of studies of arts and is a major area of education from which students learn about their cultural heritage. It is necessary to be aware of the visual tradition in the past and to understand present art production.

Objectives of the Study

The main objectives of the study are as follows: to impart an all-round and holistic education that equips the Indian youth today to face challenges of a global and rapidly changing word, while preserving their own cultural assets, traditions and values, to understand the critical role of the crafts community and its integral relationship to the Indian society, to enable students to explore the linkages between environment, craft traditions and

society, to develop a respect for the diversity of Indian and craft traditions and to uphold the dignity of its practitioners by understanding the difficulties that they face, to introduce Indian culture through the crafts.

Revival of Craft Traditions

Craftsperson plays in the society as a designer, a problem solver, a creator and as an innovator, and seller of craft objects. The craftsperson therefore is not just the maker of an object, and a craft object is not just a beautiful thing —it has been created to serve a particular function to meet a specific need of a client.[3] A craftsperson therefore has a very important set of skills by which he/ she can design, invent, solve problems, create and sell. Every country in the world needs such people who are skilled in creating practical, efficient solutions to everyday problems. The crafts and craftspeople of India and particularly in Tamil Nadu are a deeply integrated part of folk and classical traditions and historical assimilations which together span many millennia.

Specialization of Crafts

In India, particularly in Tamil Nadu, handicrafts form an alternative source of earning an income, providing the backbone of the economy for many communities. The economic factor greatly contributes to the continuation and the alteration of the character and the production of the same craft, i.e., to make it market-friendly. By the time of the Indus Valley Civilization (3000– 1500 BCE), a developed urban culture had emerged that stretched from Afghanistan to Gujarat. Here archaeologists have found votive figures of clay as well as clay seals, beads made of semi-precious stones, garments of cotton and earthenware of all shapes, sizes and design, all of which indicate a sophisticated artisan culture.[4]

Mahatma Gandhi Views on Crafts

Mahatma Gandhiji's ideas about handicrafts were part of this vision.[5] Indians would have to take care to revive and preserve all the village arts and crafts. Among the crafts, which Gandhiji put the greatest emphasis was spinning and weaving.[6] Through the revival of spinning and weaving, people would be able to live better since, they would have another source of livelihood. Individuals and villages would become more self-sufficient.[7] A few months before India became independent, Gandhiji wrote: "*The charkha is the centre of our flag. It is the symbol of unity and the non-violent strength of the millions. The yarn spun by the charkha I consider to be the cementing force which can bind those whom the three colours of the flag represent. That is why I have said that the whole fabric of swaraj hangs on a thread of the handspun yarn and have called the charkha our mightiest weapon.*"[8]

The development of handicrafts would add to the total resources of the individual and the village and thus enable both to be self-sufficient and self-regulating.[9] However, after Gandhiji's death, several of his followers initiated and nurtured Government schemes and programme to protect the welfare of the crafts community in India. The objective of Government schemes was to provide economic and social benefits to the craftsmen of the country and to promote their work in domestic and foreign markets.[10]

In the past, craftsmen would receive recognition from royal patrons. Since 1965, in order to honour craftsmen, the All India Handicrafts Board presents an annual National Awards to Master Craftsmen of Exceptional Skill. Under this scheme, each recipient of the National Award is presented with a plaque, an angavastram (ceremonial shawl) and a cash award by the President of India.[11] On the twenty-fifth anniversary of India's Independence (1972), the Handicrafts Board also presented Special Awards to selected crafts persons throughout the country for their outstanding craftsmanship and imagination. A scheme to provide pensions to crafts persons in indigent circumstances was also initiated. This is the first step towards providing some form of social security to the crafts community.[12]

Textiles

India, the home of cotton, was a major textile centre from very early times.[13] The discovery of several spindles and a piece of cotton stuck to a silver vase revealed that the art of spinning and weaving of cotton was perhaps known to the Harappans. References to silk artifacts can be found in ancient Buddhist literature. During the Sangam age, silk and cotton weaving reached a high degree of perfection. The Sangam writers tell us that spinning was the part – time occupation of woman, a tradition that continues till today. The Porunarrupadai refers to silk cloth. The Silappadikaaram abounds in references to textiles.

Trade

The importance of the textile trade can be gauged from the fact that the Chola capital Uraiyur, the Chera capital Karur and the Pandya capital Madurai were situated in the vicinity of cotton-growing areas. Later visitors have made several references to the textiles of Tamil Nadu. Chau-ju-kua, a Chinese traveler of the 13th century, says that the Cholas, especially the princes, wore only cotton clothing, as that was the prevailing custom. The 16th century Portuguese traveler Fernao Nuniz[14] mentions the quilted cotton tunics of the Chola soldiers, while another traveler observes that the people in Pandya country wore a short cotton skirt (probably the folded *dhoti* or *veshti,*the lower garment), and a cloth of gold and silk over their heads.

Weaving

Weavers were generally held in high esteem as with all other crafts in India, weaving and dyeing are hereditary occupations. Interestingly, many weavers in Tamil Nadu are of Telugu origin. The important weaving communities include the Sengundam Mudaliar, Pattunoolkaras, some Komatis, Kaikolar, Seniyar, Saliyar, Devangar, etc. Kanchipuram has since practically became synonymous with silk weaving and the silk saree of Tamil Nadu is often referred to as a Kanchi silk. In the 18th century there was a booming *kalamkari* [15] (pen painting) trade between India and Europe. In 1734, Monsieur de Beaulieu, a French naval officer, wrote a detailed account of the *kalam* work and the dyeing process as practiced in Pondicherry. The Karupoor saree, which evolved under the patronage of the Maratha rulers, has a unique place among textiles. Textiles came to be associated with social and ritualistic events from very early times. Sacred images are clothed and the texts, whether on palm leaves or on paper, are tied in bright textile pieces.[16] The textiles of Tamil Nadu are among the richest in the country.

Bronze Sculptures and Metal Ornamentation

The most famous of India and Tamil Nadu's art forms is probably its bronzes. Over the centuries, they have reached aesthetic heights which place them among the greatest achievements of Indian art.[17] "Indus valley" or "Harappa" civilization had a much larger spread and apparently was well advanced. Among the surviving works of art of this civilization, the most beautiful perhaps is a miniature bronze girl with thin, stick - like limbs who holds a bowl against her thigh. Of all the sculptural pieces the best preserved is a seven-inch high head and soulder of a man: the face wearing a short beard and a closely cut moustache and the body draped in a shawl passing round the left shoulder and under the right arm, suggesting the image of a priest. This statue and other bearded heads found at Mohenjo-Daro. Among the objects found at the Indus sites are numerous small square steatite seals with carved designs along with pictographic scripts.

In South India, metal icons, especially of bronze, are extremely popular. Tamil Nadu is one of the famous bronze producing regions where the artisans or *sthapathis* produce stylistic images conforming to Pallava, Chola, Pandya and Nayak periods. Apart from the

classical bronzes, Tamil Nadu also has a separate substratum of folk bronzes, particularly from Thanjavur and Salem.

Metalware

Both the literature and the metal excavated by archaeologists establish the fact that the art of bronze casting has been continuously practiced for more than five millennia. The metal smith is known for various methods of metal working and has created forms with vision, conception and sensitivity of a sculptor.[18] Brassware from Tamil Nadu comprises of decorated traditional lamps, used in religious functions.[19] The objects serve both religious and secular needs, as in the case of lamps, incense burners, utensils, nutcrackers and storage jars and boxes. Metalware is as old as the megaliths of Tamil Nadu, and perhaps even older. This long tradition has maintained the old combination of strength and beauty. The pragmatism of the Tamilian has always emphasized the utilitarian aspect but, within these parameters, the metal craftsman creates exciting nutcrackers, elegant utensils and fascinating toys.[20]

Stone Carving Sculptures

After the great megaliths of Tamil Nadu, there is a period of total darkness in stone sculpture and architecture. Emerging in the sixth century AD is the rule of the Pallavas, with the rock-cut caves of Mamallapuram, its stone *rathas* (chariots) and stone shore temples, and the structural stone temples of Kanchipuram. Of all these, the greatest is "The Descent of the Ganga", a monolithic fresco of carvings, depicting the vivacity of life beside the discipline of Arjuna's penance. The style of the Pallava sculpture shows kinship with that of the Chalukyas of Aihole, Badami, and Pattadakkal, The early Pandyas drew inspiration from the Pallavas. Their contribution was in the varied sculptural[21] and iconographic forms, some of which were introduced to Tamil Nadu for the first time. But the greatest stone temples and carvings appeared in the Chola period. The massive Brihadeeshvara temple at Thanjavur, with its profusion of carvings the gentler, more elegant temple at Gangaikondacholapuram, the Airavatheshavara temple at Darasuram and the Kampahareshvara temple at Thribhuvanam are a few examples of what the Chola craftsman could achieve.

Jewellery

Tamil Nadu is renowned for the pinnacle of excellence reached in the beauty and elegance of stone - set jewellery. The origin of the use of jewellery goes back to the very dawn of civilization, when primitive man and woman, taking a cue from the flora and fauna around them, decorated themselves with reeds, flowers, feathers, and beads carved of out wood, stone and bone. Shells, berries, wings of butterflies and beetles were all used with the advance of civilization, the material changed to copper ivory, agate and semi-precious stones, and later to silver, gold and precious stones.[22] Many crafts "such as shell working, ceramics, and agate and glazed steatite bead making" were used in the making of necklaces, bangles, and other ornaments from all phases of Harappan sites and some of these crafts are still practiced in the subcontinent today.[23] Jewellery was crafted not just for humans but also for the Gods, ceremonial elephants and horses.[24] The love of ornaments can be traced to our tribal heritage, as evidenced by the flower, bird and fish motifs which are predominant to this day. In Tamil Nadu, for example, flowers encrusted with stones dominate jewellery designs. Ancient Tamil literature abounds in references to jewellery.

Ornaments

Gold worn on the body, especially when bathing, was believed to have medicinal properties.[25] Only kings and icons in temples were permitted to wear gold anklets. Starting with jewellery worn on the head, the elaborate *thalaisaamaan* is a bridal decoration. On the back of the head is worn the *naagar,* a five-headed snake in gold or a *raakkodi* (or raakkadi), a circular piece, stone-encrusted with a swan in the centre. When a *jadanaagam* (literally

meaning hair-serpent) is worn, the *raakkodi* is followed by a stone-set crescent moon. Then commences the actual *jadanaagam*, the most elaborate jewel found anywhere in India for hair decoration. Jewellery is literally worn from the cradle.

Jewellery in Tamil Nadu has always had closed settings, with stones deeply embedded in gold. Tribes such as the Todas, Badagas and Kotas of the Nilgiris wear silver and other metal jewellery. The items include bracelets, earrings and necklaces. Unlike many other parts of India, elaborate jewellery is still worn in Tamil Nadu. However, it is hoped that the innate grace of the people, their love of beauty, elegance and refinement will prevail, and will not be lost in the maelstrom of modernization. [26]

Terracottas

The word Terracotta stands for figurines of clay usually baked or burnt clay. A continuous stream of terracotta figurines through all the different ages is seen in India and particularly in Tamil Nadu. They have their peculiar local characteristics. The history of Terracotta figurines in India extends over a period of 3000 years. At Harappa, Mohenjo-Daro and other chalcolothic sites, Terracotta have been found in large number. Terracotta figurines discovered in the Indus valley are in human forms -both male and female and in the form of animals.[27]

Guarding the entrance to every village in Tamil Nadu is an enormous terracotta horse, the horse of Ayyanaar, the watchman of the village and the commander of the demon hosts. It is Ayyanaar who protects the village from the evil of drought, disease, enemies. The terracotta traditional figures of deities on ceremonial and auspicious occasions bring out the religious nature of their pottery. Terracotta sculpture was also commonly used in architectural edifices. The Buddhist viharas of Pala period and some mosques of the Mughal period are beautiful examples of the use of terracotta in architecture.[28] Thus terracottas possess a unique position as representative of the life cycle itself.[29]

Woodcrafts and Musical Instruments

The finest wood carving in Tamil Nadu is associated with its temples. Occasionally, beautiful woodcraft is found in the elaborately carved wooden arches, doorways and guardian (*dvaarapaala*) panels at the entrance of the temples. The most visual evidence is the early stone monolithic *rathas* of the Pallavas of the seventh century in Mamallapuram, which systematically imitate in stone the wooden[30] origins of their temple prototypes, including their carved beam endings and arched ceilings. Early temple icons were also traditionally in wood. The early sixth century text, *Brihath Samhitha* by Varahamihira, known in Tamil Nadu describes all the attributes of wood and speaks of its sanctity, outlining the many types of indigenous trees and how one identifies auspicious trees, what wood is to be used in carving icons and in house building, and what ceremonies are to be performed in the process of using this wood.

Musical Instruments - Percussion Instruments

The Tamils classify their instruments not only according to their types but also according to the different occasions on which they are used. The *naadaswaram* is an essential part of the marriage ceremony and the *kombu* is associated with religious festivities. Percussion instruments are sometimes used to make announcements, just as the tomtoms in Africa are used to pass on messages from one village to another. They announce the auspicious procession of village deities, as well as funeral processions of certain castes. In the past, general proclamations made by the king were announced to the beat of drums a practice known as *thandora*.

Silappadikaaram mentions the *yaazh* an ancient Tamil instrument. The flute, known as the *Kuzhal* in Tamil, is a wind instrument associated with lord Krishna. The general term

given for this is *Vangiyam*. The *Vangiyavaadyams* made of bamboo, sandalwood, bronze, *sengaali* and *karungaali* (types of wood). The *Naadaswaram* is another wind instrument, made of *aachamaram,* a species of wood. Ancient Tamil Nadu appears to have specialized in drums. A large number of kettle drums, double-headed drums, earthenware drums, single - headed drums, tambourines, tabors and tapering drums are listed in Tamil literary works.

Panchamukhavaadyam

The *Panchamukhavaadyam* or the five-faced percussion instrument is unique. As its name implies, it is made up of five small drum-like structures welded on to a similar but larger sized structure, highly decorated with engravings of the *yaali* and floral patterns, with a narrow bottom made of brass and copper.

Basketry and Fibre Craft

The villages of Tamil Nadu are dotted with palm trees coconut, date and palmyra - and over the centuries the palm has become a major source of raw material for basketry and related products. Bamboo, cane, grasses, fibres and reeds are also used in the making of baskets, thatch, ropes, mats and many other things, since these are the cheapest and most easily available natural materials.

Basketry and Mat Weaving

Basketry and Mat Weaving is one of the very oldest of man's creations done by joining grass with grass and interlacing leaves, with the minimum of tools. The grass mat was used for religious purposes like sitting down to pray, meditate or offer worship. Bamboo, cane, jute, reeds, grasses and palm leaves are used as raw material for basketry and mats. The grass is used to create lovely dolls, toys and caskets. Tamil Nadu is famed for its kora grass mats. Like basketry Mat - Weaving is a very ancient craft and is carried on through Tamil Nadu. Regarded as the common mans bed, mats of exquisite design and quality are made from various types of grass, seeds and leaves, including those of the screw pine and the date and coconut palm.

Paintings

Paintings as an art form has flourished in India from very early periods as is evident from literary sources and also from the remnants that have been discovered. Numerous paintings or isolated paintings framed drawings and long scroll of paintings, representing a complete legend. In another book Vishnudharmottara, the section Chitrasutra describes the basic tenets of Paintings. The Vinayapitaka (3-4 century BC) describes, the existence or painted figures in many royal buildings.[31]

Thousands of years later, paintings appear on the seals of the Harappa Civilization. The Indus valley people were very fond of painting. Different kinds of figures and designs were drawn on earthen wares and utensils. The Indus valley people had achieved a great skill in drawing the figures of men, animals and various other objects of nature.[32] In the paintings of the later period, men are depicted as riding on cattle and elephants, battle scenes, royal processions, men riding garrisoned horses, etc. The Pallavas also left behind excellent examples of paintings in temples. The Cholas promoted both paintings and sculptures.[33]

Folk Toys

India has a glorious tradition in toys. The excavations from Harappa and Mohenjo-Daro have thrown up a magnificent profusion of clay toys. A large variety of materials are used for the manufacture of toys and dolls. Red wood, cow dung, papier-mache, paper and clay are some of them. Clay toys are made in almost all the states in folk style.[34] Clay craft is probably the earliest of man's creations. Clay pottery is an ancient art form in India and particularly in Tamil Nadu.[35] Almost every region of India is renowned for its distinctive tradition of toys. Some are closely connected with seasonal religious festivals.[36]

Conclusion

The crafts sector provides livelihood to a large number of people and makes an enormous contribution to India's export and foreign exchange earnings. It is estimated that today, there are over 12 million artisans and crafts persons working in the crafts sector. Recognizing the importance of the crafts sector, the Government enhance opportunities for employment and income from crafts sustain craft as an economic activity by enhancing its market, both domestic and international preserve the traditional beauty and skills of crafts and make them once again an integral part of daily life. Crafts development should be a means to promote cultural wisdom and family values. When encouraging and promoting crafts, attempt should be made to improve the working environment of craftspeople and to find new, innovative ways to protect natural resources, farm renewable resources like trees and bamboo, reduce pollution, and the exploitation of nature. Crafts that follow sustainable practice, that are organic and that do not exploit human beings should be clearly marked and labelled so that the growing conscientious market is well served by the crafts industry.

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SOCIO – RELIGIOUS REFORM MOVEMENTS IN INDIA

A. Maria Beula

Department of History, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract

After the completion of sixty five years of our existence as a Sovereign, socialist, democratic republic, it is appropriate to look back at the track that we have traversed, take note of our successes and failures in different spheres of our national life, consolidate the gains and correct the mistakes, and march ahead towards a better future. The enthusiasm of social reform wanted considerably with the progress of political Movement. But the spread of natural course of evolution and education increased the tempo of demand for Socio – religious reforms and widened its horizons. The role played by freedom fighters, social and religious reformist as well as organisations and associations are equally important in this regard.

Therefore, in this paper I would like to deal with the inter – relationship of freedom movements and socio – religious reforms and how struggle for freedom helped in attaining the very needed objectives of social reforms with the help of analyzing various freedom fighters, social reformers, social reform movements as well as associations and organizations working towards the socio – religious upliftment in the society.

Key words: Social Reform, Socio – Religious reforms, Sovereign, Democratic, Political Struggle, Education.

Introduction

The Socio-Religious awakening movement which took place in India during the British rule were the expression of the rising national consciousness and spread of the liberal ideas of the west among the Indians. The Socio-Religious Reform Movement aimed at a revision of the medieval social structure and religious outlook on the principle of individual liberty and human equality. In the social sphere there were movement of caste reform, a campaign against child marriage and a ban on widow remarriage, equal rights for women, a crusade against social inequalities. In the religious sphere, there sprang up a movement which combated religious superstitious and attacked idolatry, Polytheism, bloody sacrifice, rituals etc. The new wave of western rationalism brought about the destruction of old customs that were prevalent in the society and religion, while the age of illumination was inaugurated in Europe with a temporary negation of religion, In case of India, such an epoch was started by Raja Ram Mohan Roy, following the traditional method of revitalizing decaying society through a new religion, by founding Brahmo dharma, based on the age old principle of Unity underlying the Vedantic monism. According to Sri Aurobindo, "The renaissance in India is as inevitable as the rising of tomorrow's Sun and the renaissance of a great nation of three hundred million with so peculiar a temperament, such unique traditions and ideas of life, so powerful an intelligence and so great a mass of potential energies cannot but be one of the most formidable phenomena of modern world.[i]

The conquest of India by the British during the 18th and 19th century exposed some serious weaknesses and drawbacks of Indian social institutions. The response, indeed, was varied but the need to reform social and religious life was a commonly shared conviction. It also brought in completely new sets of ideas and social world. The exposure to post-Enlightenment rationalism that came to signify modernity brought a change in the outlook of a selected group of Indians. The introduction of western education and ideas had the far reaching impact on the Indian society. Through the glasses of utility, reason, justice, and

progress, a selected group of individuals began to explore the nature of their own society. There was a gradual emergence of public opinion. The debates between the Orientalists, scholars of Eastern societies like India on one side, and the Utilitarians, Liberals and Missionaries on the other also enabled the penetration of ideas, atleast amongst the upper section of society. The resultant cultural change led to introspection about Indian traditions, institution, and culture. The socio intellectual revolution that took place in the nineteenth century in the fields of philosophy, literature, science, politics and social reforms is often known as Indian Renaissance. An important part of this Renaissance was reforming Hinduism from within on the basis of Post Enlightenment rationalism.

Brahmo Samaj

In 1814 he founded the Atmiya sabha and fourteen years later in 1828 he founded the Brahmo Samaj on 20th August 1828.[ii] While founding Brahmo Samaj, Raja Ram Mohan Roy made it clear that his idea was to establish mono religious worship of the Supreme Being worship of the heart and not of the hand a sacrifice of the self and not of the possessions of the self. The new society preached the principles of one Supreme Being and brotherhood of man. It believed in respect to all religious and scriptures and encouraged thebelieves of different religions to come together.

The study of different religions left a deep impact on the Raja and he developed a very liberal outlook. He was convinced that the decline of the Hindu religion was due to neglect of Shastras and the then existing religion was much inferior to the ancient religion practiced by the Rishis. He argued that the society could not advance unless the religious evils were removed.[iii]

Services of Brahmo Samaj to the Society

It was mainly due to these efforts that social evils like sati, polygamy, child-marriage and widow-remarriages could be curbed. It may be noted that Raja Ram Mohan Ray was great admirer of the western humanism and united to give a position of pride to it in his scheme.

He was the arch which spanned the gulf between ancient caste and modern humanity, between superstition and science, between despotism and democracy, between immobile custom and conservative progress, between a bewildering polytheism and a pure it vague theism.[iv]

Earlier Ram Mohan Roy and his admirers and followers used to attend prayers in the church of Christian sect disciple of Ram Mohan Roy wondered why they should not have a prayer hall of their own building, so he opened a prayer hall and called "Brahmo Samaj".

There is only god none equals him he was no end. He is present in all living beings this was the faith of the Brahma`s this was the message of Mohan Roy. The Brahmo Samaj did not recognize differences of caste, creed, race and nationality.[v]

Young Bengal Movement

A radical trend arose among the Bengali intellectuals during the late 1820's. This trend was modern than even Ram Mohan Roy's and is known as the young movement. This movement was largely initiated by an Anglo-Indian teacher of the Hindu college, Henry Vivian Derozio (1808-31). A free thinker and a rationalist, he helped to promote a radical and critical outlook among his students who questioned all authority, loved liberty and worshipped truth. His followers known as the Derozians attacked old and decadent Customs, tradition, and began to question the whole fabric of Hindu society and religion. They were staunch rationalists and measured everything with the yard stick of reason S.N. Benerjee described them "as the pioneer of the modern civilisation". They were passionate advocates of women's right and demanded education for them. Though they did not succeed in creating a movement, yet carried forward.[vi]

The Derozians, however, failed to have a long-term impact. Derozio was removed from the Hindu college in 1831 because of his radicalism. The main reason for their limited success was the prevailing social conditions at that time, which was no support from any other social group or classes the Derozians lacked any real link with the masses; for instance, they failed to take up the peasant's cause. But, despite their limitations, the Derozians carried forward Ram Mohan Roy's tradition of public education on social economic and political questions, For instance they demanded induction of Indians in higher grades of services. Protection of riots from oppressive zamindars, batter treatment to Indian labour abroad in British colonies, revision of the company's charter, freedom of press and trial by jury. Later Surendranath Banerje was describe the Derozians as "the pioneers of the Civilisation".[vii]

Prathana Samaj

Prathana Samaj or "Prayer Society" in Sanskrit was a movement for religious and social reform in Bombay, India, based on earlier reform movement. Prarthana Samaj was founded by the Dadoba pandurang and his brother Atmaram Pandurang in 1863 when Keshub Chandra Sen visited Maharashtra, with an aim to make people believe in one God and worship only one God. It became popular after Mahadev Govind Ranade joined. The main reformers were the intellectuals who advocated reforms of the social system of the Hindus. It was spread to southern India by noted Telugu reformer and writer, Kandukuri Veeresalingam.

The movement was started as a movement for religious and social reform in Maharashtra and can be seen much morealike Brahmo Samaj. The precursor of the Prarthana Samaj in Mumbai was the Paramahamsa Sabha, a secret society for the furtherance of liberal ideas by Ram Balkrishna Jaykar and others in Mumbai. It was secret in order to avoid the wrath of the powerful and orthodox elements.

By comparison with the parallel Brahmo Samaj of Bengal, and the ideals of rationalor theisticbelief and social reform, the Prarthana Samaj were followers of the great religious tradition of the MarathiSant Mat like Namdevand Tukaram. The Brahmo Samaj founders examined many world religions, including ancient Vedic texts, which subsequently were not accepted to be infallible or divine. Although the adherents of Prarthana Samaj were devoted theists, they also did not regard the Vedas as divine or infallible. They drew their nourishment from the Hindu scriptures and used the hymns of the old Marathi "poet-saints" in their prayers. Their ideas trace back to the devotional poems of the Vitthalas as part of the Vaishnavabhaktidevotional movements of the thirteenth century in southern Maharashtra. The Marathi poets had inspired a movement of resistance to the Mughals. But, beyond religious concerns, the primary focus of the Prarthana Samaj was on social and cultural reform.[viii]

Arya Samaj

The Arya Samaj was founded by Swami Dayanandin 1875. He rejected the Western ideas and sought to revive the ancient religion of the Aryans. He gave a call for 'back to the Vedas' and create a classless society. He argued that the evils like idol worship and superstitious beliefs in Hindu religion had crept in due to the Hindu scriptures like Puranas, which were the works of the lesser men. He decried casteism and untouchability on the ground that they were not sanctioned by the Vedas. He pleaded for a high status for women in the society and made a strong plea for widow remarriage.[ix]

Swami Dayanand expounded his ideas in Satyartha Prakash or True Exposition. According to him "God is the primary cause of all true knowledge" and "the Vedas are the book of knowledge." He argued that "in matters of religion and in the domain of spirit the Western mind has not reached either the depths or the heights commanded by the ancient Indian sages." Lala Lajpat Rai observed about the Arya Samaj that it was "a Vedas Church and as such a Hindu organisation" which "engages in the work of reclaiming

those who have left Hindu society, and it converts everyone who is prepared to accept its religious teachings. In his work it comes into direct conflict with the proselvitising work of Mussalman Mullah and the Christian missionary the Mussalman fanatic and the Chritian zealot hate it, but even the sober-minded Moulvis and the broad-minded Christians do not like it. Yet it has met with considerable success in reclaiming Hindu to other faiths, and in stemming the tide of conversion of Hindu to other faiths. But its greatest success lies in raising the social status of the depressed classes among the Hindus and preventing them from leaving Hinduism and joining other religious denominations.

Theosophical Society

The Theosophical society was founded by Madame Blavatsky and Col Olcott, in 1875 in United States. It shifted it's headquarters to India, Mrs. Annie Besant an Irish women, who had settled down in popularising it's teachings' society wanted the Indians to get rid of social evils.

The main principles of Theosophical society were as follows:-

- Attainment of the knowledge of god through spiritual ecstasy.
- Study of ancient religion, philosophy.
- Science which found in every part of the word.
- Faith in the theory karma.
- Brotherhood of humanity without distinction if race,Creed,sex, caste or colour.

Annie Besant was a free thinker and a radical political agitator. She exhorted educated Indians to renounce the hybrid and sterile ideas of Anglicised Indianism.[x]

Founders Settled in India

The two Founders were utterly determined to carry on the Movement. Late in 1878 they left New York for Bombay via England, and after their arrival in India great activity took place. They established the Headquarters of the Society in Bombay and their house was crowded with visitors. The Press gave them much notice, and the Colonel lectured in Bombay and elsewhere to overflowing audiences.

In 1879 Madame Blavatsky and Colonel Olcott went on a tour in the North of India, and were warmly welcomed everywhere. In Allahabad they stayed with Mr and Mrs Sinnett, both of whom joined the Society. Mr Sinnett was editor of The Pioneer, then India's foremost paper, and he had willingly offered to publish any interesting facts about their work. Finding their correspondence becoming too heavy, they determined to found The Theosophist, the first issue appearing on 1 October 1879. In November a meeting was held to celebrate the Society's Fourth Anniversary, at which three hundred guests were present. During the year H.P. Blavatsky began to outline a book which was advertised as '*The Secret Doctrine, a new version of Isis Unveiled*'.

The society accepts the Hindu beliefs in reincarnationtion, Karma and draws inspiration from the philosophy of the Upanishands and Samkhya, Yoga and Vedanta school of thought. It aims to work for universal Brotherhood of Humanity without distinction of race,creed,sex,caste or colour. The society also seeks to investigate the unexplained laws of nature and the powers latent in man. The Theosophical Movement came to be allied with Hindu Renaissance.[xi]

Ramakrishna Mission

On 1 May, 1897 at Calcutta, Vivekananda founded the "Ramakrishna Math"- the organ for propagating religion and "Ramakrishna Mission"- organ for social service. This was the beginning of an organized socio- religious movement to help the masses through educational,cultural, medical and relief work. The ideals of the Ramakrishna Mission are based on Karma Yoga. Two monasteries were founded by him, one at Belur, near Calcutta,which became the Headquarters of Ramakrishna Math and Mission

and the other at Mayavati on the Himalayas, near Almora called the Advaita Ashrama and later a third monastery was established at Madras.

He later visit Punjab, in Pakistan with the mission establishing harmony between the Arya samaj which stood for reinterpreted Hinduism and the Sanatanaists who stood for orthodox Hinduism. At Rawalpindi, he suggested methods for rooting out antagonism between Arya samajists and Muslims. His visit to Lahore is memorable for his famous speeches and his inspiring association Tirtha Ram Goswami, then a brilliant professor of Mathamatics, who later graced monastiocism as Swami Rama Tirtha and preached Vedanta in India and America.He also visited other places, including Delhi and Khetri and returned to Calcutta and January 1896. He spend the next few months consolidating the work of the Math and training the disciples . During this period he composed the famous arati song, Khandana BhavaBandhana during the event of consecration of Ramakrishna" s temble at a devotees" house. [xii]

Conclusion

Socio – Religious Reform Movement are linked with different ideas including presence of Colonial government, Economic and Social backwardness of society, influence of modern western ideas, rise of intellectual awakening in the middle class and poor position of women in society. British rule in India acted as a catalyst to deep seated social changes. Western culture also influenced the Indian Life and thought in several ways. The most important result of the impact of western culture was the replacement of blind faith in current traditions, beliefs, and conventions by a spirit of rationalism. The major social problems which came in the purview of the reforms movements were emancipation of women in which sati, infanticide, child marriage and widow re-marriage were taken up, casteism and untouchability, education for bringing about enlightenment in society. In the religious sphere main issues were idolatry, polytheism, religious superstitions, and exploitation by priest.

Important characteristics of Social Reform Movement included leadership by wide emerging Intellectual middle class. Reform movement started in different parts of India in different period but having considerable similarities. They were link with one region or one caste. It was clear to them that without religious reformation, there cannot be any social reformation. Two Intellectual criteria of social reform movement included-

- Rationality
- Religious Universalism

In terms of their limitations, it can be said that these movements were not able to reach vast masses of peasantry and urban poor and there were inadequate focus on composite culture and heritage of masses including music, art, architecture and literature, and science and technological achievement. Each of these reform movements was confined, by and large, to a region or other and also was confined to a particular caste and religion.

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Malala – The Happiest Girl In The World

A. Selva Suganthi
Department of History, St. Mary's College (Autonomous), Thoothukudi – 628001.
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

Pakistani teenage rights activist and Nobel Peace Prize winner Malala Yousafzai's journey to the Nobel Prize has not been easy. She grew up in a dangerous region of Pakistan called the Swat Valley. This area was taken over by a terrorist group called the Taliban in 2007. The Taliban ruled the region with an iron fist. They created many restrictive new laws. They were harsh to women, not allowing them to go shopping, have jobs, or go to school. Malala began speaking out publicly for every girl's right to an education.

Malala survived being shot by terrorists for speaking out for girls' right to be educated in her native country. She is being recognized today for her global activism on education for girls. Winning this award is a tremendous honor, especially for such a young person. Previous recipients of the Peace Prize have included Martin Luther King Jr., Mother Teresa, Nelson Mandela, President Barack Obama and Woodrow Wilson, and Theodore Roosevelt.

The Taliban's Activities against the women education and Malala's struggle to get their rights with an international support. The struggle which is done by a Muslim women in Majority Muslim country because of the unfairness controlled by men in the society.

While the aspects of struggles which are done by Malala divided into two; 1. Malala's struggle in getting education and 2. Malala's struggle for Muslim women's access to public's space.

KEYWORDS: Struggle, Unfairness

INTRODUCTION

Malala Yousafzai is among the most famous teenagers of the world. Malala is a very young, she has gone on to attain the zeniths that few are fortunate to scale at such a young age. Generally, common women are scared of the goons and loafers on the roads and suffer their uncivilized behavior thinking that they are destined to suffer. This happens only because they are women and tried to change their way of life; however, there are girls like Malala in the world who have stood before the most terrible and horrendous terrorist organization like Taliban. She is well known for her work and efforts that led to her being shot by the extremist group of Taliban in 2012. She stood for herself and other girls in the valley and for their right to education. She did not has any animosity with the extremist group, all she wanted was that she should be allowed to go to school and study. Nothing, it means literally nothing should come over between her and her studies. But unlike others, her life was never meant to be simple. She was shot and was riding between a swing that was between her life and death. But the prayers and destiny had other plans.[1]

This was no courageous act to criticize and write, sitting in other parts of the world, against the Taliban and its barbaric rules; rather it requires grit, fortitude, determination, firmness all the qualities that we might have when we choose to not only speak against it, but also face it in its own backyard; it could be possible only for a girl like Malala, that too at an age when other girls of her age scarce know what the world is about and hoe it is run. She struggled for the right to education not only for herself but for several other innocent lives; and she continues to struggle for it even now.

It was too early for any child in any country, have received such an honour as much as 16 – 17 years old Malala Yousafzai. She was awarded the 2014 Nobel Peace Prize. In addition to her International reputation. She had been also awarded several prestigious awards.

Malala now resides in the fancy world too; in poetry and stories. There is no denying the fact that she bears her name on every golden wall of our modern civilization; she is the new off shoot for struggle against immobility.[2]

EARLY LIFE

Malala Yousafzai was born on 12th July 1997 in Mingora at Swat district of North-Western Pakistan. Malala was born to Ziauddin Yousafzai and Tor Pekai Yousafzai. The birth of a girl was not considered good news in the village in which she was born, but even then she was the cynosure of her parent's eyes. The name 'Malala' was given by her father who fell in love with the child the moment he saw her, he even asked his family and friends to throw dry fruits in her cradle, something which was usually done at the time of birth of boys.[3] Her grandfather was not too happy with her father calling her Malalai, as he said that the name Malala meant **"Grief – Stricken".[4]**

When Malala Yousafzai was a baby, her father used to sing a song. The song was written by the famous Urdu poet, Rahmat Shah Sayel of Peshawar which were in the praise of Malalai of Maiwand. She used to get inspired from the stories that her father told anyone who used to come to their home about the young female.

Pashtuns keep nicknames of their children and so had Malala. She was called **'Pisho'** by her mother since she was a baby, but some of her cousins used to call her **'Lachi'**, which meant 'cardamom' in Pashto. Her father, who did not have very sharp features, was called as **'Khaista Dada'**, which meant beautiful.

Malala has two younger brothers; their names are Khushal and Atal. Malala grandfather's name was Rahul Amin Yousafzai. He was an orator. Malala was educated in large part by her father, Ziauddin Yousafzai. She played cricket and hide – seek. She had picnics in the summer and built snowmen in the winter. She shared secrets with her best friend, Moniba, and fought with her two younger brothers.

She was not an ordinary Pashtun girl. In Pakistan, boys and girls were not considered equal. Older girls were not supposed to leave their house unless they had a male relative with them.[5]

Education was not considered important for girls in Pakistan. Many girls stopped going to school by age ten, if they were able to go at all. And many girls and women including Malala's own mother did not know how to read. But Malala's father believed that education should be for everyone including girls. Malala loved school. Every year, the children competed to get the prize for being the top student. Malala usually won.[6] Malala started speaking about education rights in 2008 when she was just 11 years old. After the Taliban began attacking girl's schools in Swat.[7]

ATTEMPT ON LIFE

The Swat Valley

Swat is a district as well as a charming valley located in the North West Frontier Province (NWFP) in Pakistan. It is about 160 kilometers from Islamabad. The Capital of this provinces is Saidu Sharif; however, Mingora remains the most important town. Looking at the scenic beauty of this valley, it is also known as the Switzerland of Pakistan.

Swat is often compared with the Kashmir valley as far as its beauty is concerned. Spread over about 4,000 square miles, this valley is inhabited by about a 12 lakhs people. Surrounded By snowcapped Mountains and lush green plains lies the lifeline of Swat valley, the Swat river.

In the Swat valley have a lush green landscape and a beautiful valley with big mountains all over. The swat is a heavenly kingdom of Mountains, beautiful waterfalls and lakes whose water is as clear as crystal. The time someone enters the valley, there is a signboard that says, 'Welcome to Paradise'.

The Mingora is surrounded by the Hindu Kush Mountains, where the locals go to school ibex (wild goats) and golden cockerels. Malala's home was a one storeyed house of proper concrete.[8]

The Taliban

The Taliban are a group of fundamentalist Sunni Muslim militants living today mostly near the border between Afghanistan and Pakistan. The word Taliban means "students" in Pashto, a name used because many of the original members studied in Pakistani religious schools called madrassas.

Various Taliban groups have been in existence in Pakistan since around 2002.Most of these Taliban factions have joined an umbrella organization called **Tehrik-i-Taliban Pakistan** (TTP). Although the Pakistani Taliban is distinct from Afghan Taliban, they have a similar outlook towards women. The Pakistani Taliban has killed women accusing them of un-Islamic behavior and has forcibly married girls after publicly flogging them for illicit relations. Pakistan women were forced to wear the burqa at all times in public, because, according to one Taliban spokesman, **"the face of a women is a source of corruption"** for men not related to them.[9]

Women were not allowed to be educated after the age of eight, and until then were permitted only to study the Quran.[10]

From the age of eight, females were not allowed to be in direct contact with males other than a close "blood relative", husband, or in-law.

Other Restrictions

❖ Women should not appear in the streets without a blood relative or without wearing a burqa

❖ Women should not wear high-heeled shoes as no man should hear a woman's footsteps lest it excite him

❖ Women must not speak loudly in public as no stranger should hear a women's voice

❖ All ground and first floor residential windows should be painted over or screened to prevent women being visible from the street

❖ Photographing or filming of women was banned as was displaying pictures of females in newspapers, books, shops or the home

❖ The modification of any place names that included the word "women". For example, "women's garden" was renamed "spring garden".

❖ Women were forbidden to appear on the balconies of their apartments or house.

❖ Ban on women's presence on radio, television or at public gatherings of any kind.

❖ Women were forbidden to ride in a taxi without a mahram.

❖ Segregated bus services introduced to prevent males and females traveling on the same bus.[11]

The Three Bullets

The day when Malala was shot on 9th October, 2012, was a regular day but something was unusual about that day. It was the day of her Pakistan studies Examinations. After the examinations was over the girls came out of the examination hall.[12]

The bus used to ply on that route twice during the school time. It would arrived and wait for the girls at the gate. The girls would cover their faces from the scarves and would run to board the first. Malala used to cover only her head from scarf, not her whole face. Malala was attacked.

The Doctors assured Malala's family that they had done a Computed Tomography (CT) scan which shows that the bullet has not damaged her brain's vital area, so she would recover soon.[13]

Her eyes were fluttering, and the Colonel stitched the wound above her left brow where the bullet had entered, but was surprised when he would not find any bullet in the scan.

Within minutes the unconscious bodies of all the girls were inside the Intensive Care Unit (ICU) ward. At that time Malala was lying in coma in the lap of Moniba, and all the other girls were crying badly. Some were silently praying for the life of Malala.

Malala's family had been given a rented apartment in the middle of Birmingham town. Malala, who now lives in Britain, hopes to one day return to Pakistan and enter Politics.

And the day came when, after her recovery, she went to school in Britain for the first time. It was 21 March 2013 she was registered in the Edgbaston High School in Birmingham. Malala said out on her new voyage of life with pink school back on her shoulders and a black scarf on her head. She termed the first day at school as **"the most important day of her life"**.[14]

MALALA MEMOIR

The Story of the Girl Who Stood Up for educational and was Shot by the Taliban, co-written with British journalist Christina Lamb, was published in October 2013 by Little, Brown and Company in the U.S and by Weidedfeld & Nicolson in the U.K. A reviewer for the Guardian called the book "fearless" and stated that "the haters and conspiracy theorists would do well to read this book". Entertainment Weekly gave the book a "B⁺", writing that Malala's bravely eager voice can seem a little thin here, in 'I Am Malala', likely thanks to her co-writer, but her powerful message remains undiluted. This book is being translated into Kannada, Tamil, Malayalam and Marathi.[15]

AWARDS and HONOURS

International Children's Peace Prize (nominee), 2011

The Hague, September 6th 2013 The International Children's Peace Prize 2013 was presented to 16-year old Malala to Yousafzai. The champion of the right to education for girls came to the Netherlands especially for this occasion, at the invitation of the Dutch children's right organization Kids Rights.[16]

It was the ninth time that the Children's Peace Prize, an initiative of Kids Rights, was awarded to a child who had shown special dedication to children's rights. An independent Expert Committee were unanimous in their choice of Malala as the winner of the Children's Peace Prize 2013.

National Youth Peace Prize, 2011

The National Malala Peace Prize is a Pakistani peace prize for those under 18 years old. It was originally named the National Youth Peace Prize and awarded to Malala on 19 December 2011 by Prime Minister Yousaf Raza Gillani for her services towards promoting girl's education in her hometown of Mingora in the swat valley. The prize was subsequently renamed the National Malala Peace Prize in Malala's honour.[17]

2013 Clinton Global Citizen Awards from Clinton Foundation

In recognition of her courage and advocacy, Malala was honored with the National Peace Prize in Pakistan in 2011 and nominated for the International Children's Peace Prize in the same year.[18]

MALALA FUND

The United Nations Special Coordinator (UNESCO) Malala Fund for Girls' Right to Education was established at UNESCO in 2012 following the brutal assassination attempt against Malala Yousafzai.

The Malala Fund was launched with an initial major contribution of US$10 million from the Islamic Republic of Pakistan. Since 2014, the Cheil Jedang (CJ) Group is the major contributor to the

Fund. In 2017, CJ Group contributed US$3,50,000; this represents 97% of all investments to the Fund during this period.

The Fund recognizes the transformative power of education in creating values and practices that respect and promote human rights, social inclusion, gender equality and peace. Thorough targeted and strategic investments in girls' and women's education and the elimination of gender inequalities in education, the Funds is helping countries to achieve equal, inclusive and just societies and to advance the transformative development agenda outlined in the Sustainable Development Goals.

Today, Malala Fund has invested more than $17 million in programmatic grants and works in seven countries – Afghanistan, Brazil, India, Lebanon, Nigeria, Pakistan and Turkey.

Objectives

The UNESCO Malala Fund for Girls' Right to Education aims to:

❖ Expand access to education for girls and women, especially those hardest to reach and affected by conflict and disaster;

❖ Improve the quality and relevance of education, ensuring that education content and teaching practices, learning process and environments are gender -sensitive;

❖ Strengthen policy and capacity to ensure safe learning environments.[19]

Malala was started foundation. Malala is Glamour's 2013 Women of the year Fund honoree. The Money raised goes to the project she is most passionate about, The Malala FUND, which aims to help children all over the world get the education that is their birthright. The fund recently made its first grant, supporting the educations of 40 girls in the Swat Valley- an achievement that thrills Malala, who wants to expand to other regions and countries.[20]

NOBEL PEACE PRIZE – 2014

In the year of 10 December 2014 Malala shared her Nobel Peace Prize Award with Kailash Satyarthi, a child human rights activist based in India. This award was given in the place of Oslo in Norway. Her name was included in the list of one hundred most influential people of the world. About two million children of the world proposed her name for the Nobel Prize with their signatures. As a result, the Norwegian Nobel Committee, on 5 December 2014, announced that Malala would be conferred with the Nobel Peace along with India's child rights activist Kailash Satyarthi.[21]

Nobel Prize – winning education activist Malala Yousafzai has announced that she will donate the $ 50,000 (£ 31,000) prize money she received for winning the World's Children's Prize to the reconstruction of UN schools bombard by Israel in the recent Gaza conflict. Because without education, there will never be peace.[22]

CONCLUSION

"If you give an education to a girl, that's how you're changing her life and that's how you're also changing the world". Malala carry in her veins the blood of the same Pashtun tribe the people of which never compromise with their freedom. It is very troublesome to think that the entire generation is going to be enslaved. We cannot think of an entire generation deprived of education, basic rights, to be cast in unfathomable dark, in a generation where women would have no rights. It would be better to die than live in such a condition.

Today, the Taliban can once again kill Malala but the warrior girl says: "They can shoot my body, but it is beyond their power to shoot down my dreams. They can kill Malala, but they cannot kill my goals. My goal is to light the flame of education, which could enlighten the world. Today, people encourage me on the Twitter, they motivate me for my goal. I have much to do yet, and I will keep

working for that. My real award will be to get every child his right to education. I will struggle to get that award and work hard for this purpose."

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MALALA YOUSAFZAI

Malala at the Hospital	Malala Yousafzai receive Noble Peace Prize

IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR

N.G. Priya Dharshini, *Mary Judith Reene Fernando
PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT:
The aim of the study is to know about the impact of social media on consumer buying behaviour. Nowadays social media plays an important role in every person's life. A sampling of 125 respondents was surveyed in Thoothukudi. Social media sites provides quick access to the friends, relatives and trusted people through web and also permits the customer to view and access to their post and comments in an easier way. This technique helps the consumer to know about the product information shared and posted by others in social media and also this can be viewed in offline also. In any way the most important part of any organization is Consumer. Without consumer there is no value of any firm or business organization. It is the duty of business organization whether online or offline to build the relationship with consumers. More buyers are now on social media networks than ever before. Consumers are looking for reviews and recommendations. Therefore, it's essential to have a prominent online presence on various social media platforms. The latest trend in marketing is the introduction of the social media. Social media has the power to influence potential customers from the start until the stage of a purchase and beyond as well. The study has found that many consumers feel that that the main benefit from using online purchase is that it is less consuming and they change their attitude towards a product/service after reading positive comments.
Keywords: social media, purchase, online, consumers

INTRODUCTION

Social media is termed as the collection of online communication of various inputs which may be community-based or individual, interactions, intercommunications, contents sharing, websites and many more among different users. Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. There is also a range of social media management tools that help businesses to get the most out of the social media platforms listed above. Social media permits the users to post comments, give reviews about product and services, put status for the product or service which includes likes and dislikes, tweet about the products. When a customer is satisfied with the product, he might recommend the product to different users of social media by passing the message with the help of various available social media tools. In earlier days, consumer digest was used to put the reviews about the products, but nowadays social media is slowly taking the position for placing the product reviews, ranking and recommendations. The modern consumer's decision process is much more dynamic. It starts with the initial consideration set, same as in the traditional model, initiated by the need recognition. It is followed by information gathering and active evaluation of the alternatives. Social media and the Internet technologies have allowed an average consumer today to have access to information about the products and services on a global scale. This means that, for example, the evaluation of different brands of shampoo is not limited to the shampoos offered on the same shelf from a supermarket. Today, consumers can type in their online search engine the exact type of product they are looking for, and very quickly

make their decision based on their price-sensitivity, quality, price-value ratio of the product, user reviews, etc.

STATEMENT OF PROBLEM

Thoothukudi is a developing city of Tamil Nadu. There are a big retail stores and many other different shops in this district, and nowadays many changes are taking place. Not only young generation but old age consumers, working women, homemakers women those who are working in various organization like Banks, Private organizations and many more industries have show their interest in social media. Studies show that many consumers are shifting from traditional way to modern way of purchasing the goods and services too. So, social media and various networking sites are developing day by day and consumers are attracting towards them. Many students, housewives and working class people are changing their mind from traditional way to modern way. It is now really true that social media is doing the job of marketing which helps in changing the mind and thinking of many and varied consumers. This study will state how the social media is influencing consumers in their buying behavior.

REVIEW OF LITERATURE

Bikhchandani et al., (1998): In his study stated whether or not shoppers shall purchase a product and whether or not they suggest product to others. These are normally used as parameters for purchase intention. The study additionally reveals the result of knowledge cascades on social media by different product attributes is unconditional with different involvement strengths by shoppers. It concludes that the shoppers try to show totally different levels of involvement in different situations whenever they face brand buying and recommending to others.

Ramsundar et al., (2011): In his study stated that shoppers" decisions are influenced heavily by on-line brands." Opinion of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to Internet to get more data for their buying decision.

Achille et al., (2008): This study indicates that due to reviews and recommendations posted in various social media sites by the online buyers, the number of online buyers has increased to forty percent in the past two years. As an impact of social media, through online forty one percent of consumers purchased books, thirty six percent of consumers purchased clothes and shoes, twenty four percent of consumers purchased video games and DVDs, twenty four percent of consumers purchased airline tickets and twenty three percent of the consumers purchased equipment.

OBJECTIVES

- To know about the consumers demographical situation.
- To study about various social media platforms that influence consumer buying behavior.
- To understand consumers knowledge about purchasing goods through social media.
- To know about consumer preference for buying through social media.
- To examine the limitations and problem of buying through social media.

CONSTRUCTION OF TOOLS

Based on discussion a questionnaire was prepared. Then it was pretested and necessary changes were incorporated. 125 copies of questionnaire were taken and distributed among the respondents. A copy of questionnaire is appended.

SAMPLING DESIGN

The data collected are original in nature. Convenience sampling method was adopted and 125 respondents were using social media from various parts of Thoothukudi was selected on a random basis. The questionnaire was distributed to collect the primary data.

PREFERENCE IN METHOD OF SHOPPING

METHOD	NO. OF RESPONDENTS	PERCENTAGE
Online shopping	19	15.2%
Traditional shopping	14	11.2%
Both	92	73.6%
TOTAL	**125**	**100%**

Source: Primary data

Inference: The above table indicates that 73.60% prefer both online and offline shopping method while 15.20% of the respondents prefer online shopping.

Thus, around 3/4th majority of respondents prefer both online and traditional shopping method.

SHOPPING APP USED BY RESPONDENTS

APPS	NO. OF RESPONDENTS	PERCENTAGE
Amazon	83	66.4%
Flipkart	13	10.4%
Myntra	9	7.2%
Instagram	14	11.2%
Snapdeal	1	0.8%
Others(ajio,nykaa)	5	4%
TOTAL	**125**	**100%**

Source: Primary data

Inference: The above table reveals that 66.4% of the respondents use "Amazon" for shopping, 10.4% uses Flipkart, 7.20% use Myntra while 4% use other apps not listed in the table.

Thus, it is found that 2/3rd majority of respondents are familiar with Amazon app and use it for their online shopping.

RESPONSE FOR "DO YOU THINK SOCIAL MEDIA HAS AFFECTED YOUR BUYING BEHAVIOUR?"

RESPONSES	NO. OF RESPON-DENTS	PERCENTAGE
Yes	51	40.8%
No	46	36.8%
Maybe	28	22.4%
TOTAL	**125**	**100%**

Source: Primary data

Inference: The above table indicates that 40.8% of respondents feel that their buying behavior has been affected by using social media while 36.8% of the people did not accept that social media influences their buying behaviour, while 22.40% sense that social media might affect their buying behaviour and they are not sure about it.

Thus, a major proportion (40.80%) of respondents has agreed that social media had an influence on their buying behaviour.

INCOME AFFECTING BUYING BEHAVIOUR

INCOME AFFECT BUYING BEHAVIOR	NO. OF RESPONDENTS	PERCENTAGE
Yes	54	43.2%
No	45	36%
Maybe	26	20.8%
TOTAL	**125**	**100%**

Source: Primary data

Inference: From the above table it is inferred that 43.20% of respondents have said that their buying behaviour is having an effect on income, 36% say that it doesn't affect their income while that rest of 20.8% say that their buying behaviour may have an effect on their income.

Thus, a major proportion of respondents feel that their buying behaviour has affected their income.

MOST ATTRACTIVE MEDIA

MEDIA	NO. OF RESPONDENTS	PERCENTAGE
TV	22	17.6%
Social media	99	79.2%
Magazines	4	3.2%
Radio	0	0%
TOTAL	**125**	**100%**

Source: Primary data

Inference: The above table reveals that 17.6% of the respondents consider TV as the most attractive media, 79.2% say it is social media, while 3.2% are for magazines.

Thus, a good majority (79.2%) of respondents are attracted to social media.

RESPONSES REGARDING CHANGE IN ATTITUDE TOWARDS A PRODUCT/SERVICE AFTER READING POSITIVE COMMENTS/REVIEW

RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
Yes	62	49.6%
No	15	12%
Maybe	48	38.4%
TOTAL	**125**	**100%**

Source: Primary data

Inference: The table indicates that 49.6% of the respondents change their attitude towards a product/service after reading positive comments/reviews, 12% say they do not change their attitude, while 38.40% of respondents may or may not change their attitude towards product/service after reading positive comments/reviews.

Thus, around half the majority of respondents (49.6%) change their attitude towards a product/service after reading positive comments.

FINDINGS

The following are the findings of the study:

- ➢ The study shows that 73.6% of the respondents prefer doing both online and traditional shopping method.
- ➢ It is found that 2/3rd majority of respondents are familiar with Amazon app and use it for their online shopping.
- ➢ A major proportion (40.80%) of respondents has agreed that social media had an influence on their buying behaviour.
- ➢ A major proportion of respondents feel that their buying behaviour has affected their income.
- ➢ A good majority (79.2%) of respondents are attracted to social media.
- ➢ Around half the majority of respondents (49.6%) change their attitude towards a product/service after reading positive comments.

SUGGESTIONS

The following are the suggestions made:

- ➢ Future study could focus on a specific social networking site and the gathering of data through their members.
- ➢ An emerging strategic focus should be made on the use of user-generated content, content that is created by consumers in response to specific brands or brand requests and influences the perceptions of other consumers.
- ➢ Firms could use discounts or incentives to have consumers recommend their product via social media.
- ➢ Social media users are likely to purchase after reading positive reviews. Thus, creating positive WOM on social media will enhance sales.

CONCLUSION

In the fast growing technological world internet is taking over human lives. People nowadays prefer doing things by just relaxing at home. Social media plays a vital role in everyone's lives. The social media is influencing the consumers buying behavior in all sorts of manner. The online shopping method is slowly taking over the traditional shopping method. Social media like Facebook, Instragram, Twitter have influenced the consumers decision making process in what products to purchase and if the need for the product is there or not. Among many social websites Facebook is always to be there in the heart of these people and till date remain number one. Social sites are the great platform for Indian citizens. It can be concluded that technological advancement has given rise to present society which has great network of social media marketing sites. Interest few decades ago it taken days to reach and do communication with any of consumer but now the situation has changed a lot. Social media marketing has changed however shoppers and sellers communicate. A study report highlighted that consumers who are influenced by social media are 4 times more likely to spend more on purchases. Moreover, the influence can be so high that 29% of consumers are more likely to make a purchase on the same day of using social media.

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A COMPARATIVE STUDY BETWEEN ONLINE AND OFFLINE SHOPPING IN THOOTHUKUDI

R. Kausalya, *P. Banumathi

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT:

The aim of the study is to know about the impact of social media on consumer buying behaviour. Nowadays social media plays an important role in every person's life. A sampling of 125 respondents was surveyed in Thoothukudi. Social media sites provides quick access to the friends, relatives and trusted people through web and also permits the customer to view and access to their post and comments in an easier way. This technique helps the consumer to know about the product information shared and posted by others in social media and also this can be viewed in offline also. In any way the most important part of any organization is Consumer. Without consumer there is no value of any firm or business organization. It is the duty of business organization whether online or offline to build the relationship with consumers. More buyers are now on social media networks than ever before. Consumers are looking for reviews and recommendations. Therefore, it's essential to have a prominent online presence on various social media platforms. The latest trend in marketing is the introduction of the social media. Social media has the power to influence potential customers from the start until the stage of a purchase and beyond as well. The study has found that many consumers feel that that the main benefit from using online purchase is that it is less consuming and they change their attitude towards a product/service after reading positive comments.

Keywords: social media, purchase, online, consumers

INTRODUCTION

Social media is termed as the collection of online communication of various inputs which may be community-based or individual, interactions, intercommunications, contents sharing, websites and many more among different users. Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. There is also a range of social media management tools that help businesses to get the most out of the social media platforms listed above. Social media permits the users to post comments, give reviews about product and services, put status for the product or service which includes likes and dislikes, tweet about the products. When a customer is satisfied with the product, he might recommend the product to different users of social media by passing the message with the help of various available social media tools. In earlier days, consumer digest was used to put the reviews about the products, but nowadays social media is slowly taking the position for placing the product reviews, ranking and recommendations. The modern consumer's decision process is much more dynamic. It starts with the initial consideration set, same as in the traditional model, initiated by the need recognition. It is followed by information gathering and active evaluation of the alternatives. Social media and the Internet technologies have allowed an average consumer today to have access to information about the products and services on a global scale. This means that, for example, the evaluation of different brands of

shampoo is not limited to the shampoos offered on the same shelf from a supermarket. Today, consumers can type in their online search engine the exact type of product they are looking for, and very quickly make their decision based on their price-sensitivity, quality, price-value ratio of the product, user reviews, etc.

STATEMENT OF PROBLEM

Thoothukudi is a developing city of Tamil Nadu. There are a big retail stores and many other different shops in this district, and nowadays many changes are taking place. Not only young generation but old age consumers, working women, homemakers women those who are working in various organization like Banks, Private organizations and many more industries have show their interest in social media. Studies show that many consumers are shifting from traditional way to modern way of purchasing the goods and services too. So, social media and various networking sites are developing day by day and consumers are attracting towards them. Many students, housewives and working class people are changing their mind from traditional way to modern way. It is now really true that social media is doing the job of marketing which helps in changing the mind and thinking of many and varied consumers. This study will state how the social media is influencing consumers in their buying behavior.

REVIEW OF LITERATURE

Bikhchandani et al., (1998): In his study stated whether or not shoppers shall purchase a product and whether or not they suggest product to others. These are normally used as parameters for purchase intention. The study additionally reveals the result of knowledge cascades on social media by different product attributes is unconditional with different involvement strengths by shoppers. It concludes that the shoppers try to show totally different levels of involvement in different situations whenever they face brand buying and recommending to others.

Ramsundar et al., (2011): In his study stated that shoppers" decisions are influenced heavily by on-line brands." Opinion of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to Internet to get more data for their buying decision.

Achille et al., (2008): This study indicates that due to reviews and recommendations posted in various social media sites by the online buyers, the number of online buyers has increased to forty percent in the past two years. As an impact of social media, through online forty one percent of consumers purchased books, thirty six percent of consumers purchased clothes and shoes, twenty four p ercent of consumers purchased video games and DVDs, twenty four percent of consumers purchased airline tickets and twenty three percent of the consumers purchased equipment.

OBJECTIVES

- To know about the consumers demographical situation.
- To study about various social media platforms that influence consumer buying behavior.
- To understand consumers knowledge about purchasing goods through social media.
- To know about consumer preference for buying through social media.
- To examine the limitations and problem of buying throug
- h social media.

CONSTRUCTION OF TOOLS

Based on discussion a questionnaire was prepared. Then it was pretested and necessary changes were incorporated. 125 copies of questionnaire were taken and distributed among the respondents. A copy of questionnaire is appended.

SAMPLING DESIGN

The data collected are original in nature. Convenience sampling method was adopted and 125 respondents were using social media from various parts of Thoothukudi was selected on a random basis. The questionnaire was distributed to collect the primary data.

PREFERENCE IN METHOD OF SHOPPING

METHOD	NO. OF RESPONDENTS	PERCENTAGE
Online shopping	19	15.2%
Traditional shopping	14	11.2%
Both	92	73.6%
TOTAL	**125**	**100%**

Source: Primary data

Inference: The above table indicates that 73.60% prefer both online and offline shopping method while 15.20% of the respondents prefer online shopping.

Thus, around 3/4th majority of respondents prefer both online and traditional shopping method.

SHOPPING APP USED BY RESPONDENTS

APPS	NO. OF RESPONDENTS	PERCENTAGE
Amazon	83	66.4%
Flipkart	13	10.4%
Myntra	9	7.2%
Instagram	14	11.2%
Snapdeal	1	0.8%
Others(ajio,nykaa)	5	4%
TOTAL	**125**	**100%**

Source: Primary data

Inference: The above table reveals that 66.4% of the respondents use "Amazon" for shopping, 10.4% uses Flipkart, 7.20% use Myntra while 4% use other apps not listed in the table.

Thus, it is found that 2/3rd majority of respondents are familiar with Amazon app and use it for their online shopping.

RESPONSE FOR "DO YOU THINK SOCIAL MEDIA HAS AFFECTED YOUR BUYING BEHAVIOUR?"

RESPONSES	NO. OF RESPON-DENTS	PERCENTAGE
Yes	51	40.8%
No	46	36.8%
Maybe	28	22.4%
TOTAL	**125**	**100%**

Source: Primary data

Inference: The above table indicates that 40.8% of respondents feel that their buying behavior has been affected by using social media while 36.8% of the people did not accept that social media influences their buying behaviour, while 22.40% sense that social media might affect their buying behaviour and they are not sure about it.

Thus, a major proportion (40.80%) of respondents has agreed that social media had an influence on their buying behaviour.

INCOME AFFECTING BUYING BEHAVIOUR

INCOME AFFECT BUYING BEHAVIOR	NO. OF RESPONDENTS	PERCENTAGE
Yes	54	43.2%
No	45	36%
Maybe	26	20.8%
TOTAL	**125**	**100%**

Source: Primary data

Inference: From the above table it is inferred that 43.20% of respondents have said that their buying behaviour is having an effect on income, 36% say that it doesn't affect their income while that rest of 20.8% say that their buying behaviour may have an effect on their income.

Thus, a major proportion of respondents feel that their buying behaviour has affected their income.

MOST ATTRACTIVE MEDIA

MEDIA	NO. OF RESPONDENTS	PERCENTAGE
TV	22	17.6%
Social media	99	79.2%
Magazines	4	3.2%
Radio	0	0%
TOTAL	**125**	**100%**

Source: Primary data

Inference: The above table reveals that 17.6% of the respondents consider TV as the most attractive media, 79.2% say it is social media, while 3.2% are for magazines.

Thus, a good majority (79.2%) of respondents are attracted to social media.

RESPONSES REGARDING CHANGE IN ATTITUDE TOWARDS A PRODUCT/SERVICE AFTER READING POSITIVE COMMENTS/REVIEW

RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
Yes	62	49.6%
No	15	12%
Maybe	48	38.4%
TOTAL	**125**	**100%**

Source: Primary data

Inference: The table indicates that 49.6% of the respondents change their attitude towards a product/service after reading positive comments/reviews, 12% say they do not change their attitude, while 38.40% of respondents may or may not change their attitude towards product/service after reading positive comments/reviews.

Thus, around half the majority of respondents (49.6%) change their attitude towards a product/service after reading positive comments.

FINDINGS

The following are the findings of the study:

➢ The study shows that 73.6% of the respondents prefer doing both online and traditional shopping method.

➢ It is found that 2/3rd majority of respondents are familiar with Amazon app and use it for their online shopping.

➢ A major proportion (40.80%) of respondents has agreed that social media had an influence on their buying behaviour.

➢ A major proportion of respondents feel that their buying behaviour has affected their income.

➢ A good majority (79.2%) of respondents are attracted to social media.

➢ Around half the majority of respondents (49.6%) change their attitude towards a product/service after reading positive comments.

SUGGESTIONS

The following are the suggestions made:

➢ Future study could focus on a specific social networking site and the gathering of data through their members.

➢ An emerging strategic focus should be made on the use of user-generated content, content that is created by consumers in response to specific brands or brand requests and influences the perceptions of other consumers.

➢ Firms could use discounts or incentives to have consumers recommend their product via social media.

➢ Social media users are likely to purchase after reading positive reviews. Thus, creating positive WOM on social media will enhance sales.

CONCLUSION

In the fast growing technological world internet is taking over human lives. People nowadays prefer doing things by just relaxing at home. Social media plays a vital role in everyone's lives. The social media is influencing the consumers buying behavior in all sorts of manner. The online shopping method is slowly taking over the traditional shopping method. Social media like Facebook, Instragram, Twitter have influenced the consumers decision making process in what products to purchase and if the need for the product is there or not. Among many social websites Facebook is always to be there in the heart of these people and till date remain number one. Social sites are the great platform for Indian citizens. It can be concluded that technological advancement has given rise to present society which has great network of social media marketing sites. Interest few decades ago it taken days to reach and do communication with any of consumer but now the situation has changed a lot. Social media marketing has changed however shoppers and sellers communicate. A study report highlighted that consumers who are influenced by social media are 4 times more likely to spend more on purchases. Moreover, the influence can be so high that 29% of consumers are more likely to make a purchase on the same day of using social media.

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A STUDY ON CUSTOMERS' PURCHASING BEHAVIOUR TOWARDS DOMS PRODUCT IN THOOTHUKUDI

M.Arokia Anitha, * Fernando Alexandria

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

The aim of this study is to explore the customers' purchasing behaviour towards Doms product in Thoothukudi. Doms place an important role in the life of school children and others. A convenience sampling of 80 respondents were surveyed at Thoothukudi. Doms provide various stationery products such as pencil, eraser, pen, plastic scale, note books, wax crayons, mathematical instrument, artist grade, colour pencil, white chalk, chalk holder, oil pastel, water colour, tempera colour, permanent marker, glitter glue, white board marker, star glitter etc., In the study it is found that customers' have positive attitude towards doms products but necessary initiative should be taken to satisfy the customers.

KEY WORDS: Customers' purchasing behaviour and Doms products

INTRODUCTION

CUSTOMER BEHAVIOUR

Behaviour is the way we react to do things and consumer behaviour is a mental and physical activity undertaken to satisfy their need and desire. Consumer behaviour or the buyer behaviour is referred to the behaviour that is displayed by the individual while they are buying, consuming or disposing products or service. It basically involves mental search for a product, evaluation of product, purchase and consumption of product and post purchase behaviour. It helps to understand how the buying decision is made by consumer and how they look for a product and service.

CUSTOMER PREFERENCE

The term customer preference refers to the set of assumptions related to ordering some alternatives based on the degree of happiness, satisfaction, gratification, enjoyment, or utility they provide. Preference towards a product may relate to certain characteristics and that may relate to high quality, good service and to make the customer to satisfy with the product. The study of consumer preferences involves the ranking of goods and services according to how much benefit they afford. Alternatively, one could interpret the term customer preference to mean the judgment in the sense of liking or disliking a product.

DOMS PRODUCT

Doms is an Indian brand of student stationery products. Doms was launched in 1974. DOMS stands for Dynamic Organisation Manufacturing stationery. Doms industries private limited is a non-government company, incorporated on 24 oct, 2006. It is a private unlisted company and is classified as 'company limited by shares'. A pioneer in stationery manufacturing, DOMS Industries Private Limited, was founded in 1975 with a commitment to operational excellence and providing superior value to its customers and trade partners, as its founding principles.

Robust Growth was the vision of our founding fathers, two truly insightful individuals, Late Shri Rasikbhai Raveshia and Late Shri Mansukhlal Rajani, to transform R. R. Industries from a pencil manufacturer to a leading stationery brand by expanding its operational capacity and strengthening its distribution network. In alignment with their vision, they launched their flagship brand, "DOMS" in 2006, which endorsed momentous growth in its market share since then. This was followed by a pragmatic

collaboration with the global stationeries leader, Fabbrica Italiana Lapis ed Affini S.p.A (F.I.L.A.), Italy, in 2012, which further augmented R. R Group's presence across the globe. Later, we acquired Pioneer Stationery Private Limited, expanding their exist ing product range to include paper stationery products for school, office, and professional artist use.

STATEMENT OF PROBLEM

Research in consumer behavior shows that we have a consumer driven society where the ultimate motive of business products and service is to satisfy consumer expectations which makes them happy and to remain loyal to the brand. Today's world is changing rapidly either economically, technologically or politically due to the globalization. It has become difficult for any type of company to sustain in the market, face the challenge, fulfil the needs and wants of the customer and at the same time increase the market share.

REVIEW OF LITERATURE

CARROLLTON, TEXAS (PRWEB) (2015) the education and stationery product business consolidated its position as the leading player in the Indian stationery market driven by its brands – the student community and "paper kraft" for office and executive requirements.

Dr. PONDURI , Mrs. V.SAILAJA (2016) they found that the differentiation factors for success was due many factors like existing brand image, price, quality, availability, product varients an variety. It can be concluded that product have very goods brand equity compared to other existing players in the industry because of the familiar brand with other segments of product.

THANGAMANI. S, AND ARTHI. E, (2018) The study was undertaken to find out the customer satisfaction level towards stationery product. Many management thinkers consider marketing to be the most critical function of a business. In a business organization, the marketing division generates the revenues essential for the survival and growth of the firm, the finance department like R&D, production and manufacturing use them to create products and services. But the real challenge to marketers lies in generating those revenues profitability, by satisfying customers in a socially responsible manner. The key to generated high customer loyalty is delivering of high customer value. Today there are number of brands of products available in the market which differ in price, preference, quality etc.., but customers prefer to purchase their brands due to various reasons. The attitude of customers may change their preference of the choice of the product that may influence because of various factors like price, appearance, performance etc.., so the manufacturers may give more attention to the customer preference which may host the possession of the company in the market. The present study reveals that majority of the respondents preferred to buy product for preference, so the company should maintain it and increase the more number of customers.

OBJECTIVES
1. To study about the quality of Doms product
2. To study about the customer satisfaction towards Doms product
3. To study the preference of Doms product
4. To study the usage level of Doms product
5. To find out the purpose of using Doms product

CONSTRUCTION OF TOOLS

Based on the discussions with the guide questionnaire was prepared and then it was pretested and necessary changes were incorporated. The questionnaires were circulated through google forms among the respondents. A copy of questionnaire is appended.

SAMPLING DESIGN

80 respondents were selected by random sampling method. Questionnaire was circulated to the respondents after much guidance for accumulating primary information. Qualitative face figures are collected directly and form the samples. All the consumers of Doms product at Tuticorin constitute the sampling unit for the present study.

ATTRACTING FEATURES

Features	No. of respondents	Percentage (%)
Quality	55	68.75
Advertisement	6	7.50
Price	11	13.75
Design	8	10
Total	**80**	**100**

Source: primary data

INFERENCE:

From the above table it inferred that 68.75 %of the respondents like the quality of the Doms product, 7.5% of the respondents are attracted by the advertisement of the Doms product,

13.75 % are attracted by the price and 10 % by the design.

Major proportion of the respondents i.e., 68.75% are attracted by the quality of the Doms Product.

PERIOD OF USAGE

Period of usage	No. of respondents	Percentage (%)
Less than 1 year	28	35
1-3 year	34	42.50
More than 3 years	18	22.50
Total	**80**	**100**

Source: Primary data

INFERENCE:

The above table infers that 35 % of the respondents have been using the Doms product for less than 1 year, 42% for a period of 1 – 3 year, and 23 % for more than 3 year.

Thus, major proportion of the respondents i.e., 42.50% are using Doms products for 1-3 years.

RANKING OF FAVORITE STATIONERY ITEM IN DOMS

	% OF SCORE	RANK
Rubber, pencil	58.86	I
Stationery kit	54.16	IV
Gum	54.56	III
Color pencils	55.45	II

INFERENCE:

The respondents were asked to rank their favorite stationery item in Doms. From the above table 3.29 it is clear that the respondents have ranked rubber& pencil as first , color pencil as second, gum as third and stationery kit as fourth.

Thus it is clear from the above table that rubber & pencil are the most preferred stationery items and it is ranked as first.

LEVEL OF SATISFACTION

Level	No. of respondents	Percentage (%)
0% to 25%	3	3.75
26% to50%	11	13.75
51% to75%	37	46.25
76% to100%	29	36.25
Total	**80**	**100**

INFERENCE:

The above table infers that 3.75% of the respondents are satisfied up to 25% towards, 13.75% say that their level of satisfaction is between 26% to 50%, 46.25 % say that their level is between 51% to 75% and 36.25 % of the respondents say that their level of satisfaction is between 76% to 100%.

Thus for major proportion of the respondents i.e.,46.25% the level of satisfaction is between 51% to 75%.

OPINION TOWARDS DOMS PRODUCT

Response	No. of respondents	Percentage (%)
Good	47	58.75
Very good	25	31.25
excellent	8	10
Total	**80**	**100**

INFERENCE:

The above table shows that 58.75% of the respondents say that doms products are good, 31.25% of the respondents say that doms products are very good, 10% say that it is excellent.

Thus the most of the respondents i.e., 58.75% say that doms products are good to use.

FACTORS INFLUENCING THE SELECTION OF DOMS PRODUCT

Factors	No. of respondents	Percentage (%)
Quality	51	63.75
Price	8	10
Variety	18	22.50
Appearance	3	3.75
Total	80	100

INFERENCE:

From the above table it is inferred that 63.75 % of the respondents select Doms product on the basis of quality, 10% on the basis of price, 22.5 % on the basis of variety and 3.75% on the basis of appearance.

Thus most of the respondents i.e., 63..75% select Doms product on the basis of quality.

FINDINGS:

The following are some of the findings of the study:

➢ Major proportion of the respondents i.e.,68.75% are attracted by the quality of the Doms product.

➢ The study reveals that the major proportion of the respondents i.e., 42.50% are using doms products for 1-3 years.

➢ For major proportion of the respondents i.e., 46.25% the level of satisfaction is between 51% to 75%.

➢ Most of the respondents i.e.,58.75% feel that doms products are good to use.

➢ Most of the respondents i.e.,63.75% select doms product on the basis of quality.

SUGGESTIONS

Based on the findings, the following suggestions are made. These suggestions may help in the improvement of the Doms product.

➢ The company may provide many more discounts and offers to increase the customer satisfaction.

➢ The company may also provide price coupons to get a good impression among the customers.

➢ If the price of the product is reduced, it will surely attract more people in future.

➢ The company should made necessary steps to improve the channel of distribution.

➢ The Doms product is not available in many places. If it is available in all areas, there will be an increase in the number of customers.

➢ Many more advertisement may be done to attract the customers.

➢ The company may identify the needs and expectations of the customers. So that, adequate steps may be taken by the company to satisfy the needs and expectations, thereby increasing the sales.

CONCLUSION

A survey of the people has been conducted to know the liking pattern of the Doms stationery product. It is observed that overall retailers like to buy stationery products of other companies because of the margins given by them.

It is concluded that mostly people preferred classmate of Doms due to its high quality and image. Some people often like to have good Quality at lower price that's why they prefer other brands. Due to quality and brand image the Doms have they are able to attract the customers.

It is thus concluded from the facts collected that most of the market are covered by the Doms but the concentration on advertisement & promotional activities will help them to become a market leader in stationery products.

The success of Doms is based on a strong and consistent company culture promoting an entrepreneurial spirit and a clear set of values. Their mission and passion is to fulfill dreams for people around the world, a dream often focused on building a better quality of life by belonging to the Doms sales network. The company is forced to reduce price and offer discounts to survey the competition. Doms product ideas are mainly to attract the youngsters.

The survival and the growth of the products depend not only on the quality, but also on the features that make the products more acceptable to the intended customer. Many people have accepted Doms product

as an essential part of their daily use. Most of the respondents prefer to buy the Doms product which exhibits good quality, due ability, attractive fragrance, design, reasonable price and easy availability. Hence, Doms is a product that gives high quality to the intended customer. As the customer is the unavoidable part of the business, they should also take necessary steps to retain the customers, by considering the suggestion given by the researchers. This survey may also be taken as an input for the company to plan for continual improvement.

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UNSUNG HEROES OF THE FIRST WAR OF INDIAN INDEPENDENCE

G. Anitha
Department of History, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

Abstract

The events of 1857 was really the great upheaval of 1857-58 which assumed the character of the First War of Indian Independence, was, in fact, a gigantic and widespread challenge to the British authority in India so sudden, swift and of an unprecedented character that shook the mighty fabric of the British Empire in India to its very foundations.

Amar Singh showed unflinching loyalty to Kunwar Singh and rendered invaluable support during Revolt of 1857 and even waged severe wars against Britishers.

While Kunwar Singh was busy outside Bihar, Amar Singh continued to fight against the English unceasingly by harassing them in various ways and at different places.

The glorious chapter of Hare Krishan Singh in Jagdishpur movement of 1857, was conveying the message of D3- Defiance, devotion and dedication defiance of the enemy, devotion to the cause and dedication to the masters and the nation. So undoubtedly, he was the real architect of the 1857

Raja Nahar Singh played a key role in this struggle waged for the independence of the country and he as a symbol of Hindu Muslim unity came formed to bring all nearby rulers under a common flag. Raja Nahar Singh far sighted as he was, tried tirelessly in planning and organizing the revolutionary force to oppose the alien forces and laid down his life for the freedom of the motherland.

Introduction

The confrontation with the West forced India to make a critical examination of its traditions values and ideas, customs and institutions and to repudiate or remould such among them as appeared unreasonable or unwholesome. This was the destructive aspect of the impact. On the other hand, the challenge called forth a response from the unfathomable depths of the Indian consciousness which amounted to a reassertion of the uniqueness of the basic principles of Indian life principles which for thousands of years had inspired the conduct of the individual and society, which constituted the ethos of Indian culture, its individuality and continuity through the ages.

During the first half of the nineteenth century, when the dawn of modernism was just breaking on the horizon, old India was profoundly disturbed by the prospect, for it looked upon the onset of the Western imperialism as a menace to its age long culture its economy, polity and religion. In order to avoid this fatality, the old order reacted violently but ineffectually. The earlier uprisings were isolated and uncoordinated, and they culminated in the tragic Revolt of 1857.

The events of 1857 was really the great upheaval of 1857-58 which assumed the character of the First War of Indian Independence, was, in fact, a gigantic and widespread challenge to the British authority in India so sudden, swift and of an unprecedented character that shook the mighty fabric of the British Empire in India to its very foundations. The movement of 1857 began with the revolt of Mangal pande who belonged to the neighbouring are of Buxar district in Bihar.

Amar Singh: The Ablest Leader of the 1857 War

Early life

Amar Singh, the last carrier of golden banner of Jagdishpur was the youngest son of Sahebzada Singh and Panchratan Kunwar. He was born much later and was in fact a minor at the time of the agreement of 1221.[i] He had a strong physique, fair complexion and a mole on the right side of the nose. He was a skilled warrior and well versed in the use of various weapons. Hunting was his chief hobby and Rohtas fort was the favourite spot of Amar Singh for hunting. Apart from this, he had keen interest in religious aspects and had recited Mahabharata, every night. His knowledge of reading

and writing was rudimentary and even he had memorized the entire text of the Udwant Prakash, the family history. He visited so many pilgrimage centres with his wife life Jagannathpuri, Rameshwaram, Chitrakut, Kasha, Prayag, Vindhyachal and Pashpatinath temple of Nepal.

Loyalty

Amar Singh showed unflinching loyalty to Kunwar Singh and rendered invaluable support during Revolt of 1857 and even waged severe wars against Britishers. According to an official report of 12th Jaunuary, 1858, Amar Singh was about forty five years old at the time of the outbreak of the movement. It also appears at first he was not happy with the decision of his brother to participate in the movement and kept himself aloof for some-times. It is not quite clear from records when he actually joined the movement.

While Kunwar Singh was busy outside Bihar, Amar Singh continued to fight against the English unceasingly by harassing them in various ways and at different places. He established a strong base in the Kaimur hills and began prolonged guerilla warfare against the enemy between Gaya and Sasaram and cut off the communication between Gaya and Sasaram.

Reward of Apprehension

Amar Singh has actually built a cantonment for his followers not far from the Trunk Road and reports are ripe of his intention to return to Jagdishpur to collect the rents of the estate. The check with the passage of European troops imposes upon him will be merely temporary and if they pass without acting against him, he will naturally be emboldened and ascribe their conduct of fear. If Arrah goes, it will be impossible to keep a large portion of Patna and probably Gaya quite. The government had announced a reward of Rs. 5000 for apprehension of Amar Singh. But by evading capture, Amar Singh appeared on 16 September before Kurrdeah on Grand Trunk Road. He cut the telegraph line, carried off all dak houses and retreaded to the hills and they were well protected by the villagers.

Succession

When Kunwar Singh successfully returned to Jagdishpur, Amar Singh rushed to from Kaimur hills to rejoin him at Jagdishpur. On 23 April 1858 there was a massive fight between the soldiers of Britishers under LeGrand with Amar Singh and his Company, in which LeGrand was killed by the sword of Amar Singh and that was the last victory under the leadership of Kunwar Singh. After heroic fight Kunwar Singh died on 26 April 1858 and his worthy brother Amar Singh, succeeded him, he was acknowledged as the leader of the movement and be conducted his operations with the assistance of an able compatriot, Hare Krishan Singh. On the defeat of LeGrand and re-occupation of Jagdishpur in April 1858 Amar Singh re-established Government with the help of Hare Krishan Singh which appears to have lasted for over four months. Amar Singh become Maharaj.

Heroic fight

On 3rd May Amar Singh came at Jagdishpur and thereafter massive fighters were held at Behea, Hatimpur and Dalimpur. On the 7th May, 1858, Sir, E. Lugard moved from Arrah by the line of rail road to Behea. He decided upon attacking the men of Amar Singh from the west, well supported by another column from the south under Cornfield coming up from Sasaram. Lugard advanced from Behea on 9th May after receiving reports of arrival of Cornfield at Pero. Amar Singh had no intention of getting involved in a pitched battle against such a superior force. He withdrew from Jagdishpur after a short engagement and pulled out his men from northern part of the jungle. He moved to Jitaura. As operation progressed, Amar Singh after harassing the enemy's before, escaped the dragnet closing round him and abandoned the jungle. Amar Singh came out of the jungle and attacked Horse Artillery and cavalry under Lt. Col. Roberston, but were repulsed with some loss on 13th May 1858. On 18 May E. Lugard marched towards Metahi, at a distance about 2 miles from Jagdishpur, faced massive resistance from insurgents and firing from the battery gun under Lt. Col. Campbell and Braford, they again retired into jungle. Amar Singh house was destroyed. Sir Lugard proposed to established posts at Arrah, Buxar, Dumaron, Bhojpur and Sasram with a view of keeping

the rebels quite at present and eventually compelling them to disappear." And even clearing of jungle ordered by the commissioner of Patna. On 20th May there was another fight at Metahi between the men of Amar Singh with a body of troops under E. Lugard. On 26th May Brigadier Douglas took the command and men of Amar Singh were eased but could not be overpowered by the British troops. In June 1858, Amar Singh got back to Jagdishpur.

The different batches of those fighting under the common leadership of Amar Singh with 1500 man returned to the jungle near Jagdishpur on 14th June 1858. Brigadier General E. Lugard found the strain too much. His health broke down. He was forced to take sick leave and return to England. Brigadier Douglas succeeded him in over all command of operations in Shahabad.

Amar Singh's Government was headed by Hare Krishan Singh and having efficient military organization both in civil and military establishment, held different ranks like superintendents of ordnance, factories General etc.

Amar Singh with 1000 of followers moved down on 29July 1858 to village Karesath (six miles west of Arah) and on 30th July faced Col. Walter at Mahowle with some losses on their side, about 750 of them killed. In early August, Amar Singh again came down upon Arrah. Reports were fed to the Britisher betting at a place 12 miles west of the town Col. Walter, the commander at Ara, immediately set out to deal with them. While he was away from Ara, Amar Singh raided Ara, set the prisoners free and pondered 20 to 25 houses. Another party raided Gaya and broke open the jail. East of Ara, in the district of Patna, Government office in Bikramganj were attacked and created panic in Patna of a possible attack by the revolutionaries.

Death

Amar Singh fled to Palamu (Kharaundha) and from there to the Terai in Nepal at the beginning of October 1858 to assume the leadership of Nanasaheb's troops. The Britishers wanted to bring Amar Singh to Ara and court martial him there so that it might have deterrent effect on the people. Amar Singh on a attack of dysentery admitted into the Gorkhpur jail hospital on 3rd January 1860 and died there on the 5th February, 1860 before his trial could take place. The reason behind Amar Singh joining the rebellion was purely based on defiance of the enemy, devotion to the cause of libration and dedication to the nation.

Hare Krishan Singh: The Real Architect of the 1857 War

Early career

Hare Krishan Singh, the first son of Aydal Singh'[ii] of Barubhee, Pargana Bhojpur along with his others brothers[iii] – Lakshmi Singh, Kashi Singh, Anand Singh and Radhey Singh fought with full dexterity in the war of 1857. Hare Krishan Singh, a middle size man of about 30 years at the time of outbreak of 1857, wore whiskers and mustache and brushed them backward like an uncountry sowar. Hare Krishan Singh, also known as Hare Krishan Singh Bhadoria was one of the most influential amlah (Subordinate staff) of Kunwar Singh and served him as the Tahsildar (Collector of Revenue) of Pargana Piro.[iv] Even it is said that he was the head of Tahsildari department and Revenue collection Department of Paragana Piro. He had given his service during outbreak in different ways, but two main aspects were directly attached to him. Firstly he was the sole planner of Jagadishpur revolt of 1857 and secondly, he was the brilliant organizer of civilian and non – civilian administration under Kunwar Singh and Amar Singh.

So far as revolt under Kunwar Singh in 1857 is concern it appears that the advisers of Babu Kunwar Singh were divided on the question of his participation in the movement. One section headed by Hare Krishan Singh counseled for joining the movement and other including Babu Amar Singh were for status quo. At last, the party in favour of participation prevailed on Kunwar Singh and all joined the war, later on Kunwar Singh had much confidence in Hare Krishan Singh, so he deputed him along with Randatan Singh (Randnar T Singh) to Danapur to ascertain the state of things there.

Annexation of Ara and Shahabad

After an easy occupation of Ara, he helped Kunwar Singh in organizing a government of their own, which however lasted for a very short period owing to the unexpected arrival of Government forces under Major Eyre coote. Hare Krishan Singh played vital role in all the engagements against Eyre coote till the occupation of Jagdishpur. He then retreated along with Kunwar Singh, to Sasaram hills. From Sasaram hills he went along with Kunwar Singh to various places in Central and Northern India.

It is very clear from sources that Hare Krishan Singh commanded field against Britishers at Dalour Morcha on chestnut coloured horse. It is also reported that Kunwar Singh's right hand was cut off but he was alive. He was wounded by the bursting of a shell at the time of crossing the Ganges at the Sheopur Ghat. Hare Krishan Singh came there from Burkagaon and others from Beyresh to join him. It shows that Hare Krishan Singh was always with Kunwar Singh till latter's death.

When Shahabad was under Kunwar Singh's control, he established his own machinery of administration under Hare Krishan Singh, who had taken a leading part in the seizer of Ara at its head and Kunwar Singh, "Proclaimed himself ruler of the country" (Maharaja). Similarly in appreciation of his successful operations, Kunwar Singh is said to have conferred on him the title of Salar Jung.

Hare Krishan Singh Government

After the death of Kunwar Singh, Hare Krishan Singh was the "leading man and had charge of all the treasure, etc". On the defeat of Le Grand and re-occupation of Jagdishpur in April 1858. Hare Krishan Singh helped Amar Singh in re-establishing their Government which appears to have lasted for over four months. Hare Krishan Singh was in fact the head of the Government set up at Jagdishpur under the authority of Amar Singh. During this short period, he tried to stabilize the Government by effecting improvement in the collection of revenue and by recruitment of army. He dealt severely with those who were acting on behalf of sending secret information about them. The result was that almost all the Darogahs of the company left their stations. He held court regularly and took keen interest in the work. He threatened some merchants and Zamindars of dire consequences if they continued to co-operate the Britishers.

Hare Krishan Singh established a Government and soon raised two regiments – one named "Hurjung" and the other "fatteh-Jung" recruited from Shahbad, Saran, Tirhut, Ghazipur and Behar, none belonging to the upper provinces. Fire arms of different kinds were given to them and a few rifles, they used the cartridge by tearing them with their fingers and not with their teeth. Hare Krishan Singh distributed ammunition (plundered from the soldiers 5 killed) and caps (purchased at 2 Rs. per hundred from sepoys of Delhi) to his soldiers and himself distributed salaries to the soldiers, written down by a keith. His military organization was efficient, officers, both in the civil and military establishments held different ranks, e.g., Superintendents of ordinance factories, General, etc.

Reward of Death

Britishers had announced, a reward of rupees three thousand for the apprehension of Hare Krishan Singh, earlier and that amount was increased upto rupees five thousand later on. Even in October 1858, a strong rumour about his death was spread out. The memo of Commissioner Samuells, shows his influence and ability then any man in the rebel camp and is said to have been the chief instigator of Kunwar Singh's rebellion.

On 20th October, 1858, Hare Krishan Singh crossed the Grand Trunk Road about Mohania and proceeded to the Ramghar Thana. On 23rd October 1858, he marched through Dinarah to Lethan, 5 Miles west to Jagdishpur Jungle. On 24th October 1858 Lady Samuell was caught by rebels, but she was treated with kindness and sent to Major Fowler's camp by the order of Hare Krishan Singh. It is from Patna Commissioner's memo on 2nd December 1858, Hare Krishan Singh had still 200 infantry and 150 cavalry. A battle was fought between colonel Seynoor and Hare Krishan Singh and his solders. On 1st December, when colonel Seymoor arrived at Adhora he found that they had broken up into two group and three and gone off in different directions. It appears that there after Hare Krishan

Singh went under ground. A vigorous search was made by the servents and agents of the government to trace out these leaders. Hare Krishan Singh was captured on 29th August 1859, at Mouza Dineah in paragana Badhowl of Zila Banaras by the Naib Kotwal of Dussah amdah (Dashashvamedh). He was confined to Ara Jail for some time and was trialed on several charges by R.J.Richardson, Esqrs, officiating Judge of Shahabad and the special commissioner by the Act- XIV of 1857, on the 29th and 30th November, the 1st, 2nd and 3rd and 16th December, 1959 and hanged at the chowk of Jagdishpur till death. The brilliant character of Hare Krishan Singh can be seen in some of the charges labelled on him to his active role in this movement. The charge follows: "Treason in having on the 27th July 1857 and after that date on various occasions till the dispersion of his force, acted as instigator of rebellion and leader of rebel troops in arms against the British Government.

His works were certainly heroic and full of dedication to his masters. He has been some time called vainglory and cruel in his behavior, but it was not been supported by proper evidence. So far as murders were concerned, those had been taken place the way his cause's disobedience only, to which Hare Krishan Singh was fighting. Lady Samuell was caught by rebels and sent back to British camp with full respects, was the kindness of Hare Krishan Singh. Towards his people he was kind enough and was calculated to promote the well being of the people in general and so on rough behavior had been found throughout his participation in the movement of 1857.

The glorious chapter of Hare Krishan Singh in Jagdishpur movement of 1857, was conveying the message of D3- Defiance, devotion and dedication defiance of the enemy, devotion to the cause and dedication to the masters and the nation. So undoubtedly, he was the real architect of the 1857

Raja Nahar Singh - Martyr of 1857

Early Career

Nahar Singh born to Raja Ram Singh and Basant Kaur at Ballabhgarh on 6th April 1821 received his education at the feet of his preceptors Pandit Kulkarni and Maulvi Rahman Khan. Since he was barely a child of about 9 his father expired in 1830 so his uncle Nawal Singh took over the responsibility of running the state affairs till attainment of his adulthood. Nahar Singh assumed power in 1839. Prior to it, Nahar Singh received tutorship in martial arts also and soon grew to be an adept horse rider and fine shooter. Even as a child, he had a great passion for hunting and shooting. As a boy he displayed rare skill in this art by shooting down the lion single by hand, which had earlier killed his comrade in the hunting expedition. As he grew up to manhood he found himself irresistibly drawn towards showing feats of shooting so much so that he was considered to be an export shot and adept aims man by those who had seen him in action. Moreover, his feats of bravery and heroism were amply demonstrated in his participation in fiercely contested battles of Hindon and Badli-Ki-Sarai in defence of Delhi against the onslaught of the British as recorded by contemporary British authors.

Patriotism

His sense of patriotism goaded him to raise the banner of revolt against the British and join the Indian forces led by Emperor Bahadur Shah. Once the plunge was undertaken there was no chance of looking back. He not only undertook to drive away the British from the parganas of Fatehpur and Palwal but also displayed rare capacity of administrative skills in maintaining the safety of National highway from Delhi to Hodal.[v]

He kept complete surveillance of the movement of the enemy activities and put his fast camel riders to report the matter to the Emperor immediately on any new development in the situation. This they did as is testified from the eye witness record of Munshi Jiwan Lal, who noted in his diary on 25th May, 1857: "at the time of prayer, a camel rider arrived from the Raja of Ballabhgarh to report that he had seen as English force advancing on the city." This aspect of his character and activities endeared him to the Emperor who entrusted him to "join the duty to command Delhi regiment" and also undertake "to snap the enemy's supply line from the south of Delhi". He made the security

arrangements so through that even John Lawrence, the Chief Commissioner of Punjab was astonished to admit and report to Lord Canning, the Governor General of India that "The East and the South is protected by the strong forces of Raja Nahar Singh of Ballabhgarh, and it is unlikely which can break this wall of soldiers unless they receive reinforcements from China or England."

Humanism

Raja Nahar Singh was a humanist to the core and saved the lives of all those who sought shelter under his kingdom but he was also a patriot par excellence and did not extend any help to District Collector William Ford when he was running for collecting forces to curb the activities of the freedom fighters in and around his territories. Rather he ignored him. On the other hand, he became a pillar of strength to the freedom fighters. He not only took active interest in their work; but also helped the cause with liberal contribution. For those sepoys of the native infantry or cavalry, who revolted against the British, he opened the gates of services in Ballabhagarh forces with enhanced pay and promotional ranks. As a result of it, according to narrative of Munshi Jiwan Lal by 17th July 1857 the Raja "had taken into his service 200 troopers who had lately been in the employment of the English". The number continued to swell in the subsequent period. Incidentally, one such solider who was granted rank of Naik, appeared as a witness to testify the fact before the Military Commission, which was established to try Raja Nahar Singh. As a matter of fact, to further fortify his armed strength, the Raja not only raised new levies but also collected as much as possible latest weaponry and other war material as was revealed from the recovery of large number of horses, bullocks, carts, English rifles and dresses from his fort after the British assaulted it.

So Raja Nahar Singh also threw open all civil and military jobs open to all his subjects. He recruited the fittest persons to run his administration persons from all walks of life on the basis of talent.[vi]

Raja Nahar Singh also provided shelter to several persons from Gurgaon and Delhi in their hour of crisis even though they professed Islam and Christianity. In the same way, the forces advancing to join the Delhi regiments to oppose the British also enjoyed comfortable hospitality and assistance from him as illustrated by the Diary entry of 7th July by Munshi Jeevan Lal. It reads: Nahar Singh kept in readiness for the Nimuch force "700 maunds of attah (wheat floor), gram (a pulse for feeding horses) and other articles of food". For this humanitarian act, the British charged him before the Military Commission of carrying out inimical activities and produced several shopkeepers with their books of accounts as witnesses, who rightly testified to the fact of his having extended fabulous hospitality to his fellow Indians.

He was shining light of the glowing galaxy that gathered around the Emperor to carry the message of freedom to all Hindu-Muslim inhabitants in all parts of the native kingdoms and remained actively associated with him in all his activities aimed at making India free in comity of the nations.[vii]

Trial

After the fall of Delhi, Brigadier General Showers, contrary to his solemn pledge to the Raja granting him security of his life, maneuvered to arrest him through unscrupulous methods, and in his absence assaulted Ballabhgarh fort, thoroughly pillaged and ruthlessly vandalized the palaces and the capital town. Contrary to this rash and unworthy conduct and irresponsible behavior of the British Military Officer, Raja Nahar Singh was a person who throughout his life remained steadfast attached to humanist values and ideals of secularism and patriotism. During the course of his trial before the Military Court even the Public Prosecutor had admitted this humanist quality in his enemy in the words: "In the favour of the prisoner," the Deputy Judge Advocate said that "I allude to the Raja's most praise worthy conduct in saving the European's life, and it is but justice to him to declare that though Mr. Munro and others were murdered in his territory, he himself stands quite clear of any complicity in those deeds; this in times like the parent or, as I hope I may happily term the past is hardly negative virtue, and will I am sure not be so received by the court."

Death Sentence

After the award of death sentence by the Military Commission, Hodson offered terms for saving his life if the former expressed regret for his doings against the English and begged pardon for his acts of commissions and commissions. But he did not understand the Jats, who live and die for justice, action and truth. Accordingly, from the scaffold at Chandni Chowk on 9thJanuary 1859 the Raja rejected the offer with contempt. He showed no signs of regret or remorse for his having waged war against the British. Rather, the Raja displayed a rare type of poise and courage and uttered these prophetic words on the occasion: "The British are my enemies, I can never ask for forgiveness from them. It makes little difference if I am hanged today for my acts of patriotism because tomorrow one hundred thousand new Nahar Singh will be borne in the country to carry forward the war against the alien rulers of India."

Raja Nahar Singh played a key role in this struggle waged for the independence of the country and he as a symbol of Hindu Muslim unity came formed to bring all nearby rulers under a common flag. Raja Nahar Singh far sighted as he was, tried tirelessly in planning and organizing the revolutionary force to oppose the alien forces and laid down his life for the freedom of the motherland.

Conclusion

Thus, come to an end the most formidable challenge the British empire had to face in India. It is a matter of speculation as to what the course of history would have 'put the clock back' and resurrected and reinforced a feudal order need not detain us here; although that was not necessarily the only option. Despite the sepoys' limitations and weaknesses, their effort to emancipate the country from foreign rule was a patriotic act and a progressive step. If the importance of a historical event is not limited to its immediate achievements, the Revolt of 1857 was not a pure historical tragedy. Even in failure it served a grand purpose: a source of inspiration for the national liberation movement which later achieved what the Revolt could not.

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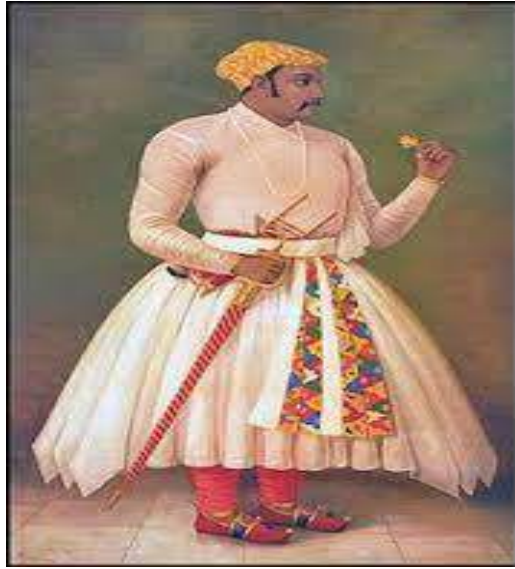
Amar Singh

Nahar Singh

MENTAL HEALTH AND WELL-BEING OF WOMEN DURING COVID 19 IN THOOTHUKUDI CITY

P. Melissa Fernando, *S. Bulomine Regi

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT

The study entitled "Mental health and well-being of women during COVID in Thoothukudi City" aims to find the pandemic effect on women's mental health in Thoothukudi. The analysis helps us to know about the mental health is the foundation for the well-being and effective functioning of individuals. Pandemic has caused stress, anxiety and worry for many individuals, arising both from the disease itself and from response measures such as social distancing and lockdowns. So in this study analysis are made regarding the mental health and wellbeing of women during pandemic. The approach to the study has been made from the view of point of the women in Thoothukudi city.A questionnaire was constructed to elicit the required information from the respondents. Simple Random Sampling was adopted and the data were collected from 125 sample respondents using questionnaire in Thoothukudi City. The questionnaire was issued by the respondents through G-Form. The research concludes that there is no significant difference between occupation with financial stability and mental health of women which affects mental health and well-being during COVID -19 in Thoothukudi City. It is inferred that majority of the respondents spent more time in cooking. It shows that women are so stressful during pandemic because they need to cook different varieties due to demand from their family members.

KEY WORDS

Pandemic effect, negative Mental Health of women, life style changes, financial stability.

INTRODUCTION

Covid-19 has clearly shown that our Public Health infrastructure must be fortified, and this time, women's mental health urgently needs to be a priority. Covid-19 has affected women much more profoundly, So, why must we especially focus on women's mental health during this global pandemic? Due to various social, cultural and economic factors, women are facing a sharp increase in caregiving responsibilities, with even less freedom, space, or economic security. Lockdowns and self-quarantine measures across the world have increased women's workload as more people are home-bound for a continued period of time and caregiving tasks have increased. This is not to say that women must not engage in caregiving work. In fact many women cherish and prefer caregiving activities when it comes to children and other close dependents. However, the fact is that a woman asking openly for rest or support with domestic chores, is viewed with disapproval at best, and faces emotional / physical abuse at worst. This becomes particularly distressing during certain phases of women's lives

Due to the Covid-19 lockdown many women are working at home and also working from home. The virus outbreak has brought women's economic insecurity to the forefront. Women in leadership positions are more likely to suffer from "depression, social tension and isolation" due to negative perceptions around women in power. This is significant again because people in leadership positions have better income control and better socio-economic status. Yet in case of women, these factors are more likely to make them more stressed.

STATEMENT OF THE PROBLEM

Mental health refers to cognitive, behavioral, and emotional well-being. It is all about how people think, feel, and behave. Mental health can affect daily living, relationships, and physical health. COVID-19 has impacted the daily life of several women and has taken a toll on their mental health. While the social and economic impact of the pandemic has been heavy, the psychological consequences of the disease have greatly affected women. Managing multiple roles and trying to be a 'perfect caregiver' has affected several women and while balancing everything many women often forget to practice self-care which can drastically improve their mental and physical well-being.

Looking after mental health can preserve a person's ability to enjoy life. But a good mental health of women will rise the whole family and society. Doing this involves reaching a balance between life activities, responsibilities, and efforts to achieve psychological resilience. Conditions

such as stress, depression, and anxiety can all affect mental health and disrupt a person's routine. Therefore it is necessary to study about the mental health and wellbeing of women during pandemic.

OBJECTIVES OF THE STUDY

The following are the objectives focused on this study:

1. To know about the pandemic effect on women's mental health.
2. To find out the stress, anxiety and other indicators of Negative Mental Health of women during COVID 19.
3. To ascertain the influence of socio-economic and family support on mental health.
4. To identify the impact of mental health related to life style changes.
5. To analyze addiction on media and its causes on mental health of women.
6. To examine the effect of financial stability during pandemic.

METHODOLOGY

The present study is analytical and descriptive nature. A questionnaire was constructed to elicit the required information from the respondents. Structured questionnaires was framed and collected using google forms.

Simple random samplings technique was adopted to select the sample respondents. The respondents who are interested to spare time for research study was selected as sample respondents.

The study is based on mental health and wellbeing of women in Thoothukudi City. Hence, the questions are related on common causes of psychological stress during pandemics, feelings of helplessness, lack of self-esteem to do anything in daily life, boredom, loneliness, and depression due to being isolated, financial stability during pandemic.

FINDINGS

Following are the findings in regard to various response from the respondents regarding "Mental health and wellbeing of women during COVID in Thoothukudi City",

- ❖ Majority of the respondents are between the ages of 20-30.
- ❖ Majority of respondents have a monthly income below Rs.20000.
- ❖ Majority of the respondents are under graduate.
- ❖ Majority of the respondents of the study are homemaker
- ❖ Most of the respondents did not have any symptoms of COVID or were under quarantine
- ❖ Majority of respondent's family members did not have any symptoms of COVID.
- ❖ Majority of the respondents are homemaker they continued their household work as usual being at home
- ❖ Majority of the respondents did not receive any special permission.
- ❖ Majority of the respondents working hours increased and salary was decreased.
- ❖ Most of the respondents did not face any unemployment problem.
- ❖ Majority of the respondents faced stress due to financial problem and instability
- ❖ Most of the respondents faced stress being at home.
- ❖ Majority of the respondents spent more time in cooking.
- ❖ Majority of the respondents became stressful during the pandemic.
- ❖ Majority of the respondents had no means to compensate financial crisis
- ❖ Majority of the respondents adopted new changes in life style during pandemic
- ❖ Majority of the respondents did not spent more time in media
- ❖ Majority of the respondents spent less than 2 hours in media
- ❖ Majority of respondent's lifestyle changes adopted was taking care of family members
- ❖ Majority of the respondents in this study increased the time spent for taking care of family members.
- ❖ Most of the respondents were concerned about the health of their loved ones.

SUGGESTIONS

Now, more than ever, it is time to invest in mental health and prioritise it as an essential right alongside good physical health. Leaders nationally and internationally need to protect and scale

up mental health support in all COVID-19 responses, and commit to building back better a stronger mental health system for the future.

I. Apply a whole of society approach to promote, protect and care for mental health
    • We believe this must include upholding the right for all to be in good physical and mental health, ensuring mental health support is maintained for those with pre-existing mental health conditions during the pandemic. For those in psychiatric institutions and care homes the necessary infection prevention and control measures must be provided to stop the spread of COVID-19 while giving care for those affected by COVID-19, without discrimination.

II. Ensure widespread availability of emergency mental health and psychosocial support
    • This need to ensure additional support is scaled up especially for those most at risk of mental ill health during the pandemic including health care workers and other first responders, those economically impacted, COVID-19 survivors, and society's most vulnerable.
    • Mental health services and support needs to be incorporated in all aspects of the response including conducting national public health campaigns that promote mental health and psychosocial wellbeing, that explain COVID-19 and signpost mental health services. These must address misinformation, stigma and discrimination for all citizens.
    • More funding is urgently required at the global and national level to prevent, respond and recover from the pandemic. Overall mental health services during this pandemic are still very limited, at a time when the needs are great. Investing in mental health now is an opportunity to build back better for society as a whole, and mental health in particular.

III. Recovery suggestions from COVID-19 by building mental health
    ▪ Get at least 15 minutes of sunshine per day. Sunlight increases serotonin in the brain and also increases Vitamin D production, both of which can elevate mood.
    ▪ Spend 20 minutes outside. Whether on a park trail or just in a backyard, nature boosts endorphins.
    ▪ Exercise for at least 30 min daily. Don't have time? Break it up into three 10 min segments in between zoom meetings. This includes simple free-weights and not only aerobic exercise.
    ▪ Get adequate sleep. It's tempting to scroll and scroll through social media at bedtime, but put the device away and enjoy about eight hours of sleep. Having trouble with this? Read up on proper sleep hygiene.
    ▪ Try a scenic change. This can be going for a short drive or a trip to a place you haven't explored. Even just for a few hours, this can provide increased mental stimulation.
    ▪ Unplug from devices. This stops the constant flow of messages and the never-ending multitasking. Try this during meals or for one hour before you go to bed.
    ▪ Practice kindness. Send an uplifting text to a friend or family member. Share a compliment to a friend or coworker. Reach out to a person you haven't spoken to in a while. These acts of kindness will not only lift others but will provide you with the endorphin boost you may need.
    ▪ Talk to a trained professional. If you're feeling detached from others, extremely negative, or unable to complete your daily tasks, these are signs to seek professional help. If you're struggling with hopelessness, suicidal thoughts, addiction to food or illegal substances, a medical professional can help you regain control of your life.
    ▪ Be at the table when COVID-19 decisions are being made in the workplace. Be present or at least have a female representative at meetings about COVID-19 relief for employees.
    ▪ Use an employee resource group. Women employee resource groups can be crucial as well as employee well-being services with coaching, mentoring, and counseling opportunities available. These can help tremendously with decreasing anxiety, feeling heard, and developing a plan for one's success at work and at home.

CONCLUSION

This overview has examined women's mental health and wellbeing of women during COVID. The determinants of health relate to a woman's individual health behavior and lifestyle choices, as well as income, social status, education, employment, working conditions, access to appropriate health services and the physical environment .Evidence indicates the significant impact of social and economic factors on mental health and wellbeing. Adopting a health promoting approach, such as raising awareness and providing education around the early signs of mental ill health, is advantageous to successfully address the modifiable determinants of health. Mental health promotion involves actions taken to maximize the mental health and wellbeing of populations and individuals. It aims to optimize wellness through enabling each person to achieve their health potential through influencing environmental conditions.

The findings of the research help to know about the majority of age class responsible for mental health of women, their level of financial stress and handling during COVID and their feeling for stress anxiety. Most of the respondents were concerned about the health of their family members. The findings show that they took care of their loved ones and adopted changes in their lifestyle during COVID. The average time spent on media is found. The reason why the prefer media during the pandemic is also determined.

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A STUDY ON INVESTMENT PATTERN AND SAVINGS OF WOMEN EMPLOYEES

J. Harishmaa Sri
PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT:

In the ancient times, women were not allowed even to get education. Their world was limited to their families. But then, the people slowly started recognizing the importance of education for women. And today, we find many highly educated women. They are progressing in real sense because in almost all sectors we find women working successfully. They know how to manage work life balance. Now-a-days, we find more and more women who are financially independent. Women should start thinking and understanding the importance of money, savings and its investment aspect to avoid critical situations at any stage of their lives. They need to develop skills to plan for their financial needs because it is necessary for the individual to face unpredictable future in order to meet the emergencies in their family. In this paper, an attempt has been made to find out women employees behavior towards investment and savings pattern. A sample of 83 respondents' was randomly selected; both primary and secondary data are collected for the study. Primary data collected are analyzed using of pie charts, bar charts, line graphs, percentage analysis, likert scale and chi-square test. It is found that most of the working women's are satisfied towards investment avenues.

KEY WORDS: Women employees, Investment pattern, Savings, Preference, Investment avenues.

INTRODUCTION:

The economic development of a country largely depends upon savings and its transformation into investment. Financial markets help in accelerating investment activities in the country. Investments can have a major impact on an investor's well-being. With the changing scenario, Women want to actively participate in all activities such as education, politics, media, science and technology and become financially independent. This is due to the education she is getting, the women centered policies, programs of the government and the job opportunities available to her in the wake of modernization,urbanization, industrialization, liberalization, globalization etc. Investment is one of the most important concerns of every individual investor as these are the instruments that allow us to receive a higher amount of money than was spent. So one should earn more than his consumption to save for her future. For that savings should be converted into investments, whereby some value is added to the savings. There are a large number of women investors who have the ability to make investments in insurance, gold, real estate, bank deposits, share market, provident funds, chit funds and post office. Women are playing more active economic role due to diverse reasons such as recent global financial crises and more men are losing jobs due to recession in the economy and automation of jobs. The present research study is focused on the study of savings and investment pattern of working women, towards various investment options. The findings of the study can be beneficial to government, bankers and financial institutions in order to introduce new schemes of savings and investment and develop strategies for making women more aware about various investment options.

NEED FOR INVESTMENT

Investment is the allocation of monetary resources to assets that are expected to yield some gain or positive returns over a period of time. Investments control an individual's spending pattern. It decides how and what amount one should spend so that they have sufficient money for the future. This is from the point of view of individuals. To economists, 'Investment' means the net additions to the economy's capital stock which is used in the production of other goods and services. It plays various roles in the macro-economic level. Investments widen the available capital base for businesses thereby enabling businesses to enlarge their production capabilities. This in turn contributes to the overall development of the nation.

NEED FOR SAVING

Savings refers to the amount left over after an individual's consumer spending is subtracted from the amount of disposable income earned in a given period of time and saving money by far is the most necessary thing required after basic necessities i.e. food, shelter and clothing. It is the fundamental requisite for a middle class person to meet his ends and for the higher class to get his

luxurious demands fulfilled. The fact that shouldn't be forgotten is that that you need to save for future crisis, for the business problems, for travel, for any sort of urgency, for fulfilling a long cherished dream or for anything so one should understand how much savings play an important role in securing future.

STATEMENT OF PROBLEM

Investment and savings is more important nowadays, to be protected and reduce the risk of uncertainity. The problem is that in olden days women's income is considered as a additional income within the family. But in present world more importance given to income earned by women. Mainly it is related to the share in the total household income and it also related to their control over the expenditure of the total household income. Women Investment is necessary for the individual to face unpredictable future in order to meet the emergencies in their family. This study intends to put on some knowledge with a focus to know the savings and investment pattern of working women, factors considered while taking investment decisions and to know how the investment satisfies the women in the society. .

REVIEW OF LITERATURE:

G.Shanthi, R. Murugesan (2006) analysed about the investment preferences of salaried women employees having different avenues of investments as well as the factors while selecting the investment and they analyzed that salaried women consider the safety as well as high return on investment on regular basis.

Dev Prasad, M. R. Shollapur (2014) highlighted that the Indian Women Investors as Emotional Decision Makers, this study expects to contribute to the literature by focusing on the investment behavior of Indian women investors which is predominantly still a male dominated market, whether the human emotions of greed, fear, love, and disbelief influence the decision making process of women investors considering investment opportunities in the Indian stock market.

Kumari, 2018 recognized that there are many of consideration needed while financing, namely tax planning, investment protection, retirement earnings, etc., consequently the elements of an original investor, should reflect the variables which are mentioned.

Tomar & Tomar, 2019s describes that males and females prefer to invest in equity more, but females are more conventional investors than males as they also favor spending on Insurance. The male and female societies support to invest least in Bonds and Debentures as contrasted to different investment options. Males' investment decisions and Females' investment decisions across various investment alternatives are not correlated.

OBJECTIVES:

1. To study the investment preference among the women employee's in different sectors in Tamil Nadu, India.
2. To know the factor influencing investment behavior of the women employee's.
3. To analyze the pattern of investment and saving among the women employee's.
4. To find the problems that are faced by the women investors.
5. To know the different avenues of investment.
6. To know the motivational factor to invest

TOOLS OF ANALYSIS:

The data are analyzed with the help of statistical tools and techniques with the help of pie charts, bar charts, line graphs, percentage analysis, likert scale and chi –square.

SAMPLING DESIGN:

The data collected are original in nature. Convenience sampling method was adopted. The respondents were selected on a random basis. The questionnaire was circulated through Google forms to collect a great source of information.

ANALYSIS AND INTERPRETATION:
INVESTMENT PREFERENCES OF WOMEN EMPLOYEE'S AMONG DIFFERENT INVESTMENT AVENUES

Investment avenues	No of respondents	Percentage
Bank Deposit	40	48.2%
Chit Funds	6	7.25%
Debentures	1	1.2%
Gold	18	21.7%
Mutual Funds	1	1.2%
Post office Savings	9	10.8%
Bonds	3	3.6%
Real Estate	3	3.6%
Shares	1	1.2%
Insurance	1	1.2%
Total	**83**	**100 %**

Interpretation:

The above table shows that the highly preferred investment options are Bank deposits, Gold, Post office Savings. The moderately preferred investment options are Chit Funds, Real Estate and Bonds. The least preferred investment options are Debentures, Shares and Mutual Funds

THE FACTORS THAT ARE INFLUENCING INVESTMENT BEHAVIOR OF WOMEN EMPLOYEE'S

Variable	Rank Total	Average	Rank
Safety	350	4.22	I
Child marriage	354	4.21	II
Children education	338	4.07	III
Health care	320	3.86	IV
Retirement plan	31`9	3.84	V
Easily converted into cash/ liquidity	307	3.69	VI
High returns	303	3.65	VII
Tax deduction/ concession	300	3.61	VIII

Interpretation:

The above table shows that, as a result of the study which involves 83 respondents, Safety factor is influencing the investment behavior of women employees, which ranks first, followed by the other factors i.e., Child marriage, Health care, Retirement plan, Easily converted into cash/ liquidity, High returns, Tax deduction/ concession which are ranked II, III, IV, V, VI, VII and VIII.

Thus majority of the women respondents selected for the study prefer safety as the influencing factor for investment

THE PROBLEMS FACED BY THE WOMEN INVESTORS

Variable	Rank Total	Average	Rank
Question of safety	186	2.24	I
Low liquidity	175	2.11	II
To many procedures	171	2.06	III
Low capital appreciation	171	2.06	IV
Irregular returns	164	1.98	V

. **Interpretation:**

The above table shows that , as a result of the study which involves 83 respondents, Question of safety is the major problem faced by women investors, which ranks first, followed by the other

factors i.e., low liquidity, to many procedures, low capital appreciation and irregular returns, which are ranked II, III, IV and V.

Thus majority of the women respondents selected for the study faces Question of safety as the major problem.

THE MOTIVATIONAL FACTORS TOWARDS INVESTMENT FOR WOMEN EMPLOYEE'S

Variable	Rank Total	Average	Rank
Safety	343	4.13	I
Liquidity/easily converted into cash	304	3.66	II
Social status	260	3.13	III
High rate of return	253	3.05	IV
Profitability	238	2.87	V

Interpretation:

The above table shows that, as a result of the study which involves 83 respondents, Safety as the motivational factor for investment, which ranks first, followed by the other factors i.e., liquidity/easily converted into cash, social status, high rate of return, profitability which are ranked II, III, IV and V.

Thus majority of the women respondents selected for the study prefer safety as the motivational factor for investment.

IMPORTANCE OF SAVINGS

Importance of savings	Total	Percentage
Yes	69	83.1%
No	3	3.6%
Maybe	11	13.3%

Interpretation:

The above table shows that 83.1% of the respondents think that savings is important, 3.6% of the respondents think that savings is not important and 13.3% of the respondents think that savings is somewhat important.

CLASSIFICATION ON THE BASIS ON INVESTMENT OR SAVINGS.

Basis on investing or savings	No. Of. Respondents	Percentage
Bank preference	57	68.7%
Rate of interest	26	34.3%
Total	**83**	**100%**

Interpretation:

The above figure shows that majority 68.7% of the women investors prefer to invest or save in bank rather than on the basis of rate of interest.

CLASSIFICATION ACCORDING TO RETAINING OF SAVINGS IN BANKAND REASON

Reason for retaining of savings in bank	No. Of. Respondents	Percentage
High rate of interest	15	23.4%
Paying bills	9	14.1%
Relationship with bank	26	40.6%
Easy loan	14	21.9%
Total	**83**	**100%**

Interpretation:

The above table shows that women investors look at various factors before retaining their savings in bank. Majority of the respondents look at the relationship with bank (40.6%) and high rate of interest (23.4%).

FINDINGS:
- ➢ The highly preferred investment options are bank deposits, gold, post office savings.
- ➢ The likert scale shows that majority of the women respondents selected for the study prefer safety as the influencing factor for investment.
- ➢ The likert scale shows that majority of the women respondents selected for the study prefer safety as the motivational factor for investment.
- ➢ The likert scale shows that majority of the women respondents selected for the study faces question of safety as the major problem.
- ➢ 83.1% of the respondents think that savings is important. This shows that most of the respondents think that savings is important.
- ➢ 68.7% of the women investors prefer to invest or save in bank rather than on the basis of rate of interest.
- ➢ Majority out of 83 respondents look at the relationship with bank (40.6%) and high rate of interest (23.4%).

SUGGESTIONS:
- • Women should undertake proper financial planning. They should set up their short-term, medium-term and long-term financial goals. Keeping these goals in mind and taking into consideration their income, expenditure and savings (current and future), they should make investment decisions to attain these goals.
- • People find fixed deposits, jewellery and real estate as the preferred investment options. However, we can earn higher returns by making investments in shares, bonds, commodities & derivatives. People can also consider these investment options while designing their portfolios.
- • Women should collect information about various investment avenues through newspapers, magazines, websites, financial advisors, friends, relatives and other sources. After collecting information, they should analyze these investments by studying the average returns on them in the past few years. The merits and demerits of each investment avenue should be understood properly.
- • Most of the people do not consider tax benefits as a deciding factor for investments. So this also has to be considered while deciding upon the appropriate investment pattern so that they achieve their investment objective with an added benefit.
- • It is necessary to review and revise the portfolio at regular intervals. Portfolio revision involves changing the existing mix of securities. The ultimate objective of portfolio revision is maximization of returns and minimization of risk.

CONCLUSION:

Today women have started realizing the importance of money and money's worth, levels of individuals have improved and so has their savings and investment habits. This paper is a reflection of the behavior of various categories of women investors. Selection of a perfect investment avenue is a difficult task to any investor. Because of economic crisis has heightened women's recognition of the need to develop a financial plan that will meet long-term financial goals. Though there has been an increase in the number of educated working women, they are still mostly dependent on their family members, friends and relatives for investment related information and for taking investment decisions. Women do not want to take much risk while making financial investments and therefore opt for safer investments like bank deposits and gold rather than investing in shares and bonds. Despite of many limitations to the study we can identify some investment and savings patterns, that there is some commonness in the women investors and many of them responded positively to the study. This report concentrated in identifying the women Investors preference towards various investment avenues based on their level of income. This confirms that Indian women investors even if they are of high income, well educated, salaried, independent are conservative investors who prefer to play safe. The study concludes that most of the women are becoming high in financial literacy; it becomes easy for them to manage their portfolios on their own without their help of their family.
"AN INVESTMENT IN KNOWLEDGE PAYS THE BEST INTEREST" – Benjamin Franklin.

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A STUDY ON IMPACT OF GOVERNMENT SOCIAL ADVERTISING AMONG THE GENERAL PUBLIC

P. Antony Maria Gayathri, *D. Daisy Bai

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tami Nadu, India)

ABSTRACT:

This study deals with different ways of communicating with the general public with higher appeal and impact on social advertisements. The research aims to try and bring out an efficient measurement of media effectiveness, thereby establishing a hypothesis aiming towards the selection of an ideal media mix for achieving the given objectives. Social advertising is a means to change public attitudes and behaviour to bring about positive social change. Some people cannot read the written messages because of illiteracy and even they cannot understand different languages other than their mother tongue, but some media would help all get aware of social causes. It's about applying marketing and advertising principles to promote health and social issues and bringing about positive behavioural change in people for their better living. The advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the people about non-commercial issues, such as Government facilities/schemes of Health, HIV/AIDS, political ideology, energy conservation, and deforestation, etc. Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating a large number of audiences. Hence, the study tries to describe the impact and need for social advertisements.

Key words: Social advertisements, awareness, media.

INTRODUCTION:

Over the years, many debates have been held in a bid to answer the crucial and all- pervasive question - Is Advertising Essential? Advertising is a powerful communication force and vital marketing tool helping to sell goods, services, images, and ideas through the channel of information and persuasion. It is a highly visible force in society. All of us receive many advertising messages daily. It is essential to the success of any type of business and industry. Non-business organisations such as government, college, and universities, and Public Service groups employ more and more advertising strategies.

Social Awareness Advertising or Public Service Advertising refers to those advertising efforts that are done as a part of social responsibility by such entities as advertising agencies, Government, NGOs as well as other business organizations.

Today, Social Advertising has become very popular and is considered to be one of the most effective means to create social awareness and bring about a change/shift in the mindsets of people. In the 21'st century the population crossed 120 billion in the country and the majority of the Indian population resides in rural areas about 65% approximately and are illiterates and communication of them is normally one language of their mother tongue this creates a major problem to the Government and advertising agencies to deliver/communicate the information and messages to the entire population of the country.

When it comes to effective Social Advertising, it is essential to keep the target audience in mind while creating the social message. A thorough understanding of the target group further improves the impact of the message being delivered. Social Advertisements should carry a short message which is to the point. Such messages can be dramatic and should ideally stand out from the clutter of all other advertisements. However, the modernisation has put its foot in the life's of the public it has become necessary for the Government and non- Government agencies to inform them the harms and drawbacks of the life style of public and health hazards and not only health and safety hazards but also numerous public beneficial schemes provided by the Government.

Some of the issues discussed through Social Advertising campaigns over the ears include –

• Female Feticide	• Polio Eradication
• Blood Donation	• Eve Teasing
• AIDS Awareness	• Anti Smoking Campaign
• Importance of Going to School	• Respect for National Anthem
• Use of Condoms	• Family Planning
• Right To Vote	• National Integration
• Save Electricity, Save the Planetfor our Children	

REIVIEW OF LITERATURE:

❖ J, Madhumathi & Sinha, Rina & Veeraraghavan, Balaji & Walia, Kamini. (2021). Use of "Social Media"—an Option for Spreading Awareness in Infection Prevention. Current Treatment Options in Infectious Diseases. 13. 10.1007/s40506-020-00244-3. Purpose of reviewThere is a need for enhanced adoption of infection prevention and control (IPC) practices in both healthcare settings and the entire community, more so during pandemics. The exponential increase in the use of social media (SM) has made it a powerful tool for creating awareness, education, training and community engagement on IPC. Here, we review how social media can be used effectively to implement strategies to combat public health issues especially vis-à-vis infectionprevention and control.

❖ Xinyue & Zhao, Bo & Nguyen, Thien & Wang, Shaohua. (2019). Social Media and Social Awareness. 10.1007/978-981-32-9915-3_12. The human behaviors and interactions on social media have maintained themselves as highly dynamic real-time social systems representing individual social awareness at fine spatial, temporal, and digital resolutions. In this chapter, we introduce the opportunities and challenges that human dynamics-centered social media bring to Digital Earth. We review the information diffusion of social media, the multi-faced implications of social media, and some real-world cases. Social media, on one hand, has facilitated the prediction ofhuman dynamics in a wide spectrum of aspects, including public health, emergency response, decision making, and social equity promotion, and will also bring unintended challenges for Digital Earth, such as rumors and location spoofing on the other. Considering the multifaceted implications, this chapter calls for GIScientists to raise their awareness of the complex impacts of social media, to model the geographies of social media, and to understand ourselves as a unique species living both on the Earth and in Digital Earth.

❖ Pradeep Kumar Dwivedi, Ingita Pandey ROLE OF MEDIA IN SOCIAL AWARENESS International Journal of Humanities & Social Sciences Vol 1 (01) August 2013, [ISBN 978-93-83006-16-8] The media plays a very constructive role in today's society. Media play an important role in increasing of public awareness and collect the views, information and attitudes toward certain issue. Media is the most powerful tool of communication in emerging world and increased the awareness and presents the real stage of society.

STATEMENT OF THE PROBLEM:

Government and other organizations are spending a huge number of resources like money, manpower, and time to facilitate the schemes and services to the public for the social and individual development towards positive social, socio-psychological, economical, and environmental changes.

But there is a gap in communicating the information and its reach to the general public by using different available media mix. It creates a need to study and review the present methods and procedures followed by the government and other organizations to create awareness. And my report is entitled "the study on the impact of government social advertising among the general public" and this

study helps us to know the impact assessment and analysis of social advertisings.

OBJECTIVES:

The objectives of the study are;
1. To know the concept of social advertising.
2. To study the various social advertising campaigns of government.
3. To study the extent of the level of motivation and awareness of social advertising.
4. To study the factors influencing the effectiveness of different media.
5. To identify the best media mix for the creation of social awareness for government schemes and facilities.
6. To suggest alternative strategies for selecting different advertising media for social advertising.

RESEARCH METHODOLOGY:

The study was taken among the general public. Based on their awareness towards social advertising by the government and a questionnaire was constructed to elicit the required information from the respondents. 80 copies of the questionnaire were taken and distributed among the respondents. A copy of the questionnaire is appended.

COLLECTION OF DATA:

The data for the study was collected through the survey. Data is of two types. They are,
1. Primary Data.
2. Secondary data.

Primary Data:

Primary data was collected by framing a questionnaire. A set of questionnaire was prepared and was given to the selected public to know their views.

Secondary Data:

The secondary data was collected from magazines, brochures, pamphlets, websites, and the web data has also been collected. The daily newspaper was a competent tool in collecting secondary data.

SAMPLE DESIGN:

By adopting a convenient sampling method, a sample of 80 respondents was selected among the general public and the questionnaire was distributed to get the primary data from them.

PERIOD OF THE STUDY:

The study has been conducted during the period ranging from December 2020 to April 2021.

ANALYSIS AND INTERPRETATION:

1. Table showing frequent advertisement seen by general public:

S.No	ADVERTISEMENTS	NO. OF RESPONDENTS	PERCENTAGE
1	Covid awareness	25	31
2	AIDS awareness	3	4
3	Swatch Bharat	5	6
4	Water conservation	0	0
5	Girl education	5	6
6	Polio eradication	0	0
7	Scholarship	10	13
8	Anti smoking	20	25
9	Save plant	0	0
10	Right to vote	7	9
11	Others specify	5	6
	Total	80	100

INTERPRETATION:

From the above table, it is portrayed that 31% of the respondents have seen covid awareness advertisement, 25% of the respondents have seen the anti-smoking advertisement, 13% of the respondents have seen scholarship advertisement, 9% of the respondents have seen right to vote advertisement, and 6% of respondents have seen girl education, swatch Bharat and other advertisements

2. Table showing frequent welfare scheme advertisements seen among general public:

S. No	ADVERTISEMENT	No. of Respondents	Percentage (%)
1	Scheme for Differently abled	5	6
2	Pension scheme	20	25
3	Meal welfare	0	0
4	Health insurance	45	56
5	Agriculture-related	7	9
6	Residential welfare	2	3
	Youth employment	1	1
7	Others	0	0
	Total	80	100

INTERPRETATION:

From the above table, it is evident that 56% of the respondents are familiar withhealth insurance advertisement, 25% of the respondents are familiar with pension scheme advertisement, 9% of the respondents are familiar with an agriculture-related advertisement, 6% of the respondents are familiar with differently-abled schemes.3% of the respondents are familiar with residential welfare advertisement, and 1% of the respondent are familiar with youth employment-related advertisements.

3. Table showing influence of celebrity appearance:

S. No	LEVEL	No. of Respondents	Percentage (%)
1	Strongly agree	13	16
2	Agree	35	44
3	Neutral	10	13
4	Disagree	12	15
5	Strongly disagree	10	12
	Total	80	100

INTERPRETATION:

The above table, it represents that 44% of the respondent agree that celebrities influence their thought, 16% of the respondent strongly agree that celebrities influence their thought, 15% of the respondent disagree that celebrities influence their thought, 13% of the respondent are neutral that celebrities influence their thought, and 12% of the respondent strongly disagree that celebrities influence their thought.

4. Table showing media preferred by the general public:

S. No	Media	No. of Respondents	Percentage (%)
1	Print media	14	18
2	Audio/visual media	56	70
3	Reference group	6	7
4	Other media	4	5
	Total	80	100

INTERPRETATION:

From the above table, it is found that 70% of the respondents prefer audio/visual media to get information, 18% of the respondents prefer print media to get information, 7% of the respondents prefer reference group to get information and 5% of the respondents prefer other types of media to get information about the government scheme/facilities.

5. Table showing overall impact of government social advertising:

Basis	Opinion of respondents					Total	Total Score	Average	Rank
	SA	A	N	D	SD				
Creates awareness	140 (28)	128 (32)	39 (13)	14 (7)	-	80	321	15.12	III
Motivates to initiate Action	65 (13)	140 (35)	81 (27)	10 (5)	-	80	296	13.94	V
Aims to create harmony & a better Society	-	60 (15)	156 (52)	20 (10)	3 (3)	80	239	11.25	VII
Discovers ways to help a social cause	35 (7)	72 (18)	114 (38)	34 (17)	-	80	255	12.01	VI
Gives better understanding of social issue & Responsibility	240 (48)	108 (27)	15 (5)	-	-	80	363	17.09	I
Changes public opinion on various Issue	80 (16)	152 (38)	54 (18)	16 (8)	-	80	302	14.22	IV
Empowers to fight against misdeed	150 (30)	192 (48)	6 (2)	-	-	80	348	16.38	II

INTERPRETATION:

Table shows the opinion of the respondents regarding the impact of government social advertising is ranked as follows 1st rank states that it gives better understanding of social issue & responsibility, 2nd rank states that it empowers to fight against misdeed, 3rd rank states that it creates awareness, 4th rank states that it changes public opinion on various issue, 5th rank states that it motivates to initiate action, 6th rank states that it discovers ways to help a social cause and 7th rank states that it aims to create harmony & a better society.

FINDINGS:

- ❖ The majority of the respondents (31%) have seen covid awareness advertisements inrecent days.
- ❖ The majority of the respondents (56%) are familiar with health insurance-relatedadvertisements (Pradhan Mantri Jan Arogya Yojana).
- ❖ The majority of the respondent (44%) agree that celebrities' appearance in socialadvertisement influences their thought.
- ❖ Most of the respondents (70%) feel that audio/visual media is most preferable to getinformation about government schemes/facilities through social advertising.
- ❖ It is revealed that government social advertising gives a better understanding of socialissues and responsibilities to the general public.

SUGGESTIONS:

- ☐ There should be different creative advertisement messages to attract the attention of people, create interest, inform and seduce people to change their behavior towards positive social change.
- ☐ Introducing new media's like social network sites Facebook, Twitter, etc, and cell phone advertisements, short messaging services, and calls for social advertisements as the masses are using these Media frequently.
- ☐ Doing campaigns in schools and colleges will target youths and tries to mold their minds which will be permanent for their life. And taking help and involvement of students and parents in creating awareness programs and campaigns improve effectiveness and create a positive impact on students; basic awareness should start from childhood for a person.
- ☐ Taking benefit of very popular celebrities and influential people as brand ambassador especially in local language and local people create better results and impression on people as they will be ideal and iconic to many individuals.
- ☐ Unemployed and educated youths and individuals can be hired on a daily wage basis to spread social information and provide social facilities to the public. It will increase the work efficiency of government employees and increase awareness level to the

  people which also increases the reach of social service providing efficiency to the rural areas. And will also help in fighting the unemployed problem faced in the country.

CONCLUSION:

The project based on "A STUDY ON THE IMPACT OF GOVERNMENT SOCIAL ADVERTISING AMONG THE GENERAL PUBLIC" aims to know the extent of motivation and awareness of social advertising among the general public. The advertisement plays a very constructive role in today's society. Social advertisements play an important role in increasing public awareness and collect views, information, and attitudes toward certain issues.

To conclude, I would say that there is a high impact of Social advertisements on the public. The results of this study clearly show that there is high awareness among individuals on Social Causes. It is a positive indication that we are in a socially aware society. An aware society will lead to being a better society in the long run. Not only are individuals of this study are aware of Social Causes but are also motivated and inspired and put in their efforts towards creating a harmonious society.

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