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The journal aims to publish broad-ranging research articles through a fast, simple, and efficient submission process and rapid publication of innovative information. It provides a genuine platform for the researchers, academicians, and students to independently forming advanced evaluation criteria and manifesting vision. Marian Quest is one place where one can sense the quality of research ideas. It is designed to be a reliable resource that can be referred to by researchers, policymakers, and the public. This issue explores various fields of Science, Literature, and management. More importantly some of the papers address the COVID-19 related issues which is currently a hot topic all around the globe.

The editorial board members and external reviewers of our journal are renowned experts who have a proven track record of providing unbiased, rapid evaluations of the submitted manuscripts. An important trait of our scientific peer review process is the shorter duration between the submission and final publication. Our mission is to reduce barriers to scholarly publishing and make life as easy as possible for authors.

We would like to thank members of the Marian Research Forum, reviewers, authors, our Principal, the Secretary, and a team of experts for their exceptional support, effort, and encouragement behind the publication of this Journal. We are confident that the journal will continue to be a unique social science journal encompassing theoretical, methodological but also ethical considerations which would enable interaction and exchange beyond borders and barriers.

Best wishes,

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Marian Quest the Bi-annual Multidisciplinary Research Journal of St. Mary's College(Autonomous),Thoothukudi,publishesarticlesofhighreputationandinnovation.Thearticles 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 forMLA 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

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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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A STUDY ON SOCIO ECONOMIC CONDITION OF THE UNORGANISED SECTORS DURING PANDEMIC SITUATION IN THOOTHUKUDI

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ABSTRACT

The aim of this study is to know the socio economic condition of unorganized sector during pandemic situation in Thoothukudi. In India nearly 93% of workforce of country is formed as unorganized sector. In Last year the whole as affected by COVID-19 to protect Our nation in March 24.2020, the Government of India has announced nationwide “LOCKDOWN” many the formal & informal sectors are closed. It is very difficult for every individual to handle is situation in mentally and financially. Mostly informal labors are mostly dependent on daily wages and Weekly basis. In India nearly one-half of the labors are migrated from one state to another state for employment they are treated as migrated workers, most of them are do construction work. During this lockdown period both formal and informal workers doesn't have job they can't able afford for rental house, so many of the migrated informal workers are moved to their own mother town through train, by walk etc. The socio economic condition of every unorganized sector has affected it affects GDP of our country. A convenience sampling of 123 respondents were survey at Thoothukudi.

KEYWORDS:

Unorganized sector, socio economic condition of unorganized sector during pandemic situation.

INTRODUCTION

Unorganized sector means an undertaking owned by individuals or self-employed employees engaged in manufacturing or selling products or some form of service and employing less than 10 staff in the business.

The COVID-19 pandemic and its unprecedented catastrophe have forced the entire world to announce nation-wide lockdown, closing of factories, industries, etc. On one hand, we have our medical experts, police officials, staff, and the government authorities working round the clock to save the lives of the people and contain the spread of this contagious virus.

On the other hand, there are migrant labourers, factory workers and other people who belong to the unorganized sector before and are now struggling to make their ends meet. The reason being the nationwide lockdown before and temporary shutdown of the industrial sector, whose time period also seems uncertain. This project aims to address the impact of COVID-19 and the socio economic CONDITION of the unorganized sector and dwell on the challenges which they are currently facing and will face once the dust settles.

REVIEW OF LITERATURE:

A study conducted by Rajarathinam (2001) on Dalit Unorganized workers are hailing from the village areas of Thirunelveli of Tamilnadu District. He mainly conveyed about the poor socioeconomic condition of Dalit Majdoor. **Mathew Joseph, Nirupama Soundararajan, Manisha Gupta and Sanghamitra Sahu** in their research paper Impact of Organized Retailing on the Unorganized Sector discussed on how unorganized sectors are being benefited by the limited numbers of retailers of the mini and megacities. They have also recommended few policies that will strengthen the relationship between large retailers and small suppliers. **T. S. Papola in his research paper concerning** to informal Sector: Concept and Policy discussed about various disadvantages of informal sectors and conveyed to reduce their problems they

suffer, and also told to increase the absorption capacity of in- migrant works into the city to enhance their productivity and to develop working condition of workers.

Silvia M. D. Mendoncae Noronha (2005): In his thesis of “Migrant Construction Workers in Goa” discussed about migrant labors working especially construction company, it has also been observed that maximum number of workers are engaged in constructing company. The author made an endeavor to find out the socio- economic of workers and its impact on economic situation of Goa. Elizabeth Hill in her Women in the Indian Informal Economy: Collective Strategies for Work Life Improvement and Development conveyed that resource based approach which is inappropriate in informal sectors.

Tony Jacob (2012) in his research Paper “The Unorganized Sectors in India” has described minutely about their problems and challenges regularly because of seasonality nature of job. Workers are suffering from the indebtedness and bondage especially in the rural area. The do not even get proper guidance of Trade Union

STATEMENT OF THE PROBLEM:

It is crystal clear that unorganized labors are living their life below the minimum standards level. Without a doubt, many informal workers are not in a position to meet their daily requirement. Maximum numbers of women worker are consistent victims of low wages when contrasted with men. There are number of legislations for the security of the labor force but those laws are routinely executed in organized sectors yet in actuality, it is not used methodically in unorganized sectors.

OBJECTIVES OF THE STUDY:

The following are the objectives of the study:

- ❖ To highlight the different problems faced by unorganized workers during pandemic situation in Thoothukudi district..
- ❖ To review the various social security measures undertaken for unorganized workers in Thoothukudi district.
- ❖ To know how an unorganized labor handle the economic situation of the family during COVID -19.
- ❖ To identify whether the unorganized labor develop the saving habit after lockdown during pandemic situation.
- ❖ To study the unorganized labor struggles during lockdown
- ❖ To give suggestion for the improvement of unorganized labors.
- ❖ To enlighten the different problems of workers working in the informal industry.

RESEARCH METHODOLOGY:

It is an essential aspect of any research. Its enables the investigator to look at the research problem is systematic, meaningful and orderly way. Methodology comprises of sources of data collection sampling design and techniques used for analyzing the data. The study aims to know the socio economic condition of the unorganized sector during pandemic situation. The sample size of study was totally 130 in that 7 are biased so I selected 123 respondents. Convenience sampling method was taken for this study.

ANALYSIS AND INTERPRETATION:

1. Table showing occupation of the respondents

Occupation	No of Respondents	Percentage
Construction workers	37	28
Beedi workers	24	20
Salt workers	19	15
Saw mill, oil mill	11	9
Others	33	27
Total	123	100

INTERPRETATION:

From the above table it is inferred that 28 % of the respondents are working as Construction workers, 20 % of the respondents are working as Beedi workers, 15 % of the respondents are working as Salt workers, 9 % of the respondents are working as Saw mill, oil mill and 27 % of the respondents are others (salespersons).

2. Fulfillment of Basic Needs /Necessities Of Respondents

Opinion	No of Respondents	Percentage
Yes	90	73
No	33	27
Total	123	100

INTERPRETATION

From the above table it is inferred that 73 % of the respondents are said they managed their fulfillment during Lockdown and 27 % of the respondents are found very hard to fulfill their needs.

3. Opinion About Migrant From One Place To Another

INTERPRETATION

Response	No of Respondents	Percentage
Yes	30	24
No	93	77
Total	123	100

From the above table it is inferred that 24 % of the respondents workplace shifted from their native place and 77 % of the respondents are said No because their nativity surrounded in Thoothukudi District.

4. Nature OF Migration From One Place To Another

Migrant from one place to another	No of Respondents	Percentage
By walk	Nil	Nil
By own transport/vehicle	Nil	Nil
By train	20	67
By bus	10	33
Other (specify)	Nil	Nil
Total	30	100

INTERPRETATION:

From the above table it is inferred that 67 % of the respondents transferred through by train and 33 % of the respondents are moved by bus.

FINDINGS

- On the basis of gender wise classification, majority **56%** of the respondents are Male.
- The age wise classifications, majority **35%** of the respondents are 25-35.
- With regard to the education qualification wise classification, majority **35%** of the respondents are Up to high school (10th standard).
- According to occupation wise classification, majority **28%** of the respondents are Construction workers.
- Out of respondent's marital status wise classification, majority **42%** of the respondents are married.
- Majority **68%** of the respondents are Nuclear Family.
- The most **38%** of the respondents are in 4-6 Members.
- It found that **38%** of the respondents are under Urban.
- It is realized that **39%** of the respondents are in Daily Wages.
- It found that **40%** of the respondents are earned Below Rs 600 per day.
- It found that **39%** of the respondents are had No Holiday.
- With regard to the Listening of news wise classification, majority **57%** of the respondents are regular.
- The most **52%** of the respondents are in Annual income of Below Rs 50,000.
- It is analyzed that **80%** of the respondents are belong to Tamil Nadu.
- With regard to the sufficient amount for you and your family wise classification, majority **52%** of the respondents are yes.
- The most 28% of the respondents are having work experience for Less than 2 years.
- Majority of **81%** of the respondents are said that they are doing saving for their future.
- It found that **50%** of the respondents are saving money through Bank Account.
- It evident that **77%** of the respondents are satisfied in job.

SUGGESTIONS:

- Need some financial support from the contractors.
- The Government would have taken even more steps, to help and safeguard the workers from out stations workers.
- Unorganized labors can save their wages by deposit through bank instead of saving in Chit funds.
- New laws should be made like as Minimum ages Act to regulate the working condition of labors
- The unorganized employees should be granted pension during the rainy seasons, maternity leave benefits, accidents relief, natural mortality allowance, education assistance for children for higher education.
- Unique scheme for helping unorganized workers to their specific demands and needs should be developed by central and state governments.
- Unorganized workers should follow the rule and regulation provided by the Health Department of Our Government. Wear a proper mask, and use Hand Sanitizer, During Your Work Time.
- The contractors should check whether the workers are following the basic rules.



CONCLUSION:

The overwhelming majority of employees in the country are from an unorganized sector, including the agriculture sector, the construction, shop road seller, small-scale service providers, salt pans, domestic work beedi industries etc. the contribution of unorganized workers to GDP is almost 50%. Yet the law has overwhelmingly endorsed programs of welfare. Therefore, social security measure should cover all unorganized workers to bring the country to full development; social security measures cover only 60% of unorganized workers. This is also a tool for the identification of real benefit for workers that the government can encourage unorganized workers to report. The government should raise awareness of the unorganized workers Welfare Fund and welfare program that are supplied by State Fund. Unorganized workers function without sufficient benefits in extreme conditions. For both economic and social growth, security and support for unorganized sector workers are very important. Government laws to protect these workers should be enforced strictly and those who misuse them should be harshly punished for real growth.



A STUDY ON CUSTOMERS BRAND PERFORMANCE TOWARDS ELECTRONIC GADGETS IN THOOTHUKUDI

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Abstract

The aim of the study is to know the customers brand preference on electronic gadgets in Thoothukudi.

Technology plays vital role in our daily lives. These include electronic games, home computers, handheld devices, and different type of gadgets. Gadgets are popular in children and also in elders. Research has been conducted in gadgets are to improve the knowledge of people. In this fast-moving world, the city life has much more advanced in many schedules. Without the adoption of electronic good one family could not be a completed one in the society. As the gadgets are increasing day by day, it is leading to the technology addiction among children. This research will help undergraduates to be aware and use the electronic devices through right way, and improve their academic achievement. This study helps to find out the brand preference to customers in Thoothukudi. A convenience sampling of 96 respondents were analysed at Thoothukudi.

KEYWORDS:

Electronic gadgets, Brand, Customer preference, Features of Gadgets.

INTRODUCTION:

Electronic gadgets are prominent among these digital inventions. They play a vital role in our lives. The electronic gadgets which are used daily consist of lights, televisions, computers, fans, telephones, cell phones, etc. Life would have been very difficult without these inventions. Day today cell phones show the importance of electronic gadgets in our lives. Cell phones have occupied a very important position in our lives. The Latest Electronic Gadgets that are introduced in the recent year are Digital Devices, iPods, and laptops, mobile devices, LCD televisions and various other kinds of technical gadgets. Keeping the consumer taste and preferences in mind these Latest Electronic Gadgets have been developed. Gadgets are electronically simplified applications that make work easy. They play a significant role in the common man's life and they have been so used to it that it becomes very difficult for us to think of daily life chores in the absence of machines.

REVIEW OF LITERATURE:

Grob (2016) Study geared toward reading cellular buying recognition and the chance elements related to cell buying. Study was conducted on 300 mobile customers who had already bought from Amazon and eBay the use of their clever telephones. The findings suggested that mobile outlets must build self-assurance in mobile buyers and lower down the danger and uncertainties associated with cell shopping so that shoppers continuously choose cell buying. Study also highlighted the chance related to privateness, security, transactional and economic risks associated with cellular shopping.

Saritha Rai (2016) in her article stated that India's mobile phone subscriber base crested the 1 billion users mark, as per data released recently by the country's telecom regulator. But experts see the milestone as the beginning of some dramatic action rather than as a climax. It is assumed that there will be expected growth in smart phone users in recent future. It will help mobile operators in increase in data usage. There is positive move by the government to initiate Digital India Campaign which will expect rise in e- Governance in India.

Sarmin Sultana (2015) carried out a study on factors affecting the consumer brand choice preference towards new package of cellular phone. The aim of the study was to identify the factors

that affect consumer brand preference and choice towards new package of a cellular phone and also to identify the factors that influence the acceptability and attractiveness of a new mobile phone package.

STATEMENT OF THE PROBLEM:

In such a scenario, the people who want to buy an electronic gadget, before going to spend a lot of money on that, they spend a lot of time in doing ground research in order to choose the best brand to invest their money on. In order to cater to the addiction of the common people towards electronic gadgets a lot of companies with various brand names have emerged in the market. A variety of brand names such as Nokia, Sony, Apple, Samsung, etc. have emerged in the market in order to satisfy the needs of the customers around the world.

Every brand mentioned above specializes in various aspects and try to provide a unique electronic gadgets experience to the customers. The major features that the companies focus on are the physical features, technological features and marketing practices. Physical features refer to the screen size, display quality, thinness and weight, and many other physical features. Technological features refer to the speed, memory, software used, etc. Finally, the marketing practices such as the advertisements, brand value, celebrity endorsements etc. All these factors are necessary for a mobile brand in order to attract the customers. In such a scenario, the people who want to buy an electronic gadget, before going to spend a lot of money on that, they spend a lot of time in doing ground research in order to choose the best brand to invest their money on. In order to cater to the addiction of the common people towards electronic gadgets a lot of companies with various brand names have emerged in the market. A variety of brand names such as Nokia, Sony, Apple, Samsung, etc. have emerged in the market in order to satisfy the needs of the customers around the world.

OBJECTIVES OF THE STUDY:

The primary objective of the study is to analyse the consumer behaviour towards electronic gadgets. In order to investigate the primary objective, the framework is segregated into the following objectives.

1. To present the overview of Indian electronic industry with special reference to selected companies and its brand.
2. To make comparative analysis on consumer level of satisfaction towards marketing mix practices applied for electronic gadgets.
3. To know the reasons for impact of particular brand.
4. To know the preference level associated with different electronic gadgets.
5. To know about the Factors which help to increase the sale of electronic gadgets.
6. To know about the Factors that influence decision-making in purchasing an electronic gadget.
7. To know about the factors determining the liking of different electronic gadgets brand available in the market.

Finally, the study will present the findings and suggestions on the basis of survey results.

RESEARCH METHODOLOGY

The primary method of data collection that is questionnaire were used to collect the information. No. of respondents include both male and female. Convenience sampling method had been adopted and about 96 samples have been collected for the study.

ANALYSIS AND INTERPRETATION:

1. Table showing bought electronic gadgets

GADGET	NO. OF RESPONDENTS	PERCENTAGE
Phone	61	63
Laptop	17	18
Computer	08	09
TAB	03	03
Printer	06	06
Other	01	01
TOTAL	96	100

INTERPRETATION:

From the above table, it is revealed that 63% of the respondents are Phone and 18% of the respondents are laptop and 9% of the respondents are computer and 3% of the respondents are printer, 1% of the respondents are revealed that they bought accessories for mobile or laptop.

2. Table showing favourite brand

BRAND	NO. OF RESPONDENTS	PERCENTAGE
Apple	22	23
Sony	09	09
Samsung	32	34
Lenovo	14	14
ACER	07	07
Others	12	13
TOTAL	96	100

INTERPRETATION:

From the above table, it is revealed that 34% of the respondents are preferred to buy Samsung, 23% of the respondents like Apple brand, 14% of the respondents are interested to buy Lenovo and 13% of the respondents are others, 9% of the respondents are Sony and 7% of the respondents are ACER.

FEATURES	NO. OF RESPONDENTS	PERCENTAGE
Camera	30	31
Sound quality	18	19
Internet browsing	24	25
Games	04	04
Memory capacity	20	21
TOTAL	96	100

3. Table showing Expectation of special features

INTERPRETATION:

From the above table, it is revealed that 31% of the respondents are Camera, 25% of the respondents are internet browsing, 21% of the respondents are memory capacity, 19% of the respondents are sound quality, 4% of the respondents are games.

4. Customers' preference towards a particular brand

REASONS	NO. OF RESPONDENTS	PERCENTAGE
Own decision	22	23
Technological advancement	28	29
Lot of features & quality	21	22
Review from friends/ college	25	26
TOTAL	96	100

INTERPRETATION:

From the above table, it is revealed that 29% of the respondents are preferring technological advancement, 26% of the respondents are getting Review from friends/college, 23% of the respondents are taking own decision to buy a particular brand and 22% of the respondents are lot of features and quality and 0% of the respondents are others.

FINDINGS:

- ❖ With regards to the gender wise classification 82% of the respondents are Male.
- ❖ It is evident from the analysis 65% of the respondents are in the age group of 20-30.
- ❖ It is analyzed that 57% of the respondents are under employed.
- ❖ The study reveals that 67% of the respondents are Married.
- ❖ Majority 57% of the respondents are in nuclear family system.
- ❖ The most 33% of the respondents are in family income of 25,000-40,000.
- ❖ The most 36% of the respondents have completed UG.
- ❖ It found that 63% of the respondents have recently bought mobile phone.
- ❖ It found that 34% of the respondents have favorite brand is Samsung.
- ❖ It is evident that 81% of the respondents buy only branded products.
- ❖ The study reveals that 74% of the respondents are price sensitive customers.
- ❖ It is realized that 59% of the respondents are brand loyal customers.
- ❖ It is delivered that 49% of the respondents are like quality of the brand.
- ❖ It is agreed that 29% of the respondents prefer technological advancement.
- ❖ It has been analyzed from the study that 34% are major factor influencing towards a particular brand is picture clarity.
- ❖ Majority 37% of the respondents are buying electronic gadgets for business purpose.
- ❖ The study reveals that 31% of the respondents attracted features is camera.
- ❖ It is evident that 39% of the respondents are motivated to buy a product is because of brand name.
- ❖ Majority 91% of the respondents are interested to know the current trends in electronics.

SUGGESTION:

On the basis of the findings of the study the following suggestions are made:

1. The present research has revealed that the most preferred price range of the Electronic gadgets customers is between Rs. 20,000 - Rs. 25,000. Therefore, the companies need to try to provide an Electronic gadgets with all the necessary features within this price range.
2. Most of the customers prefer price discount along with their mobile phones such as earphones, memory cards, additional warranties, cash-back offers, etc. and based on these price discount they choose a brand. Therefore, the electronic gadgets companies need to make sure that they provide enough price discount in order to attract the customers.
3. With the popularity of the internet among the customers, many of the customers, particularly the younger generation customers prefer a source of information is their internet. Therefore, the availability of the electronic gadgets in online portals is a major factor in influencing the customers to buy a particular brand. This needs to be taken into consideration by the companies and they need to make efforts to make their electronic gadgets available online also.
4. Physical features such as its thinness, less weight, ergonomic features, etc. and technological features such camera clarity, sound quality, memory capacity, internal storage, external storage, are the major factors that influence the customers. Taking this into consideration, the companies can

focus on these two features in order to make their brand popular among the customers. Among these two, the technological factors attract more customers. Therefore, the first preference for a electronic gadgets company needs to the technological features followed by physical features and finally the marketing practices. When all the three factors are combined together in a particular brand, it will increase the brand value of the company and make it more attractive to the customers.

5. Marketers should be aware of the forms of socialisation active in targeting certain population groups, since target markets possess different socialisation groups, such as the employees, who were influenced mostly by friends and peers. Marketers should, when targeting such groups, employee people with whom consumers can relate in terms of age.

CONCLUSION:

India is one of the emerging markets in the electronic gadgets industry. basically because of its ever-increasing population and the majority of them belonging to the middle class. According to a survey conducted by Quartz India, by the year 2022, there will be 829 million smart phone users in India. This account to almost 60% percent of the total population and it is set to further expansion in the coming years. Thus, in this ever-expanding market, when the electronic gadgets companies do an informed decision and invest in the right way, they can reap heavy rewards in the future. Investing in a electronic gadgets is not an easy thing for an Indian user since it involves a considerable amount of money and moreover the mobile phone will be with them at least for a year. Therefore, the customer will do a lot of research before investing in the electronic gadgets. Their decision can be based on three major factors, as revealed by the present research, such as physical features, technological features and marketing practices. When all these features are combined in a perfect mixture and provided in a particular brand, that will be the most preferred brand for the customer and will remain so for a long time. This is what every company will look forward in a market scenario and this is where the present research has provided valuable insights for an electronic gadgets company. But beyond everything, it is also a universal truth that nothing is permanent. As is visible in the case of Nokia which was one of the leading mobile phone company a few years ago, is now not preferred by many. So, the companies need to do all the necessary things to attract more customers and maintain their superiority in the long run.



A STUDY ON CUSTOMER'S SATISFACTION TOWARDS ONLINE FOOD DELIVERY SYSTEM

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ABSTRACT:

Our research was conducted to examine the "A study on customers satisfaction towards online food delivery system" It will deal with consumer behavior & helps to analyse their perceptions. It also aims to examine the customer's expectation and satisfaction levels and consumer buying behavior with the popular online food ordering apps viz. swiggy, zomato, etc. Hence study also deals with service attributes and its satisfaction. As being marketer belief says that satisfied customer is your lifetime asset.

. It analyse what channel and type of delivery application are used for online food ordering. It also finds out the influencing factors of online food ordering. The questionnaire was prepared and distributed among the 120 respondents to know their behavior & the satisfaction level which they get by using online food services app. Convenience sampling method is used for this study.

Keywords: Customer interaction, Customer Satisfaction, Service, Online Fooddelivery.

INTRODUCTION:

The Indian start-ups find their secret weapon for existence-success is real food. Today, there are so many competitors fighting literally via their stomachs to win the customer's core. Food engineering is Indian start-ups savor of every season. However, according to the belief, this is not about information systems but also about innovation in the food experience provided to the consumers using actual food new technology. This is not about fancy digital technology and actions but about breakthrough technologies in food science used only to create successful food products and customer interactions. Delivery services have appeared as the next major frontier to India's biggest e-commerce businesses after the supermarket.

The Indian food chain market is valued at \$15 billion and is expected to increase steadily. In India, food production is becoming a competitive market. Expanding online grocery ordering delivery systems via mobile apps has made businesses wake back and getting noticed. A few of the popular food hubs like Swiggy, Grubhub, Zomato, Foodpanda, Ubereats and other similar apps feed online to the area and create money.

The online food systems in local restaurant cooperative website and consumer software to provide more interactive menus so that the purchasing process can take place. Ordering shop delivery is meant for greater flexibility and efficiency, and web host guarantees that the system has sufficient navigation feature via digital images or substantial logo to guide customers and link students, follow steps to complete the ordering system, other than being designed to handle a large number of multiple requests at the very same minute to avoid unnecessary chaos. In today's fast-paced world, when most are squeezed for time, the bulk of people are finicky when placing an online order is concerned. Worldwide it is incredibly tricky to start a new small- scale business in the current economy and live in the competition of well-established and trustworthy culture. Today's clients are not only enticed, even though placing an order is incredibly handy. However, because those who require accessibility in the provided stuff, price and very more straightforward order connectivity. The online order system vastly simplifies both customer and service teamwork. The program offers a user-friendly customizable and current to now interface with all available options.

Clients may opt to place orders with one or even more things that can fall within the cart. Until check out, consumers can show all details of the purchase inside the carriage. Ultimately, the consumer gets details about placing order. After placing the order, it'll be loaded into the server and recovered in almost real-time. It helps restaurant employees to quickly undergo the laws as received to process all transactions with minimal delays and confusion effectively and successfully.

From either a market perspective or owners will seize opportunities seen by made as a means of generating revenue to replace them. Consumer's desire would be that the key driving factor for small businesses further to engage in online distribution systems meets the expectations and desires of customers. Online delivery is particularly recommended in developing countries, as technology and customer preference are still changing.

Data shows that 50.8% of individuals order online delivery service because they like not to cook, as it allows customers also to have meals delivered straight to their homes and offices in much less than an hour. Small businesses also feel it helps the company remain competitive on the market as long as it is compatible, including their business model. Even though it is often correlated with price-added restaurant work that, but the declining quality of service, a thorough analysis of its feasibility is strongly encouraged.

In 2019, the Global online food delivery industry hit a value of US\$ 2.9 trillion. Online food ordering helps customers have their desired food products delivered just outside of the door. The consumer gets updates mostly on the planned duration of processing and delivery of the food. These apps, in convergence with qualities like the ease of service, speed, and reliability, raise costs for these services in India.

REVIEW OF LITERATURE:

- A study of **Rajeev Kumar Bagla and Jasmine Khan 2017** investigated the factors responsible for the increasing popularity of online reservations and meal order in India, user expectations, and the degree of happiness with useful device like food panda, uber eats and Zomato. Bonuses and money back have been found to play a significant role in the success of apps.
- The research of **Neha Parashar, Sakina, Ghadiyaly 2017** sought to explain the relationships among customer's services or buying behavior. The study said facilities offered to play a significant part in purchasing an app. New consumers are more likely to use order online, mobile, or in text. Young consumers place more value on comfort and speed that older users do. It has been concluded that clients enjoy not having to wait. The waiting customers may be motivated to try electronic food ordering.
- In her study, **Anupriya Sinha 2019** found that the most attractive feature for consumers is Driveway Delivery to anyone at any time. Consumers are often motivated when they earn any Discounts or Cash returns accompanied by reward points or advantages. Poor Previous History, feedback, and word-of-mouth are factors that block customers from testing out the online food ordering apps. The whole idea with innovation can have a routine operation by providing proper and relative service providers. It also was proposed that Tier 2 areas could be approached for business growth in future businesses, as these cities do have several working youths.
- **Ms. Ardhana M. Prabhash 2020** reveals that online resources are well known to most youths. The most crucial consideration will be online food apps offering offers. Most participants liked fast food in everyone's preference for curries. The study has also revealed that Swiggy is used for a considerable majority of participants, as well as Potato has been used. Because both men and women are the breadwinners in this faster-growing economy, online food ordering services save precious working hours. Other benefits people would enjoy are flexibility, ease in payment. On the other hand, losing consciousness, fear of electronic payment, and fear of sharing personal information are some reasons that hinder people from ordering food online. The study concluded

with the statement that adapts to the evolving lifestyle of the customers, and due to the expansion and innovations in online activity, there is a change of food order trends.

STATEMENT OF THE PROBLEM:

A community cloud for purchasing online food ordering apps from a decent variety of restaurants was accessible throughout these days. That trend has changed the mind of the clients, the delightful users of all age categories. There is a broad array of eateries that offer internet quality at the cheapest deals and affordable prices. This has intend expanded their normal operations, witnessing a boom even as promoting it across the country inside the online food orderring system. The internet menu establishes an online food menu with both the support of smart apps as Zomato,Swiggy, and Ubereat. Technology and science develop day by day, without even a question; this is often said the invention of the internet has expanded internet businesses in the nations. The internet has endorsed everyone in some ways, including booking tickets, paying bills, and buying utensils. Hence, the recent development is online food applications where stated food items are delivered only at the user’s doorstep. This frees consumers from hitting the stores and the long waiting in cafes too. The key emphasis of this research would be to analyze consumption perception of online food ordering services. The study adopts a quantitative as well as a qualitative method about customers satisfaction towards online food delivery systems.

OBJECTIVES:

The following are objectives of the study,

- To know the level of customer satisfaction using this online foodordering applications.
- To identify the preference of food delivery applications.
- To analyse the important reasons of ordering food online.
- To analyzing the challenges facing the clients while ordering onlinefood

RESEARCH METHODOLOGY:

Primary data:

The primary method of data collection that the interview method was used to collect the information from online food service system. Number of respondents include both male and female. Convenience sampling method had been adopted and about 120 samples have been collected for the study.

Secondary data:

The secondary data were collected from available literature in books, journals,magazines, internet and other research reports etc.

Sampling size:

Convenience sampling method is used. All 120 respondents are the one whoorder through online food delivery system.

ANALYSIS AND INTERPRETATION:

PREFERENCE OF FOOD DELIVERY APPLICATIONS

FOOD DELIERY APP	NO OF RESPONDENTS	PERCENTAGE
Zomato	67	56
Swiggy	50	42
Others	3	2
Total	120	100

Source: Primary Data

Inference:

The above table reveals that 56% of the respondents prefer Zomato, 42% of the respondents prefer Swiggy and remaining 2% of the respondents prefer others.

RESPONDENTS PREFERENCE TOWARDS THE FOOD ORDERED FOOD

ORDER FOOD ONLINE	NO OF RESPONDENTS	PERCENTAGE
Breakfast	3	3
Lunch	42	35
Snacks	36	30
Dinner	34	28
Juice	3	2
Diet food	2	2
Total	120	100

Source: Primary Data

Inference:

The above table reveals that 3% of the respondents are order food online is breakfast, 35% of the respondents are order food online is lunch, 30% of the respondents order food online is snacks, 28% of the respondents order food online during dinner, 2% of the respondents are order food online for juice and remaining 2% of the respondents order food online with preference to diet food.

IMPORTANT REASONS FOR ORDERING FOOD ONLINE

REASONS	NO OF RESPONDENTS	PERCENTAGE
Offers	18	15
Easy Home Delivery	51	42
Variety of Food	37	31
Lifestyle	14	12
Total	120	100

Source: Primary Data

Inference:

The above table reveals that 15% of the respondents are ordering food during special offers, 42% of the respondents are agreed for easy home delivery, 31% of the respondents are ordering food for availability of food varieties and 12% of the respondents are ordering for lifestyle.

PROBLEMS FACED DURING ONLINE ORDERS

PROBLEMS	NO OF RESPONDENTS	PERCENTAGE
Delay in Delivery	44	37
Less Steamy	52	43
Alternate food delivered	24	20
Total	120	100

Source: primary data

Inference:

The above table reveals that 41% of the respondents agreed that online food not delivered on stipulated time, 42% of the respondents expressed that delivered food are less steamy, 17% of the respondents agreed that they not receiving exact food ordered i.e. alternate food delivered.

FINDINGS:

- ✓ It is found that **56%** of the respondents delivery app is Zomato.
- ✓ Majority **35%** of the respondents order food through online for lunch.
- ✓ From the table reveals that **42%** of the respondents have a primary need/reason for ordering food online.



- ✓ Most of the respondents **43%** agreed that they receive food with less steamy.

SUGGESTIONS:

- ✓ Provide exceptional services by ensuring the food is steamy. Equip your delivery boys with insulated food bags that keep hot things hot and cold pack things cold throughout the ride. For items like beverages and ice cream, use dry ice so that they stay fresh and frozen.
- ✓ Create an online menu that is crisp, concise, catchy and easy to read. It should convey all the necessary information having a clear CTA. The price, the quantity of the items should be clearly written so that it becomes easy for the customers to order.
- ✓ Frequent Discount and cash backs attract more of customers to order food through online and also it increase the business that that of normal one.

CONCLUSION:

Food delivery has become a major hit in India. There are several food delivery applications in India that can be downloaded from the comfort of homes on smart phones to order. On analyzing the consumer perception of online food delivery applications in Tuticorin the chief reason of electronic ordering is convenience. Based on the result of this research, it is understood that online food delivery application helps customers in the easy and fast ordering of food. It gives every detail of the customer's order, thereby providing the best customer service. The tracking system is an added advantage for the users. Online food ordering system maintains the service provider to keep a database and enhance the customer experience. Through the survey conducted, it was found that majority of users' think that people opt for online food delivery application as it requires only less human interaction and that online food ordering has made an impact on the traditional way of dining together. The study discloses that youngsters are more inclined to online food delivering systems as compared to elder people. The study possess as the most influencing factor on online food ordering is faster delivery. The second most influencing factor is ease and convenience and more restaurants option; the next most influencing factor is discounts and special offers. The study highlights that users often place orders on weekends and holidays. The most preferred meal of users is dinner followed by food non-veg briyani. The study also reveals that Zomato is the most preferred app among the selected food delivering applications. Even through a large portion of people in Tuticorin uses online food delivery applications, there, still, are people who do not use food applications due to quality concerns and prefer homemade foods. In a nutshell, it is found that majority of users' falls under the category of students and working individuals which indicates the growing popularity of the online food ordering system among youngsters.

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A STUDY ON PART-TIME WORKING COLLEGE STUDENTS

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ABSTRACT

The number of part-time students is more rapidly growing than ever before. There are pros and cons of going to part time work. The aim of this paper is to explore if working part-time jobs can be beneficial to their working attitudes, career choices, and career maturity. First, financial problems are the main reason for some students who are forced to take part-time jobs. The average yearly costs of education continue to increase. Second, student involvement in employment has a positive impact on developing career-related skills. Third, the hands-on experience cannot be gained in the classroom alone. Whatever the reasons the student has for taking a part-time job, there is a popular belief that students with part-time jobs do not tend to have higher academic achievement, because their focus time of study has been divided with their working time.

KEYWORDS: job satisfaction, income level, job stress, working condition.

INTRODUCTION

Many college students do part-time jobs nowadays because it has some benefits for students. Doing part-time jobs help college students to earn money. It is not very much, but it's useful for their daily expenses such as buying clothes and reference books, paying for transportation or meals.

Moreover, doing a part-time job provides students with some experiences. It causes to them to be familiar with the world outside their classes, so they have chances to interact with other to improve their communication skills and self-confidence

Also, a part-time job will create a chance for them to live an independent life instead of depending on their families. Thanks to part-time jobs, they can be more responsible for their future.

To provide a context when considering the influence of part-time employment on college students, it is useful to examine the types of jobs in which those students are involved. In this paper the investigation of the consequences of such employment encompasses both the subjective opinions of students who have part-time jobs and the more readily demonstrable and objectively measured effects over a number of years. The latter include effects on school completion, on the end of college achievement as indicated by final year results, and on labour market outcomes in the initial post-college years.

Better academic achievement can only be achieved by students who spend more time on academic related activities outside of class. So far, research on the involvement of students taking part-time jobs has largely been conducted at college in developing countries. Little, if any, has been reported on this issue when it comes to college students in developing countries. In recent times, college students now have a part-time job for countless reasons; a few of those reasons may possibly be necessities of the individual, desire and obligation.

A major reason why college students work would be because of personal desire. Every student that works for personal desire is working for extra money into their income. Most teens work because they want the money, but a part-time job can have other benefits. Another reason would want to purchase items that are not necessary; buying these kinds of items is a want. An example would be saving up to buy a vehicle, in addition to purchasing belongings like shoes, clothing to go out, computer, camera or just to spend money; these kinds of things we do not require to live. College students might also even work to help their parents out economically. College students

that are considering their future may possibly even save money to attend a college, which not several students consider doing; rather they think more of the current situation.

Obligation might also be another reason why college students have a part-time job. Parents can also have a lot to do why a student is working while in college, they may force the student for the reason that it is able to give the student a work experience that everybody needs. Even if the student is not learning technical or specific skills, it's providing work experiences that are more useful. Communication, teamwork, and leadership skills among their associates are as important as technical skills.

Money is necessary evil- feeling college students are more than familiar with. It is important to make money to be able to afford everything we want because the pocket money we get from parents is never enough. To make that possible, students often go for part time jobs which they can pursue after classes. These can be physically going to the office or freelancing from home. In either case, it is a big commitment to make with so much of the time dedicated to academics. Here are a few struggles of being a part time worker as a college student. Having FOMO (fear of missing out) while working. The work-study dilemma will hit hard. Being tired all the time and making time for family will become more difficult.

MATERIALS AND METHODS

Objectives of the Study

- To examine the reason for going to a part-time job.
- To find out their job satisfaction.
- To study about the working conditions of the college students.
- To analyze the income level of part-time jobs of college students.
- To identify how a part-time job plays an important role in a professional career.

Statement of the problem

In this Competitive world, Students have to plan their life in advance. So they are doing part time jobs while attending college. For some students, especially those in traditionally underserved populations, taking a job is not a matter of choice, but necessity. They need to work to save for college expenses or even to supplement family income, while attending college. This interest makes the researcher take up the research study entitled.

Review of Literature

Carnevale, Smith, Melton, & Price, (2015) has identified a number of commonalities among working learners. These learners integrate their professional goals and personal lives. Although the degree of integration may vary depending on the situation, and some working learners place more emphasis on one aspect versus the other, each working learner balances the demands of both work and education. Additionally, working learners share an interest in applying and practicing what they learn, solving problems, honing knowledge, and developing multiple skills and abilities through various pursuits toward a performance-based portfolio. Last, in ideal working and learning experiences, working learners view personal aims, learning, and work as intermingled aspects of life. These commonalities offer the basis for the definition of a working learner, as well as a lens through which to consider the impacts of working and learning and recommendations for policy and practice.

Kena et al., (2016). Enrollment status and hours worked per week are also important factors in defining the characteristics of working learners. Data from a report from the National Centre for Education Statistics (2016) indicate a number of patterns in student employment for full-time compared with part-time students (Full-time students are employed at lower rates than part-time students (40% versus 76%), and the largest percentages of these students generally work between 20 and 34 hours per week. Although very few (7%) full-time students exceed 35 hours of work



per week, three times as many (35%) part-time students work 35 hours or more per week (Kena et al., 2016).

McElroy &Weng, (2017) Studying the effects of student employment on academic outcomes remains an active field, especially among labor economists. Darolia reports “little discernible impact of working on students' grades. [However] increased work intensity results in fewer credits completed in each term by full-time students. This may contribute to increasing time-to-degree.” Triventi (2017) reports for Italy that working during college, especially intensive work, is negatively associated with academic progress. Scott-Clayton and Minaya (2017)examine campus work study, finding on average that work-study students experience better academic outcomes, but they note heterogeneity in effects such that for some subgroups work study is associated with worse academic outcomes.

Hovdhaugen, (2018), have concluded that the characteristics of the workplace and the hours spent working need to be explored as they are fundamental to understanding the effect of working on academic outcomes. Another element is whether or not the job is related to the degree studied (Graham, 2018) and, furthermore, neither must institutionally factors and the characteristics of the degrees themselves be disregarded. The organization of educational programs, the timetables of the subjects, the teaching methodologies, the number of classroom hours and workload demands are some of the factors that make some degrees easier to combine with other external responsibilities, such as working.

Scope of the study

This paper is an attempt to throw light on the students towards their part time work. It focuses its attention to examine the part time working student’s working condition, work pressure, job satisfaction and more. The study is a micro study and involved a thorough analysis of the part time working students.

Methodology

This is an explanatory study on part-time working college students. This study is a survey based on field work. Primary and secondary data were collected by the researcher herself.

Primary Data

Primary Data were gathered through a questionnaire through Google form.

Sources of Primary Data

Primary data were collected from samples respondents of persons from the collection of primary data and interview schedule was developed before its application among respondents. It was employed to make sample surveys.

Secondary Data

The secondary data has been collected through websites, journals, books, and documents.

Period of the study

The period of the study is from December 2020 to March 2021 with full involvement.

Sampling Design

The data collected are original in nature. 103 respondents were selected by random sampling method. Questionnaires were supplied to them after much guidance for accumulation of primary information. Qualitative face figures are collected directly and form the samples.

CLASSIFICATION OF EDUCATION

Education	No. Of Respondents	Percentage
UG	60	58
PG	43	42
Total	103	100

Source: primary data

Inference

The above table reveals that 58 % of the respondents are UG students, 42 % of the respondents are PG students.

Thus the majority of the respondents are UG students (ie.58%)

CLASSIFICATION ON THE BASIS OF MONTHLY INCOME

Monthly Income	No. Of Respondents	Percentage
Below Rs.4000	27	26
Rs.4001- Rs.5000	39	38
Above Rs.5000	37	36
Total	103	100

Source: primary data

Inference

The above table reveals that 38 % of the respondents' monthly income is Rs.4001-Rs.5000, and 36 % of the respondents' monthly income is above Rs.5000, 26 % of the respondents' monthly income is below Rs.4000.

Thus the majority of the respondent's monthly income is Rs.4001-Rs.5000 (ie.38%)

REASON FOR GOING TO PART-TIME JOB

Reason	No. Of Respondents	Percentage
To gain experience	25	24
To meet personal expenses	43	42
Family situation	33	32
Other	02	02
Total	103	100

Source: primary data

Inference

The above table reveals that 42 % of the respondents are going to part time to meet their personal expenses, 32 % of the respondents are going to part time job to manage their family situation, 24 % of the respondents are going to part time job to gain experience and 2% of the respondents prefer for other reasons.

Thus the majority of the respondents are going to part-time job to meet their personal expenses (ie.42%)

CLASSIFICATION ON THE BASIS OF SATISFACTION LEVEL OF JOB

Opinion	No. Of Respondents	Percentage
Highly satisfied	22	21
Satisfied	61	59
Neutral	15	15
Dissatisfied	05	05
Highly dissatisfied	00	00
Total	103	100

Source: primary data

Inference

The above table reveals that 59 % of the respondents are satisfied, 21% of the respondents are highly satisfied, 15% of the respondents are neutral, and 2% of the respondents are dissatisfied with their position at this job.

Thus the majority of the respondents are satisfied with their position at this job (ie.59%)

CLASSIFICATION ON THE BASIS OF JOB STRESS

Opinion	No. Of Respondents	Percentage
Volume of work	31	30
Nature of the job and responsibilities	37	36
Physical work environment	34	33
Other	01	01
Total	103	100

Source: primary data

Inference

The above table reveals that 36 % of the respondents have job stress due to more responsibilities, 33% of the respondents have job stress due to the physical work environment, 30% of the respondents have job stress due to volume of work and 1% of the respondents have job stress on others.

Thus the majority of the respondents have job stress due to more responsibilities (ie.36%)

RESULTS AND DISCUSSION

- Majority (58%) of the part-time working college student are UG students.
- Majority(38%) of the part-time working college student's monthly income are Rs.4001-Rs.5000.
- Majority (42%) of the part-time students going part-time job to meet their personal expenses.
- Majority(59%) of the part-time working college students are satisfied with their position at the present job.
- Majority(36%) of the part-time working college students have job stress due to more responsibilities.

On the basis of the finding of the study, the following suggestions are made:

- The employer should treat their employee in a proper way such as providing a reasonable salary at proper time.
- The student should not go for work at the time of examination. So that they can reduce the tension.
- The employer should provide proper training facilities to every employee and clearly explain about the job which is to be done.



- Choose a selection job, in your field to get more working experience that will benefit in future.
- Be sure to schedule the valuable time to relax and have fun with your friend and family. And it is more important to balance the schedule.
- Be sure to have the habit of saving money each month, which in turn helps the future expenses which relates to college or other tuition fees etc.

CONCLUSION

Nothing is perfect. Maintaining a job while attending college is not easy for everyone. A self-motivated and well organized person may find it easier to balance work and college, while another really needs to concentrate to do well in studies may find having jobs is too difficult. One should think twice before taking a part-time job. Students mainly take part-time employment because they want to increase income and take advantage of free time. Working students are to be committed, disciplined, and responsible and have good time management. The motivation behind doing the part-time work is mainly due to financial support, self-development and seeking real world job experience for their future. There are positive and negative impacts of working while studying at college. Most students know how to balance the number of jobs and working hours. For students, working while studying at college level is necessarily detrimental to their academic performances. The most important thing if they work while studying is to get real information and to know how many hours per week in order to suit their academic loads at college. Despite taking a part-time employment makes students have less time for their learning, it does not have much effect on their learning result, except for outdoor jobs which affect their time and health such as deliverers. Furthermore, the common reason mentioned by respondents in relation to why they need to take a part-time job are due to income needs to fulfil their education needs such as tuition fees, or college expenses and looking for experience to advance their skills in the future.

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JOB STRESS AMONG MENIAL WORKERS IN HEALTHCARE SECTOR AT THOOTHUKUDI CITY

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ABSTRACT

Indian healthcare is at a critical juncture, as it focuses on pertinent issues of consumerism, cost effectiveness and quality. Indian healthcare is annually growing at the rate of 15% which is faster than most of the other service sectors. This study aimed at finding out the examine the nature of job stress in health care sector, to identify the factors causing job stress among workers in health care sector, and to ascertain the strategies for dealing with job stress among health care workers. The present study is analytical and descriptive nature. A questionnaire was constructed to elicit the required information from the respondents. The questionnaire contained direct and objective questions and affirmations. The participants' mental-emotional health is affected by their work environment, as well as the coping strategies they employ, since positive re-assessment, quitting and seeking social support are factors that could affect their physical, mental and social well-being. There are significantly different on severity level among medical professional, medical support and general support divisions due to those three divisions have different nature of work.

KEY WORDS

Menial workers in healthcare sector, Health and safety, Job stress.

INTRODUCTION

Indian healthcare is at a critical juncture, as it focuses on pertinent issues of consumerism, cost effectiveness and quality. Indian healthcare is annually growing at the rate of 15% which is faster than most of the other service sectors. Stress in workplace has become an increasingly hot topic over the past few decades. Stress in the workplace reduces productivity, increases management pressures and makes people ill in many ways, evidence of which is still increasing. Workplace stress affects the performance of the brain, including functions of work performance memory, concentration and learning.

Stress is a feeling of tension or pressure that people experience when demands placed on them exceed the resources they have to meet these demands (Moore, 1995). There is a considerable debate among stress researchers about how to adequately define stress. According to Se-lye (1956) "Any external event or internal drive which threatens to upset the organism" equilibrium is stress." He has defined stress as the non-specific response of the body to any demand made upon it. Lazarus (1980) sees Stress as a result of a transaction between person and environment. Stress is defined as physical and psychological state that occurs when the individual is unable to cope with demands and pressure of situation. Job satisfaction is defined as an attitudinal variable that represent the extent to which people dislike or like their jobs. Level of stress and job satisfaction among doctors can affect the quality of health care. The level of job satisfaction is affected by intrinsic and extrinsic factors, social relations with the group, quality of supervision and individual's success or failure in their work.

STATEMENT OF THE PROBLEM

Job stress has been a long-standing concern of the health care industry. This study indicates that health care workers have higher rates of substance abuse and stress than other professions and elevated rates of depression and anxiety linked to job stress.

The health care workers face a lot of stressors like work over-load, excessive working hours, sleep deprivation, repeated exposure to emotionally charged situations, dealing with difficult patients, conflicts with other staff. In addition to this work related stress, irregular social and family life is the main component of ongoing burn out process in these professionals. In this context the study has been made to know the job stress among menial workers in healthcare sector.

OBJECTIVES OF THE STUDY

The following are the objectives focused in this study:

- To examine the nature of job stress in health care sector
- To investigate the effect of job stress in health care sector
- To identify the factors causing job stress among workers in health care sector To ascertain the strategies for dealing with job stress among health care workers
- To find out the impact of stress on employee performance.

METHODOLOGY

The present study is analytical and descriptive nature. A questionnaire was constructed to elicit the required information from the respondents. The questionnaire contained direct and objective questions and affirmations. It had questions with multiple answers to choose from. The respondents had to answer them by choosing the appropriate reply. The questionnaire had the objective of finding out the impact of stress on employee performance. Hence the questions were related to factors causing job stress among workers in health care sector and the questions were framed to ascertain the strategies for dealing with job stress among health care workers.

FINDINGS

Following are the findings in regard response from the respondents regarding “Job stress among menial workers in healthcare sector at thoothukudi city”

- Majority of the respondents are from the age group of 18 to 30.
- Majority of the respondents are male.
- Majority of the respondents are married.
- Majority of the respondents are nuclear family.
- Majority of the respondents have 6-7 members in their family.
- Majority of the respondents monthly income are of Rs.10001-25000.
- Majority of the respondents are satisfied with their income.
- Majority of the respondents are 1-3 years working in health care sector.
- Majority of the respondents are having saving habit.
- Majority of the respondents are saving money in bank.
- Majority of the respondents contributed towards savings below Rs.5000.
- Majority of the respondents spent money for their daily needs is Rs.200.
- Majority of the respondents are avail welfare scheme.
- Majority of the respondents are benefited through educational loan.
- Majority of the respondents spent 2-4 hours per day with their family.
- Majority of the respondents are stressed at work.
- Majority of the respondents are stress free work place.
- Majority of the respondents do exercise daily for dealing with stress
- Majority of the respondents factors affected by stress in family relationship.
- Majority of the respondents attend training program to relive stress for health care workers by government.
- Majority of the respondents are having safety training program rarely once.
- Majority of the respondents duration of job stress in less than a year.
- Majority of the respondents are having a healthy work life balance.
- Majority of the respondents are under job stress caused by relationship with another person.
- Majority of the respondents level of their job stress in severe.
- Majority of the respondents feeling relaxed once in a while.

SUGGESTIONS



- The work shifts of health care workers need to be reasonable.
- The health care workers should be encouraged to take breaks during the day to help manage stress.
- The health care workers should be able to rotate during shifts from high to lower stress tasks.
- The health care workers should be able to conveniently change work hours when needed.
- The health care workers need a say as how assigned tasks are performed.
- The health care workers should have resources and supplies needed to perform assigned tasks.
- The health care workers need training to do their jobs well.
- The health care workers need to communicate with doctors and co-workers.
- The health care workers need support team atmosphere to better manage stress.
- The health care sector should be available to help and advise when needed.
- Programs or tools should be made available to help the health care workers manage stress.
- The health care workers need realistic opportunities to grow, advance and be promoted.
- The health care workers need job security.
- The health care workers need a pleasant and safe working environment to reduce workplace stress.
- The health care workers need sufficient physical space to do their jobs.

CONCLUSION

There are significantly different on severity level among medical professional, medical support and general support divisions due to those three divisions have different nature of work. Every division experiences different job stress, job pressure, and lack of organisational support. However, the different level of frequency and stress index is insignificant among three divisions. The result revealed that people who work in the medical division have a higher level of stress compare to other divisions. It is unsurprisingly since medical professionals are the key players in the health industry. In general, the work stress of employees in the hospital where research takes place classified as moderate. This condition must be maintained by the management by carrying out stress management program in the hospital to prevent work stress goes into a worse situation in the future.

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A STUDY ON JOB SATISFACTION TOWARDS ONLINE JOB

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ABSTRACT

Online Jobs was not predominantly an option for all industries before COVID-19, but somehow now it has become a new normal and unprecedented. It has always been an area of exploration, whether there is an association between Online Jobs and employee job satisfaction. Job satisfaction is a relative psychological feeling and understanding of an individual, which could change over the period of times based on different influencing or contributing factors like physical, financial, technological, social, and psychological. The study result showed, the majority of employees were satisfied even Online Jobs, but some crucial aspects of job satisfaction were also being seen.

Keywords

Job satisfaction, Online Job

Introduction

Online Job is defined as people working from their home or from other location of their choice other than the working area by payment which is provided by the employer. Online Job is having lots of use in recent years. Since the growth of the networking from home indicates the employee can finish their work within their own premises. Work will be done remotely.

It depends on teleporting / telecommunicating arrangements where an employee does not require staying during the business hours with their employer. In today's growing world there is an urgent need for working at home. To improve the employee retention during the busy and stress filled life we require some leisure time. Through Online Job you can have free access towards a specific job through fewer interruptions from fellow employees in the office and communication time is also wider. With increasing numbers of employees working online job using home as a working destination it is clear that improved employee retention it leads to increased staff motivation with less stress also. It also saves home working and can help retain working parents with childcare responsibilities. A huge expenditure towards installing a separate work office area and other facilities. A person involves in working from home can do his office work as well as home required assignments simultaneously. Allowing employees to work from home in order to encourage a better work/life balance can lead to improvements in health and well-being. The system of working from home has some salient characteristics to fulfill its objectives and to provide all the required services, thereby solving all problems of the stake holders. "Online Job" system should have characteristics to fulfill its objectives to provide all the required services and to solve all problems of the stake holders.

Moreover, some organizations that are purely online based allow their employees to work from home as well. Some employees, unless of course they have meetings, will never show up at their office. The opportunities that the internet provides from emails, messaging apps like Slack and even Skype, working from home or where one is comfortable has increased in different parts of the world. Online work requires internet, a laptop and your personal time management. This makes you more flexible and means you can be able to work from anywhere.

Objectives

- To study the socio economical conditions of the respondents .
- To measure the level of satisfaction among the employees.
- To study the benefits of employees towards online job.
- To examine the self appraisal level of employees towards an online job.
- To study the factor influencing to change online job.

STATEMENT OF THE PROBLEM

This topic is chosen because the study helps to understand the Employee Job satisfaction towards Online Job. Nowadays, online job has become more popular among various organizations according to their convenience.

This online job meets with various problems while working. Its major problem arises because of non availability of Network, loss of data or wifi connection, inconvenient/ loss of power supply, etc. Employers and Employee's were not able to work successfully for a long period of time during their working hours. So this analytical study is based on employee job satisfaction towards online job.

Research Design

This study attempts to describe the design of the present study. It includes the period of study, sampling techniques, collection of data and Analysis of data.

Period of the Study

This study has been done conducted during the period from December 2020 to April 2021

Collection of Data

a) 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.

The secondary data was collected from the Internet and Books.

Sampling Design

A sample of 75 respondents residing in and around Thoothukudi was selected on a random basis. The questionnaire was useful for collecting a given source of information.

Framework of Analysis

All the tables for present study of constructed information are obtained in the questionnaire. Simple tables were prepared for understanding the general profile of the respondents. Simple statistical techniques such as frequency, pie-chart, bar, column, likert scale have been used for analyzing the data and finding difference in the responses.

Construction of tools

The researchers had a discussion with group of Employees. 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

Crosbie and Moore (2004) concluded that home working was not panacea for modern working life. Careful consideration should be given to aspirations and personality skills of those who are thinking of working from home. Those who have tendency to work long hours outside the home might and that home life is even further marginalized by work life.

Stevenson and Wolfers (2009) investigated that depending on the interactions between work and private life work from home could be more or less favorable to overall life satisfaction. As illustrated by the paradox of the decline in female happiness, these interactions are likely to differ by parental status and gender.

Amabile & Kramer (2013) found that online job is helping the employees to balance and differentiate their office work with their routine work. The study also added that work from home saves time, increases the productivity, finishes the targets on time and also helps the employees to give time for their personal life.

Beauregard. A et al. (2013) in their study Home is where the work is: A new study of home working in Aces –and beyond, found that mobile workers and partial home workers performance is higher to a some extent and they are highly satisfied and engaged with their jobs than any of other workers. Their study also revealed that workers perform best when they achieve good work life balance and are less stressed. It was reported in the study that Mobile workers and home workers miss informal

interaction and emotional support from their co-workers more frequently than partial home workers.

Go (2016) stated the focus on major failures and dark side of online job, the cultural differences faced during webinars by the employees. Work from home creates a big gap in communication between superior and the subordinates.

Distribution of Respondents on the basis of Socio Environmental Condition

Factors	Distribution	No of Respondents	%of respondents
Gender	Female	57	76
Educational Qualification	Under Graduate	27	36
Years of Working	0 to 5 years	60	80

Source: primary data Inference

From the above table it is shown that these are the Socio Environmental conditions of the respondents which are taken into study.

Distribution of Respondents on the basis of Occupation

Occupation	No of respondents	% of Respondents
Part time	45	60
Full time	30	40
Total	75	100

Source: Primary Data

Inference

The above table reveals that majority (60 percent) of the respondents belongs to part time job and (40 percent) of the respondents belongs to full time job. Thus, most of them are doing Part Time Jobs.

Distribution of Respondents on the basis of Alternative Job for Part-time Job holders

Part time	No of respondents	% of Respondents
Profession	17	23
Business	6	8
Private Employee	16	21
Student	27	36

Source: Primary Data

Inference

Out of 45 respondents who are part time job holders, 27 opted for Student, 17 opted for profession,16 opted for private Employee and 6 opted for business.

Distribution of Respondents on the basis of Currently Employed

Employed at the Moment	No of Respondents	% of Respondents
Yes	50	67
No	25	33
Total	75	100

Source: Primary Data

Inference

The above table depicts that 67 percent of the respondents are Currently Employed, 33 percent of the respondents are not Currently Employed. Thus, most of the respondents are Currently Employed.

Distribution of Respondents on the basis of Type of Job

Types	No of Respondents	% of Respondents
Work from Home	49	66
Clerical Job	22	29
Professional Job	4	5
Total	75	100

Source: Primary Data

Inference

The above table reveals that 66 percent of the respondents perform Online Job from home, 29 percent of the respondents are performing clerical Jobs, 5 percent of the respondents doing professional Job. Thus majority are performing Online Job from Home.

Distribution of Respondents on the basis of Overall Satisfaction with Online Job as Employee

satisfaction with Online Job as Employee	No of Respondents	% of Respondents
Strongly satisfied	20	27
Satisfied	52	70
Dissatisfied	3	3
Total	75	100

Source: Primary Data

Inference

The table clearly shows that 27 percent of the respondents are strongly satisfied with their Online Job as an employee, 70 percent of the respondents are satisfied with their Online Job as an employee, and 3 percent of the respondents are dissatisfied with their Online Job as an employee. Thus majority of the respondents are strongly satisfied with their Online Job as an employee.

Suggestions

- Try to apply for all available opportunities of the website for online job.
- Prepare proper resumes for the clear and crisp ideas for your attendee
- Maintain proper time management to organize online meeting sessions
- Need free WIFI facilities to work properly without any interruption
- Need of private room , to work without any disturbance
- Try to give more incentives and rewards for your employees who are more attentive and active.
- Provide reasonable leaves and holidays to your employees for their relaxation.

Conclusion

Online job is lot more comfortable for lots of people. Employees can save a great deal of time and money since they don't have to travel so often, which means people will have lot more time for work and for themselves, too. Less travelling will also help reduce traffic congestion and environmental pollution. Besides working at home does not mean staying all day long, people can choose to work in their garden or backyard, wherever makes them feel convenient to work. Moreover, employees are under less stress with flexible working schedule.

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STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS BRANDED APPARELS

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ABSTRACT

Consumer purchasing behavior refers to the study of customers and how they behave while deciding to buy a product that satisfies their needs. It is a study of the actions of the consumers that drive them to buy and use certain products. Study of consumer buying behavior is most important for marketers as they can understand the expectation of the consumers. It helps to understand what makes a consumer to buy a product. It is important to assess the kind of products liked by consumers so that they can release it to the market. Branding is the act of creating a unique name or image for a product. This serves to distinguish the product in the marketplace, leaves a distinct impression in buyers' minds and attracts potential new customers. Whilst most people will associate the branding process with relatively modern concepts, its origins date back many thousands of years.

Keywords: Buying behaviour, branded, clothing and expensive.

INTRODUCTION

Unfortunately, in this era we are living in, people judge each other by the external look rather than taking a deep look and knowing who you really are. The practice of branding in the original literal sense of marking by burning is thought to have begun with the ancient Egyptians, who were known to have engaged in livestock branding as early as 2,700 BCE. Branding was used to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron. The term has been extended to mean a strategic personality for a product or company, so that "brand" now suggests the values and promises that a consumer may perceive and buy into. Over time, the practice of branding objects extended to a broader range of packaging and goods offered for sale including oil, wine, cosmetics, and fish sauce and, in the 21st century, extends even further into services, political parties and people. Branding in terms of painting a cow with symbols or colors at flea markets was considered to be one of the oldest forms of the practice.

The major factors that influence consumer purchasing behavior:

A variety of factors go into the consumer buyer behavior process. Taken separately, they may not result in a purchase. When put together in any number of combinations, the likelihood increases that someone will connect with a brand and make a purchase. Four factors influencing consumer buying behavior are:

- Cultural Factors
- Personal Factors
- Psychological Factors
- Social Factors

Review of Literature:

- Schmitt, B. (1999) Brand experience is conceptualized as sensations, feelings, cognitions and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments.
- Simpson and Shetty (2001) did a vast study to analyze India's textile and apparel industry, its structural problems, market access barriers, and measurements taken by government of India to enhance the industry's competitiveness.
- Meenakshi (2003) did a comprehensive study on the opportunities that would be provided by WTO to Indian Textile industry.
- Texprocil (2007) in his article concluded that if India has to keep maintaining its edge in hosiery and garment sector, it has to keep in control thru various measures.

- Agarwal (2010) did a vast study on consumer buying behaviour and revealed that majority people like branded apparels and most of them are influencing by the advertisement, with celebrity endorsement is also a positive perception about that brand, sales promotion effects the perception about the brand price.
- Sharma et al (2014) Advertisement plays an important role in modern era as it shapes the attitudes and perceptions of individuals and society which strikingly influences the customer buying behaviour.

STATEMENT OF THE PROBLEM:

In changing lifestyle environment and growing economic scenario customers purchase behavior is totally changing in different dimensions including consumption of food and taste, buying of clothes, use of durable product and luxury goods. The Indian GDP is increasing in trend and moreover the personal income is drastically improving which shows more purchase power of consumers in branded market. India has one of the largest populations in the world market and also the purchase behavior of the customer prefers branded apparels in the clothing market in addition to that the Indian and foreign based branded apparels are induced by the customers to prefer different designs, prices and attractive colors. Hence the importance of the buyer's behavior toward branded apparel research is in need of hour in the competitive market.

OBJECTIVES OF THE STUDY:

- ❖ To identify buyers’ behaviour towards branded readymade garments.
- ❖ To find the relationship of buyers’ preferences for branded apparels according to their age-wise classification.
- ❖ To study the socio-economic characteristics of consumers who prefer branded apparels.
- ❖ To identify the potential customers who wear branded apparels.
- ❖ To analyze the other alternative products that are preferred by the consumers from the brand.
- ❖ To study the level of satisfaction and social status of the buyers’ towards the branded apparels.

ANALYSIS AND INTERPRETATION:

AGE WISE CLASSIFICATION

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
16 to 25	66	82.50
26 to 35	10	12.50
36 to 45	4	5
45 & above	0	0
Total	80	100

INTERPRETATION :

The table reveals that majority (83%) of the respondents are from the age-group between 16 to 25.

FREQUENCY OF BUYING BRANDED APPARELS

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Weekly	3	3.75
Fortnightly	1	1.25
Monthly	23	28.75
Occasionally	53	66.25
Total	80	100

INTERPRETATION :

It is found that 66% of the respondents buy branded apparels occasionally.

SOCIAL MEDIA SITES INFLUENCING BUYING DECISION

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Facebook	5	6.25
Instagram	42	52.50
Pinterest	6	7.50
Bloggers	4	5
Online Stores	14	17.50
Others	9	11.25
Total	80	100

INTERPRETATION :

From the study, it is clear that Instagram is the most influencing social media site that is used by the respondents.

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	41	52.25
Sometimes	20	25.50
No	17	22.25
Total	80	100

STABILITY OF THE BRAND DURING INCREASE IN PRICE

INTERPRETATION :

It is found that 52% of the respondents are stable towards the brand even during increase in the price.

BASIS	OPINION OF THE RESPONDENTS					TOTAL	AVERAGE	RANK
	SA	A	N	D	SD			
CONFIDENT	150	192	6	-	-	348	16.38	II
COMFORTABLE	140	128	39	14	-	321	15.12	III
SMART	240	108	15	-	-	363	17.09	I
ELEGANT	80	152	54	16	-	302	14.22	IV
HAPPY	35	72	114	34	-	255	12.01	VI
BEAUTIFUL	65	140	81	10	-	296	13.94	V
DIGNIFIED	-	60	156	20	3	239	11.25	VII

FEELING PERCEIVED WHILE WEARING BRANDED APPARELS

INTERPRETATION :

The study shows that the respondents say that they are smart when they wear branded apparels.

RESEARCH METHODOLOGY:

Sampling design	Convenient sampling method
Period of the study	December 2020 to March 2021
Data used	Primary data
Test for analysis	Simple Percentage, Likert Scale, Chi-square, Garrett Ranking.

FINDINGS:

- The study reveals that majority (83%) of the respondents are from the age-group between 16 to 25.
- It is found that 66% of the respondents buy branded apparels occasionally.
- From the study, it is clear that Instagram is the most influencing social media site that is used by the respondents.
- It is found that 52% of the respondents are stable towards the brand even during increase in the price.
- The study shows that the respondents say that they are smart when they wear branded apparels.

SUGGESTION:



The suitable suggestions are,

- The brands can introduce more varieties for unisex.
- The apparels could also be designed to use during all the seasons.
- The brand logos of the apparels seems to be very prestigious to the customers, so improvement can be made to the logos, tagline, etc.
- A great product need no advertising – Thus the brands should always try to outstand and excel in their quality, durability, comfort, etc.
- The brands can introduce new discounts & offers to increase the sales volume.
- The branded apparels always shows difference with the unbranded apparels. Therefore they should outgrow their superiority of the clothes.
- The designs should be made sure to be unique of its style.
- There can be improvements made in the packages and covers using biodegradable products to attract the customers.
- Eco-friendly methods of production could be introduced such as organic fiber or recycled textile fiber, etc.
- The knowledge of branding should be induced to customers through marketing.
- More alternative products can be introduced to attract customers.
- The price is a major constrain of branded apparels. The price could be brought to moderate so that their market shares would also have more value.

CONCLUSION:

The study on consumer purchasing behaviour on branded apparels helps to know about the consumer purchasing behaviour towards branded apparels. From this study we can infer that majority of the respondents are interested in wearing branded clothes. Though it becomes the major trend there are some suggestions that are noted. The suggestions expressed by some sections are to be viewed seriously. The brands can consider all the suggestions of the study for further policy formulation. Consumer purchasing behaviour is advocated to maintain an improved sales and purchases of the brands. The study of the consumer buying behaviour towards branded apparels tells that the marketing strategies of the brands should be improved, introducing eco-friendly techniques, improvement in their logos, introducing various varieties for unisex, bring price to moderate range and creating more alternative products from the brand.

It can be concluded that the consumer purchasing behaviour of the branded apparels are mostly satisfied and it is commendable, but still scope is there for improvement, so that efficiency, effectiveness and productivity can be enhanced to accomplish the brand goals.

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A STUDY ON SOCIO ECONOMIC STATUS AND PROBLEMS FACED BY FISHERMEN Vinnoli.S

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ABSTRACT:

Fishing has been one of the oldest economic activities of human race. It comes next only to agriculture. Fish and other sea food constitute an attractively integral part of a wholesome food provision. Specially, fishes of several varieties serve as tasty and healthy food with rich protein and fat content. The 'omega' a chemical element found in fish has immense medicinal value. Experts believe that such properties of fish could be consumed even by persons having bean problems. They have both nutritive and curative powers. Fish has a curative culture of creditable value. Fishery is an important sectors in most of developed and developing countries the world from the standpoint of income and employment generation. Fishery is the oldest and most important livelihood option for the population of the coastal line of the country, in India, many good and rare varieties of fish are found. 'Prawn' seems to be the queen of fishes. Millions of people all over the world have been profitably engaged in fishing and fish trading over the years, in a sense, fish and fisher fob are together and inseparable to a great extent. They go to the sea, stay and search, catch fish, spend even bights, take risk and been uncertainties and venture bravely and rewardingly. Many hurdles and riddles seem of prevail and persist. It is a real problem and a paradox too. The present study aims to find out the living conditions of fishermen community.

KEY WORDS: Socio economic status, Fishermen faced the problems, fishermen work stress.

INTRODUCTION:

The oceans have been fished for thousands of years and are on integral part of human society. Fish have been important to the world economy for all of these years, starting with the Viking trade of cod and then, continuing with fisheries like those, found in Lofoten, Europe, Italy, Portugal, Spain and India. Fisheries of today provide about 16 % of the total world's protein with higher percentages occurring in developing nations. Fisheries are still enormously important to the economy and well-being of communities.

The word fisheries refers to all of the fishing activities in the ocean whether they are to obtain fish for the commercial. Fishing industry for recreation or to obtain ornamental fish or fish oil fishing activities resulting in fish. Which are not used for consumption are called industrial fisheries.

ECONOMIC BENEFIT:

Fishing in India has contributed over 1 percent of India's annual gross domestic product in 2008. Fishing in India employs about 14.5 million people. The country rich marine and inland water resource, fisheries and aquaculture offer an attractive and promising sector for employment livelihood and food security. Fish products from India are well received by almost half of world's countries, creating export driven employment opportunities in India and greater food security for the world.

During the past decades the india fisheries and aquaculture has witnessed improvements in craft tackle and farming methods creation of required harvest and post-harvest infrastructure has been receiving due attention of the central and state governments. All this has been inducing steady growth.

To harvest the economic benefits from fishing, India is adopting exclusive economic zone, stretching 200 nautical miles (370 km) in to the Indian Ocean, encompasses more than 2 million square kilometers. In the mid, 1980s only about 33 percent of that particular area was being exploited. The potential annual catch from the area has been estimated at 4.5 million tons. In addition to this marine zone, india has about 14000 km² of brackish water available for aquaculture of which only 600 km² were

being farmed in the early 1990s, about 16000 km² of freshwater lakes, ponds, swamps and nearly 64000 kilometers of rivers and streams.

In 1990 there were 1.7 million fulltime fishermen, 1.3 million part time fisherman and 2.3 million occasional fisherman, many of whom worked as salt makers, ferry men, seamen, operated boats for hire. In the early 1990s the fishing fleet consisted of 180000 traditional craft powered by sails or oars, 26000 motorized traditional craft and some 34000 mechanized boats.

STATEMENT OF PROBLEM:

People of thoothukudi district mostly prefer fishing business. Since it is their family business, started from their ancestors. Moreover, educational facilities tharvaikulam in thoothukudi district are not so good to choose a better profession. Due to lower income level they cannot fulfill their day to day requirement and basic needs such as food, clothing, shelter etc. And also they cannot give proper education facilities to their children.

The work place of the fisherman is the least safe among all other occupation and the most dangerous. This physical environment confers a high degree of risk and results in increasing rate of stress and psychological ill health. The researcher has made an attempt to learn about the Socio economic status and the problems faced by him in his day to day life and the methods they take to overcome their stress factors.

OBJECTIVES:

1. To measure the occupational stress level of the respondents
2. To find the relationship between the demographic features of the workers and occupational stress
3. To identify the problem which is more dominating and pressurizing fishermen
4. To measure the effects of occupational stress on fishermen's life
5. To find the relationship between job stress and coping
6. To suggest and find remedy to overcome such as occupational work stress.

REVIEW OF LITERTURE

Ibrahim P. and D Silva. S. (1994) have studied "Economics of Mechanized Boats and Motorized Crafts". Their conclusion is that mechanized boats (trawlers) neither affect a bigger output nor make a larger profit than the motorized crafts. This certainly calls for a shift in the mechanization policy of the Government.

K.K.P. Pannikar, et.al (1998) has studied "Structural Changes in the traditional Fishery of Kerala and its socio-economic implication". They highlighted the socioeconomic implications of the structural changes on the traditional sector. They pointed out that before motorization phase rural landing centers were primary markets for traditional sector. Increased ring seine operation with its huge landing attracted many traders. As a result bargaining capacity of the traditional sector accelerated. The share of fishermen in consumer rupee has been increased. The study also pointed out that the fishing gears used by the fishermen are destructive posing the problem of conservation of fish resource. Better economic performance has resulted in increased size of craft and net as well as HP of engines gradually led to higher investment and operation cost.

Immanuel Sheela and Srinath Krishna (2000) studied "Potential Techno-Economic Role of Women in Fisheries". The study revealed that women contribute a lot to fisheries sector. In coastal areas, women play an important role in fisheries and in some parts of the world they are good

Shindikar Dr. Mahesh – Pune _ Costal areas – problem and conservation (In Maharashtra with special reference to mangroves) The study focus on Maharashtra coast, Geology & Evolution of the Maharashtra coast, The coastal soils, climate, History and Socio-economy of konkan, Mangroves – A significant coastal resource, Ecological observations Mangrove awareness.

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.

ANALYSIS AND INTERPRETATION:

Selected on a random basis. The questionnaire was circulated through Google forms to collect a great source of information.

PERSONAL FEEL AS CHALLENGING TASK IN FISHING

Factors	No of respondents	% of respondents
Job security	17	21%
Safety	17	21%
Health	15	19%
Financial imbalance	31	39%
Total	80	100%

INTERPRETATION:

From the table reveals that 39% of the respondents say that their challenging task is financial imbalance, for 21% of the respondents say that their challenging tasks are insecurity in job and safety, and only 19% of the respondents say that Health condition as their challenging task.

Thus around 1/3 rd Majority of the respondents challenging task is financial imbalance (39%).

OCCUPATIONAL STRESS

Problems	No of respondents	% of respondents
Psychological problem	10	13%
Physical problem	29	36%
Financial problem	41	51%
Total	80	100%

INTERPRETATION:

From the table reveals that around 51% of the respondents occupational stress arises due to financial problems, 6% of the occupational stress arises due to physical health problems and only 13% of the occupational stress arise due to psychological problems.

Thus is half majority of the occupational stress arises due to financial problems (51%).

FACTORS THAT REDUCES STRESS

Opinion	No of respondents	% of respondents
Self-healing	4	5%
Avoid work until you get better	4	5%
Smoking	4	5%
Alcohol consumption	12	15%
Spending time with family	25	31%
Going outside with friends	23	29%
Spiritual activities	8	10%
Total	80	100%

INTERPRETATION:

From the table reveals that 31% of the respondents get rid of stress by spending time with their family, 29% get rid of stress by going outside with their friends, 15% get rid of stress by consuming alcohol, 10% get rid of stress by undertaking spiritual activities and only 5% of the respondents get rid of stress by self-handling, avoid of work or by smoking.

RANKING THE FACTOR PROBLEMS FACED WHILE FISHING

FACTORS	% OF SCORE	RANK
Climate Change	61	II
Poor fisherman's efficiency	43	IV
Unsustainable fishing	53	III
Inadequate Protection	68	I
Pollution	38	V
Lack of fishing Knowledge	34	VI

INTERPRETATION:

From the table depicts the ranking factor which relates to fishermen’s day to day life, The respondents / fishermen have indicated that inadequate protection as first, climatic change as second, unsustainable fishing as III followed by the factors such as poor fishermen’s efficiency as IV pollution as V and lack of fishing knowledge as last,

Hence it is clear from the above table that the factor which arise or relating today life of fishermen is inadequate protection.

RANK THE PROBLEMS FACED WHILE FISHING IN FISHERMEN

ANATOMICAL LOCATION	NEVER	RARELY	SOMETIMES	OFTEN	VERY OFTEN	TOTAL	PERCENTAGE (%)	RANK
Ankle Structure	110	48	60	40	6	264	3.33	I
Knee	15	56	72	64	7	214	2.67	II
Spine	0	20	84	68	13	185	2.31	III
Hands	10	20	45	46	35	186	1.9	IV

INTERPRETATION:

The above table depicts the ranking related to anatomical location towards Fishing job, and the respondents were asked to rank the reason related to parts of the body which creates pain and the fishing have ranked Ankle structure as first , knee as II spine as III and hands as IV last rank,

Hence, it is clear from the above table that Ankle structure creates more pain while fishing.

FUNDINGS:

- Majority (39%) of the respondents personally feel as an utmost challenging task in fishing is financial imbalance.
- Majority (51%) of the respondents states that the problem which they meet up financial problems is exactly an occupational stress in their fishing occupation other than psychological problems and physical health problem.
- Majority (31%) of the respondents spending time with family to get rid from stress, while others follow self-healing, Avoid work until you get better, Smoking, Alcohol consumption, Going outside with friends, Spiritual activities.
- The above the ranging factors problems faced while fishing of the respondents selected for the study prefer inadequate protection as the major problem.
- The Likert scale shows that majority of the respondents selected for the study prefer problems faced while fishing Anatomical locations factor for Ankle structure.

SUGGESTIONS:

- The government should offer a special training school for fishermen community for the young generation who finished their education. This school would provide training for net making. Repairing of

crafts, fish retailing and even for healthy fishing practices by utilizing latest technologies and also give the basic knowledge of sea, waves, by utilizing the knowledge of traditional fishermen.

- The government or local bodies of government should make sure the availability and purity of drinking water as majority of fishermen depending on public taps as the source of drinking water.

- The lack of proper drainage and sanitation facility is the issue related with fishermen community, as they are thickly populated they does not give enough care about the drainage water/ waste disposal. That may act as thread for major health issues. The health department should give awareness about this issue. In some of the fishermen families does not have the facilities for latrine and bathroom they were using open space for satisfying needs. It is very tragic situation and consider it in policy formation.

- At free time, the fishermen encouraged to do the kitchen garden or any other agricultural activity with their family that definitely help them to earn money or limit the expenditure of the family and also to get rid from stress.

- Providing employment opportunities to the fishermen and fisherwomen during the lean season, will enable them to minimize their borrowings, to meet out the consumption expenditure to a certain extent.

- The government should provide some medical schemes for fishermen people or should provide clinic facilities near their living area, because fishermen are frequently facing some occupational health problems.

- The government should create more awareness about smoking and alcohol consumption among fishermen, because some respondents are get rid of stress by smoking and alcohol consumption.

- The government has introduced many fishermen welfare/development schemes. Enhancement of relief Rs.1000/- to Rs.2000/- during the fishermen ban period and special allowance of Rs.4000/- during fishing lean season has given substantial relief to the poor fishermen families. So the respondents recommends that the Government should introduce other new schemes and take improvements in the existing schemes in order to bring prosperity to the lives of the fishers.

CONCLUSION:

The work of marine fishermen is considered one of the most dangerous and life threatening professions all over the world. There are some common features of the fishing occupation, such as: exposure to cold, wind, rough seas, substantial participation of physical effort, and frequency of injuries during work, unpredictability and abruptness of threats, equipment failure, every day psychological stress, and constant economic pressure. At the same time, the specificity and variety of hazards, depending significantly on geographical-climate and cultural factors, makes the dissimilarity of problems and solutions substantial in different sectors of fishing. Though the Government is giving a lot of concessions and welfare to the fishermen community, they are unaware of them. Hence, the government and NGOs has to extend their hands to create awareness among fishermen communities about occupational disease, safety measures, various financial supports provided by the government for them.

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A STUDY ON EXPORT AND IMPORT OF VOC PORT DURING COVID AND BEFORE COVID

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ABSTRACT:

This study deals with the international trading activities of VOC port during COVID and before COVID and its impact on export and import. To assess its performance, secondary data were collected concerning total imports and exports with size of TEUs, cargos handled and countries where international trade activities are carried in VOC port for the year 2016 to 2020. This Study enlightens the export and import activities before covid and during covid.

Keywords: Export, Import, Cargo, COVID and TEUs.

INTRODUCTION:

The globalization of the world economy has brought about tremendous increase in exchange of goods across the world. Shipping industry is the backbone of international trade and enhances the standard of living of the people. Marine Transport acts as the significant infrastructure contributing to the social and economic development of nations. Export and import products boost the local economy, help the business and increase the revenue. Trend of globalization is influenced by the intensity of demand for cargo transportation and thereafter establishing appropriate port services. Ports act as an integral part of chain of transport linkages designed to move cargoes from origin to destination. India's cargo movement is so efficient developed countries like China, Singapore, Germany, Sri Lanka, United States and in some European and Asian countries. Logistics and supply chain processes have high efficiencies led to increased performance in ports. The trend towards globalization becomes faster and the complexity of the logistics task has increased exponentially. As India is developing, it has to strengthen its transport network, particularly port infrastructure for the movement of goods. The study concentrates on international trade activities in V.O.C port trust, Tuticorin. The proposed study attempts to research their import and export, pre and post COVID and to throw a light on succeeding period availing Trend analysis.

OBJECTIVES:

- To analyze the international trading activities for the past five years (2016-2020) in VOC port.
- To examine the economic change and status of import and export for Pre and Post COVID in VOC Port Trust.
- To examine the relationship between import and export undertaken in 2018 and 2020.

REVIEW OF LITERATURE:

• **Jai and Poovaraaghavan (2013)** assessed the role played by the ports in import and export of various commodities in India. Thoothukudi port is one of the oldest and second largest ports in India which handles traffic more than 140 million tonnes per annum in various commodities, container bulk. Export through Thoothukudi port is carried out for four categories namely, container, Break bulk, dry bulk and liquid.

➤ Jai Sankar.T and Poovaraaghavan.J (2013), "Stochastic Time Series Analysis on Export of Break Bulk in Chennai Port", Proceeding of the National Conference on Recent Trends in Mathematical Computing – NCRPMC'13, 2013.

• **Gertjan and Bart (2018)** studied about the cargo shipment and types of commodities and factors influencing it. The major factors affecting them were finance, approvals and restrictions from government.

➤ Gertjan van Den Bos and Bart Wiegman (2018), "Short Sea Shipping: A Statistical

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APPLICATION OF STATISTICAL TOOLS:

The collected data were analyzed by using Excel and SPSS. Statistical tools like Correlation, Regression, Trend analysis. Were applied and statistical analysis are summarized below.

CONTAINER MOVEMENT IN THOOTHUKUDI PORT FOR THE PAST FIVE YEARS

In container terminal at Thoothukudi port trust, Year wise movements of containers were remarkable. The succeeding table depicts loaded and empty containers movements in every month during the selected period.

Year / Month	Exp TEUs			Imp TEUs			Total TEUs	
	Laden	Empty	Exp Total	Laden	Empty	Imp Total		
2016	Jan	23593	2734	26327	19004	7015	26019	52346
	Feb	25236	1835	27071	18046	6455	24501	51572
	Mar	26305	2860	29165	22096	10154	32250	61415
	Apr	24294	2564	26858	19557	5839	25396	52254
	May	22300	2781	25081	21888	6053	27941	53022
	Jun	24293	2523	26816	26787	3217	30004	56820
	Jul	23885	3580	27465	24329	2061	26390	53855
	Aug	23450	4796	28246	25971	1741	27712	55958
	Sep	24797	2668	27465	24766	1309	26075	53540
	Oct	25483	3777	29260	21434	1530	22964	52224
	Nov	20821	2606	23427	18848	3142	21990	45417
	Dec	23636	2572	26208	19116	3238	22354	48562
	288093	35296	323389	261842	51754	313596	636985	
2017	Jan	23584	3463	27047	20227	7572	27799	54846
	Feb	22346	3469	25815	17746	7133	24879	50694
	Mar	25888	5120	31008	21295	11866	33161	64169
	Apr	23074	4339	27413	20841	4097	24938	52351
	May	22622	5218	27840	23999	4446	28445	56285
	Jun	22017	4900	26917	25856	4599	30455	57372
	Jul	23489	4995	28484	24067	4185	28252	56736
	Aug	23272	5305	28577	25145	3110	28255	56832
	Sep	23730	5730	29460	24037	3939	27976	57436
	Oct	21814	5468	27282	19536	4578	24114	51396
	Nov	22007	4200	26207	16164	5715	21879	48086
	Dec	24152	5335	29487	20999	9894	30893	60380
	277995	57542	335537	259912	71134	331046	666583	
2018	Jan	26531	5950	32481	23301	9579	32880	65361
	Feb	25285	6581	31866	21954	10361	32315	64181
	Mar	29075	5272	34347	25064	11003	36067	70414
	Apr	23278	5004	28282	27631	5627	33258	61540

May	19538	4901	24439	25262	3292	28554	52993
Jun	25079	8603	33682	29972	2400	32372	66054
Jul	25109	10695	35804	27753	3193	30946	66750
Aug	26532	6707	33239	25774	5572	31346	64585
Sep	26145	5056	31201	23675	4039	27714	58915
Oct	22452	5611	28063	23299	7628	30927	58990
Nov	21762	7023	28785	24560	4739	29299	58084
Dec	25546	7264	32810	23954	6311	30265	63075
	296332	78667	374999	302199	73744	375943	750942

2019

Jan	22766	5294	28060	23199	9738	32937	60997
Feb	25901	4001	29902	21082	5298	26380	56282
Mar	27257	5432	32689	24829	9097	33926	66615
Apr	25465	6997	32462	25668	10747	36415	68877
May	24946	6831	31777	30646	3661	34307	66084
Jun	23574	8935	32509	31497	2959	34456	66965
Jul	23659	12030	35689	32331	4013	36344	72033
Aug	25296	14383	39679	35342	5224	40566	80245
Sep	23185	12515	35700	31964	4759	36723	72423
Oct	23733	9987	33720	26406	2288	28694	62414
Nov	20462	9414	29876	21612	4138	25750	55626
Dec	23810	7239	31049	21030	7094	28124	59173
	290054	103058	393112	325606	69016	394622	787734

2020

Jan	26143	6976	33119	24128	7281	31409	64528
Feb	29566	4993	34559	21056	12816	33872	68431
Mar	28021	5435	33456	24092	11966	36058	69514
Apr	7999	1423	9422	24248	1775	26023	35445
May	18822	8584	27406	22857	1701	24558	51964
Jun	26094	10391	36485	20731	5607	26338	62823
Jul	28513	7141	35654	23172	10775	33947	69601
Aug	26813	6632	33445	22383	5210	27593	61038
Sep	28306	7308	35614	28919	6303	35222	70836
Oct	21940	6604	28544	21841	4024	25865	54409
Nov	23445	5494	28939	22006	7793	29799	58738
Dec	23091	7656	30747	26303	4768	31071	61818
	288753	78637	367390	281736	80019	361755	729145

SOURCE: Thoothukudi Port Trust

From the above table it is inferred that total exports of 2016 is 323389 TEUs and its import is 313596 TEUs. For the year 2017 total exports is 335537 TEUs and its imports is 331046 TEUs. For the year 2018 total exports is 337499 TEUs and its imports is 375943. For the year 2019 total exports is 393112 and its imports is 394622 and for the year 2020 total exports is 367390 and its imports is 361755. When there is a continuous increase in all years but 2020 has a

slight downfall due to COVID. Last five years of export and import were around 30000 but from the month of April to May there started an economic crisis due to COVID restrictions its impact affected the export and import the most. The month of April 2020 has recorded 9422 TEUs the least international trading activity.

STATUS OF EXPORT USING TREND ANALYSIS

The status and trend percentage is determined for total export in the following table.

EXPORT TREND ANALYSIS

YEAR	TOTAL EXPORT	% OF EXPORT	TREND %
2017	335537	103.75	3.75↑
2018	374999	115.95	15.95↑
2019	393112	121.56	21.56↑
2020	367390	113.60	13.60↑

SOURCE: Thoothukudi Port Trust

The table shows the trend percentage of change in export for each year in this table, total export of 2016 is taken as base year and the export percentage is calculated. The trend percentage increase in 2017 is 3.75%, 2018 is 15.95% increase in 2019 is 21.56%, increase in 2020 is 13.60% only.

STATUS OF IMPORT USING PERCENTAGE TREND ANALYSIS

The status and trend percentage is determined for total import in the following table.

IMPORT TREND ANALYSIS

YEAR	TOTAL IMPORT	% OF IMPORT	TREND %
2017	331046	105.56	5.56↑
2018	375943	119.88	19.8↑
2019	394622	125.83	25.83↑
2020	361755	115.35	15.35↑

SOURCE: Thoothukudi Port Trust

The table shows the trend percentage of change in import for each year in this table, total export of 2016 is taken as base year and the export percentage is calculated. The trend percentage increase in 2017 is 5.56%, 2018 is 19.88% increase in 2019 is 25.83%, increase in 2020 is 15.35% only.

IMPACT OF COVID IN TOTAL EXPORT AND IMPORT FOR THE YEAR 2018 AND 2020

In the fore coming table correlation has been used to test the significant impact of COVID between the total export and import for the year 2018 and 2020.

Total exports and imports for the year 2020

Correlations					
		2018 TOTAL EXPORT	2018 TOTAL IMPORT	2020 TOTAL EXPORT	2020 TOTAL IMPORT
2018 TOTAL EXPORT	Pearson Correlation	1	.443	.584*	.632*
	Sig. (2-tailed)		.149	.046	.027
	N	12	12	12	12
2018 TOTAL IMPORT	Pearson Correlation	.443	1	-.112	.186
	Sig. (2-tailed)	.149		.729	.562
	N	12	12	12	12
2020 TOTAL EXPORT	Pearson Correlation	.584*	-.112	1	.506
	Sig. (2-tailed)	.046	.729		.093
	N	12	12	12	12
2020 TOTAL IMPORT	Pearson Correlation	.632*	.186	.506	1
	Sig. (2-tailed)	.027	.562	.093	
	N	12	12	12	12

*Correlation is significant at the 0.05 level (2-tailed).

SOURCE: Thoothukudi port trust

Significant at 5% level

The table shows that correlation between the total export and import for the year 2018 and 2020. Here r values are 0.149, 0.27, 0.149, 0.562, 0.46, 0.93, 0.27, 0.093 and the p value is 0.05 which is greater therefore there is no significant impact on the total export and import for the year 2018 and 2020 due to COVID. Hence the Null hypothesis is accepted. This proves there is no adverse impact on import and export at Thoothukudi port.

FINDINGS & SUGGESTIONS:

The following are the findings in regard to the data collected from cargo waves.

- ❖ It is observed that when there is a continuous increase for each year but 2020 has a slight downfall due to COVID. Last five years of export and import were around 3000 but from the month of April to May there started an economic crisis due to COVID restrictions its impact affected the export and import the most. The month of April 2020 has recorded 9422 the least international trading activity.
- ❖ It reveals the trend percentage increase in 2017 is 3.75%, 2018 is 15.95% increase in 2019 is 21.56%, increase in 2020 is 13.60% only.
- ❖ The trend percentage increase in 2017 is 5.56%, 2018 is 19.88% increase in 2019 is 25.83%, increase in 2020 is 15.35% only.
- ❖ It is inferred that there is no significant impact on the total export and import for the year 2018 and 2020 due to COVID. This proves there is no adverse impact on import and export at Thoothukudi port.

Following are the suggestions based on the research work:

❖ The handling of vessel carrying products like oil, coal, construction material, raw materials, Timber logs, Fertilizers, Pulses, Granite stone, general cargo and container, will be most likely larger in future.

❖ A good marketing strategy should be aimed at convincing clients to use the ports by emphasizing on the strong point such as low fee on carriage cost, fast handling in port adequate shipping services and warehouse usage.

❖ Better connectivity should be developed among the road, rail, air and the sea. This would make the port an attractive one in terms of handled.

❖ The capacity for handling crude oil and oil product showing a sign of over utilization that leads to ships waiting time at anchorage. Hence, additional capacity can solve this capacity shortage.

❖ The delay in obtaining government approvals and environmental clearances in V.O.C port trust should be avoided. Prompt approvals and clearances would help the port and shipping. The poor financial structure is one of the major problems faced by V.O.C port trust. It needs financial support from Central and State governments to augment the facilities on par with international standards.

CONCLUSION:

The globalization has its impact on the development of ports in India. The government focused mainly on export and import activities. After globalization, India has been emerging as a modern economy. International shipping and port cargo business is concerned with the transportation of goods by sea, global both imports of cargo into and exports of cargo out of a country. V.O.Chidambaranar Port Trust per day output tonnes also increased. The government could extend more financial assistance to V.O.C. Port for further increase of infrastructure and international trading activities. Indian economic reforms have unleashed the potential for development. It positively benefited the major ports of India. Tuticorin port also developed in this period, particularly in 2016 to 2020.

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A STUDY ON PSYCHOLOGICAL FACTORS OF PERSONNEL WORKING IN PUBLIC AND PRIVATE SECTOR ORGANISATION IN THOOTHUKUDI

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ABSTRACT:

The present study compares the level of job involvement and mental health of the employees operating in Public and Private Sector organizations. The results obtained indicate significant differences in job involvement and mental health of the employees belonging to the two types of organizations. The Private Sector employees were observed to be comparatively more involved in their job and maintained better mental health. The study also found that job involvement and mental health correlated significantly for Public Sector employees but not in case of Private Sector employees.

The present study is aimed at investigating whether any significant difference exists between the public sector and private sector executives on various psychological aspects such as personality traits, occupational stress, mental health, job involvement and job satisfaction. Data obtained from 60 (public and private sector) executives on the key psychological aspects revealed that significant difference exists between the private and public sector executives. Private sector executives are more likely to have higher levels of occupational stress particularly in terms of role conflict, unreasonable group conflict and responsibility for persons. Further, the private sector executives tend to have higher levels of job involvement and hardiness personality and, lesser levels of emotional exhaustion (burn-out) than the public sector executives. Implications in terms of policy making, stress management program, hardiness training and ways to avert burnout are discussed.

Keywords: Public and Private Sector Executives, Occupational Stress, personality traits, Mental health, Job Involvement.

INTRODUCTION:

The working environment of public sector differs widely from that of private sector due to the differences in the management objectives, job types and organizational structures. Basically, public sector is directed to serve the society and citizens, and is more liable to conflicts of positions among different stakeholders; in addition, it has to assume the responsibility for its policy decision; its operation procedures are more standardized, and hence its organization operates in a more bureaucratic manner. By contrast, private sector is rather profit-oriented, and is faced with a keenly competitive and changing market environment. It requires greater flexibility in its management in response to the demands of market and customers. Besides, its operation procedures can be flexibly adjusted, and thus it operates in a less bureaucratic manner.

An organization is a social unit of people that is structured and managed to meet a need or to pursue collective goals. All organizations have a management structure that determines relationship between the different activities and the members, and subdivides and assigns roles, responsibilities and authority to carry out different tasks. Organizations are thus, open systems as they affect and are affected by their environment.

The above study have revealed little about how these organizational distinctions between public sectors and private sectors lead to different ways and feelings of work and workers' health impact. Some studies on work motivation contrasted between public sector and private sector have found that, compared to those employees in the private sector, civil servants are less inspired by material rewards, take less account of cost control, are more concerned about public interest and public affairs, and give more emphasis to the fairness and justice of the organization. Some other studies have shown that civil servants' average score for overall job satisfaction is higher than that of private enterprise employees, yet their scores for organization commitment, fulfilment of esteem, task autonomy, and self-

actualization are lower than those of private sector employees, respectively. Several studies explored the level of work stress in general and specific dimensions, but their results are somewhat contradictory. Among previous sporadic research with small sample size and lack to include many potential explanatory variables, we are left wondering and it remains to be clarified whether these differences are caused by the organizational distinctions between public sector and private sector, or by the different demographic backgrounds or work contents. Besides, organizational distinctions between public and private sectors may vary with the different development of economies and public administration across countries; thus, societies, economies and political contexts across countries ought to be taken into consideration.

REVIEW OF LITERATURE:

REBECCA (2018): Organizations are to achieve clear goals and directions, support from superiors is very necessary. Superiors must understand the needs of the employees for the employee to work efficiently. Sometimes frequent fault finding of the employee's work may also lead to deficiency in work. Employee effectiveness is also lost if there is no proper guidance or planning in an organization. It relates this situation to a tourist who has no guide. He notes that it would not be long before such a tourist loses his track or direction and so would be the case of an organization which has no good supervisor employee relationship.

SRIVASTAVA (2019): She examined the modifying effect of certain personality traits on the relationship of occupational stress and job behavior (job satisfaction, performance and absenteeism) and physical health. The study revealed that employees, occupational stress significantly negatively correlates with their job satisfaction and physical health, but not with their performance and rate of absenteeism at work. The study also noted that personality traits, like emotional stability, independence, and practically markedly attenuate the adverse effect of occupational stress on employees, job satisfaction and physical health but the traits of radicalism and conservatism do not modify the relationship of these variables to any significant extent.

CHITTRANJAN N. DAFFUAR AND NAIR (2020): He has conducted a study on the impact of organizational stress on occupational stress in process, service, engineering and manufacturing organizations. The study aimed to study the differences in the culture of these organizations. The results indicate an adverse relationship between organizational culture and occupational stress in most cases. With regard to differences in culture, the culture of service organization was found significantly different from the culture of an engineering manufacturing organization. No significant differences were found between any other organizations.

STATEMENT OF THE PROBLEM:

In the core of frustration in this sphere of organisation citing factors that cause stress equivalent to inadequate salary, work overload, information issues stemming from the authorities around. Lack of experience and training, low pay and difficult working conditions combined with stressors that are inherent within the organisation might cause employees to understand vital feeling of stress that might successively render them less effective within the organisation or cause them to depart the organisation. Therefore the study aims at knowing and predicting about some psychological factors of personnel working in private and public sector organizations. The research attempts to study about "Mental Health, Job-Satisfaction and Occupational Stress among public and private sector employees.

OBJECTIVES OF THE STUDY:

- To know the socio-economic status of employees working in private and public sector undertaking.
- To know the impact of organisational factors on the job performance of personnel of private and public sector organisation.
- To find out the various reasons for occupational stress on the managerial personnel.
- To find out the degree of occupational stress among public and private sector employees.
- To study the impact of occupational stress on the job performance.

- To offer suggestions to improve the job performance and reduce the occupational stress of employees.

RESEARCH METHODOLOGY:

In order to realize the objectives of the study a considerable volume of both primary and secondary data is needed. Primary Data has been collected from the industrial buyer during January to March 2021 with the help of a structured Questionnaire with stratified sample of 60 respondents. Secondary Data has been drawn from various published sources. They include Professional business Journals, Magazines, and different websites.

ANALYSIS AND INTERPRETATION:

1. Table showing respondents working sector

Working Sector	No. of Respondents	% of Respondents
Private Sector	33	55
Public Sector	27	45
Total	60	100

INFERENCE:

The above table indicates that, 55% of the respondents are working in private sector, 45% of the respondents are working in public sector. Thus the majority 55% of the respondents are working in private sector.

2. Table showing respondents position

Position	No. of Respondents	% of Respondents
Skilled	38	63
Semi Skilled	17	29
Unskilled	5	8
Total	60	100

INFERENCE:

From the above chart indicates that, 63% of the respondents are skilled employees, 29% of the respondents are semi skilled employees and 8% of the respondents are unskilled employees. Thus Majority 63% of the respondents are skilled employees.

3. Table showing respondents designation

Designation	No. of Respondents	% of Respondents
Manager	14	23
Supervisor	20	34
Clerical Work	26	43
Total	60	100

INFERENCE:

The above table shows that, 23% of the respondents are designated as manager, 34% of the respondents are designated as supervisors and 43% of the respondents are designated as clerical work. Thus majority 43% of the respondents are designated as clerical cadre.

4. Table showing respondents job satisfaction

Job Satisfaction	No. of Respondents	% of Respondents
High	10	17
Medium	41	68
Low	9	15
Total	60	100

INFERENCE:

The above table indicates that, 17% of the respondents are highly satisfied with their job, 68% of the respondents have medium level of job satisfaction and 15% of the respondents have low level of job satisfaction. Thus majority 68% of the respondents have medium level of job satisfaction.

5. Table showing respondents healthy work life balance:

HEALTHY WORK – LIFE BALANCE

Response	No. of Respondents	% of Respondents
Yes	46	77
No	14	23
Total	60	100

INFERENCE:

The above table indicates that, 77% of the respondents have mentioned that they have a healthy work life balance and 23% of the respondents have mentioned that they do not have a healthy work life balance. Thus majority 77% of the respondents have mentioned that they have a healthy work life balance.

6. Table showing symptoms due to stress:

Symptoms	No. of Respondents	% of Respondents
Frequent headaches	9	15
Depression	18	30
Anxiety attacks	4	6
Over sensitivity	7	12
Irritability	16	27
Others	6	10
Total	60	100

INFERENCE:

The above table indicates that, 15% of the respondents have frequent headaches, 30% of the respondents are facing depression, 6% of the respondents have anxiety attacks, 12% of the respondents have over sensitivity, 27% of the respondents have irritability and 10% of the respondents have some other symptoms. Thus majority 30% of the respondents are having depression due to stress.

FINDINGS:

The following are the findings of the study:

- The study indicates that maximum number of respondents i.e. 55% are private employees.
- The study depicts that the majority of the respondents i.e. 63% are skilled workers.
- The present study reveals that the majority i.e. 68% of the respondents their level of job

satisfaction in the organisation is satisfactory.

- The present study reveals that majority i.e. 83% of the respondents have mentioned that they have work stress in their daily life.
- In this study reveals that majority i.e. 77% of the respondents have mentioned that they have a healthy work- life balance.
- The present study reveals that the majority of the respondents i.e. 30% are having depression due to stress.
- The present study reveals that majority of the respondents i.e. 68% have mentioned that the job stress is caused due to unhealthy relationship with the co-workers.
- The majority i.e. 38% of the workers is taking leave in order to manage the stress.

SUGGESTIONS:

- The employees should be kept happy and contented at work, which leads to 100% contribution at work and attainment of higher degree of efficiency and effectiveness, which in turn result in achievement of organisational goals and objectives.
- A lot of personnel are undergoing the problems of ill health both physical and mental.
- Employees emotional problems should also be considered by the employers. In order to tackle them, sessions on stress management could be organised by the employers.
- The employees can be given short orientation programme organized both public and private sector for the benefit of the employees so that they can mind calmness, peacefulness and the physically health and they can control their emotional factors.
- Counselling can be given periodically in order to boost their level of motivation.
- Healthy practices to be adopted unit wise in each department and each office of the organisation.
- Active participation of all employees should be designed in the work culture.
- High-level of interactions should be encouraged between the employers and employees.
- Grievance Redressed mechanism to be made easy, convenient and prompt.

CONCLUSION:

A study on psychological factors of personnel working in public and private sector organization examined the relation of personnel and their psychological factors. An organization is a social unit of people that is structured and managed to meet a need or to pursue collective goals. All organizations have a management structure that determines relationship between the different activities and the members, and subdivides and assigns roles, responsibilities and authority to carry out different tasks.

There is no difference between personnel of public and private sector organization in occupational stress and also no difference among personnel of private and public sector organization in overall mental health but there is a difference between the personnel of public and private sector organization on the measure of personality traits. To conclude that human resource is the most sensitive factor of production. Involvement or presence of human touch makes rest of the elements outside the scope of being sensitive in a crucial way. Psychological factors of the personnel in public and private sector should be given top priorities in order to attain from them the best services and contributions. Thus healthy practices could be adopted unit wise in each department and each office of the organizations and active participation of all employees should be designed in the work culture to have better work place and job satisfaction for the employees.

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A STUDY ON STRESS MANAGEMENT TOWARDS TEACHING JOB OF COLLEGE TEACHERS

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Abstract

The aim of this study is to explore a study on stress management towards the teaching job of college teachers. Stress for teachers is a growing concern, as they incessantly adhere to long working hours and conditions of overwork, unpredictable and the fear of safety of job, low morale and motivation leading to dissatisfaction in job and lack of authority and responsibilities in roles of decision making. These factors contributing to workplace stress has proved to stand as a detrimental effect on the health conditions, both mentally and physically thereby affecting the wellbeing of teachers. This leads to the negative impact on workplace productivity affecting the development and the progress of the workplace. A convenience sampling of 80 respondents is taken for the study and the sample population was identified within the college teachers. This study emphasizes the factors that cause stresses amongst the teachers and is also carried out to analyze the level of occupational stress and job satisfaction on various stressors.

Key words: Stress, Stress management, Occupational stress

INTRODUCTION

Stress at the workplace has been subjected to a larger amount of research studies in the past but shows no development or enrichment on the outcome. Medical practitioners agree that continuous and extensive stress within a person would lead to a monotonous life cycle affecting the physical conditions of the body, which in turn would tamper the physical health of the person leading to mental disorders and agony. Different occupations face different types of stresses and different kinds of job profiles also face serious and varied stresses. All these factors have been discussed by various authors at various perspectives and at different levels, for example, ambulance service (Young and Cooper, 1999), healthcare (Cooper et al., 1999) **for teachers** (Travers and Cooper, 1993) and the nurses, social workers and teachers (Kahn, 1993). Some of these authors have identified that caregivers like nurses, social workers and teachers are the community affected from emotional exhaustion because they are required to display intense emotions within their jobs, while some of the other authors feel that job security, threat of violence and overload are the stressors. Work overload has been the predominant stressor in the teaching field. A study to analyze and evaluate the level of job satisfaction and level of stress becomes the need of the hour to analyze the factors that cause hindrances to the teachers in their job and also validate them with proper remedial measures to ensure that the job profile of the teachers make them satisfied with the job so that the stressors or the stress factors are under control. Research studies show that six occupations, viz., ambulance, teachers, social services, customer services – call centres, prison officers and police were identified as having worse than average scores on each of the three factors(physical, physiological and mental). A comprehensive and a comparative study of job stress of previous researchers have shown that amongst Government and Private Employees, the private employees have more job stress than the Government employees (RajubhaiRana, 2014).

Stress in teaching profession restrains the quality of the teachers and the same creates a misery in the minds of the teachers due to heavy workload, unsecured state of job, low pay emoluments, lack of career development, lack of communication, harassments in the school or college by peer teachers/workers/students/others, family and financial problems. Teachers' stress erodes the peacefulness in the mind and life of teachers. It has a negative effect on their work performance. Teachers' stress is a combination and accumulation of unpleasant experiences, negative disorders and emotions such as no morale attitude towards anything, anger, anxiety, tension, frustration or depression, resulting from some aspect of their work as a teacher (Kyriacou 2001).

It is a general belief in many cultures that the role of is to build and maintain the homely affairs like the task of fetching water, cooking and rearing children. Since the turn of the century, the status of India

has been changing due to growing industrialization, urbanization, spatial mobility and social legislation Anitha Devi (2007).

MATERIALS AND METHODS

Objectives of the study

- To describe the socio-demographic characteristics of the respondent
- To identify measures of stress management level of the college teachers
- To determine various causes for stress that affects the teachers in the college atmosphere
- To find out various techniques adopted by the college teachers for managing stress
- To assess the perception of the personnel toward their job stress

Statement of the problem

This topic is chosen because the study helps to understand the stress management towards teaching jobs of college teachers. Nowadays, stress is a normal part of life.

Stress is a normal part of life. In small quantities, stress is good; it motivates and helps to become more productive. However, too much stress, or a strong response to stress can be harmful. A stress providing event and how the person reacts to its impact on our health. “Stressful situations may have a negative effect on our physical, mental, and social well- being. Therefore, the motive of this study is to make an attempt to find out the causes of stress in the Teaching Profession and Satisfaction level of teachers towards their profession in the study area.

Review of literature

Dr. Nain Sing & Anupama Katoch (2017), in the present study an attempt has been made to measure the occupational stress of secondary school teachers of district Mandi in Himachal Pradesh. A sample pool of 200 secondary school teachers from the government schools was randomly taken. The relevant information from the sampled subjects were collected through the standardize Occupational Stress Index. It was found that the secondary school teachers generally had occupational stress having high, moderate and low levels. Further significant differences were found in the occupational stress of male and female secondary school teachers.

Bonchis (2015) in this study suggests clarifications of the stress factors in the environment and individual factors. Most of the stress factors can be identified in the work environment and include: inadequate work conditions, managerial problems, lack of resources, lack of support or excessive authority, not taking part in decision making, managerial climate. The work environment may include, as well, physical stress factors such as: noise, agitation, crowd, small classroom or school, safety, as well as managerial pressure, the lack of support from the managers and the roles ambiguity.

(Dhrub Kumar and JM Deo, 2011) explored the different aspects of the work life of college teachers in general and to find out differences in perception of male and female as well as junior and senior teachers with regard to their responses in particular. Findings revealed that junior college teachers experienced significantly more stress on most of the dimensions of stress in comparison to senior teachers. However, female teachers experienced more roles overload and inter-role distance stress as compared to their male counterparts.

Scope of the study

The study is conducted in order to understand stress management towards college teachers.

Methodology

The collection of data comprises of both primary and secondary data

Primary Data

The required primary data for this study were collected through a questionnaire. The questionnaires were given in Google form directly by the researcher to sample teachers.

Secondary Data

The relevant secondary data were collected from journal, books, internet and social media.

Period of the study

The period of the study is for four months (Dec 2020 – Mar 2021)

Sampling Design

Questionnaire was circulated in Google form by selecting 80 respondents consisting of college teachers. The same were by convenience sampling methods. The questionnaire collected from the respondents was of great source of information.

Table showing sharing stress with others

Particulars	No. of Respondents	Percentage
Student	8	10
Family members	39	49
Friends	33	41
TOTAL	80	100

Source: Primary Data

Inference:

From the above table we come to know that 49 percent of the respondents have shared their stress with the family members, 41 percent of the respondents with the friends, and 10 percent of the respondents with students. Therefore, the majority of the respondents have shared their stress with the family members.

Table showing ranking on the bases of stress creators

Factors	Mean Score	Rank
Students	55.33	I
College Management	52.65	II
Colleagues	48.32	III
Non- Teaching staff	43.71	IV

Source: Primary Data

Inference:

It is inferred that regarding stress creators in college in which students took first rank followed by other factors namely college management, colleagues, non- teaching staff.

Table showing the techniques adopted to manage stress

Particulars	No. of Respondents	Percentage
Yoga and exercise	20	25
Playing with children	21	26
Reading motivational books	9	11
Rest	16	20
Believe in actions rather than fruits	3	4
Positive attitude	11	14
TOTAL	80	100

Source: Primary Data

Inference:

From the above table it is found that 26 percent of the respondents says playing with children is a techniques that adopted to manage stress, 25 percent of the respondents says yoga and exercise, 20 percent of the respondents says rest, 14 percent of the respondents says positive attitude, 11 percent of the respondents says reading motivational books, and 4 percent of the respondents says believe in actions rather than fruit.

Respondents’ difficulty based on gender

Calculated there is any relationship between Gender and their difficult to take leave/ permission

Null hypothesis (H0):

There is no significant relationship between Gender and their difficulty to take leave/ permission.

Alternative hypothesis (H1):

There is a significant relationship between gender and their difficulty to take leave/ permission.

Respondents' difficulty based on gender

Gender	High	Medium	Low	Total
Male	10	2	4	16
Female	45	12	7	64
Total	55	14	11	80

Row& Column	Observed Frequency	Expected Frequency	O – E	(O-E) ²	(O-E) ² / E
R1C1	10	11	-1	1	0.09
R2C1	45	44	1	1	0.02
R1C2	2	2.8	-0.8	0.64	0.23
R2C2	12	11.2	0.8	0.64	0.06
R1C3	4	2.2	1.8	3.24	1.47
R2R3	7	8.8	-1.8	3.24	0.37
					X²=2.24

Degree of freedom = (r-1) (c-1)
 = (2-1) (3-1)= 1 x 2 = 2

Where, r = number of rows and
 C = no of column

Table value = 5.99

Inference:

At 5% level of significance the table value for 2 degrees of freedom is 5.99. The calculated value of x² is 2.24 and is less than table value. Therefore the Null hypothesis (H₀) is accepted. Thus it is concluded that there is no significant relationship between the Gender and their difficulty to take leave/ permission.

RESULTS AND DISCUSSION

The following are the findings of the study:

- Most of the respondents (49%) of the respondents have shared their stress with the family members.
- Majority of the respondents ranked I for students as the stress creators.
- The study portrays that (26%) of the respondents says playing with children is a technique that is adopted to manage stress.
- Under chi square method, there is no relationship between the gender and difficulty to take leave/permission because the table value is 5.99 and calculated value is 2.24 it falls in the acceptance region.

Suggestion

- Teachers can exercise regularly and get enough sleep. Make time to enjoy an activity outside the workplace.
- If the teachers dislike something at home or work, they have to change those things that trouble them.
- Maintain a positive attitude that will make it easier to live and work with others. Learn about the various relaxation methods available to help about the various relaxation methods available to help to ease the daily tension.
- Share the thoughts and feelings with close friends or relatives to overcome the work stress.
- Try to maintain friendly relationships with the co- workers to cope up with stress and do the activities that help to feel relaxed and content.



- Need motivation class and yoga class to cope up with stress and to control mind and body effectively.

CONCLUSION

The college teachers have a lot of work stress due to their work, and students' performance. Majority of the teachers share their problems with family members. The stress cannot be avoided, so it should be managed with the proper usage of management techniques. Mainly in urban areas the college teachers should use a lot of techniques for managing stress like yoga, meditation, listening music, reading books and rest. Stress Management is the important technique which is used upon their work schedule.

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A STUDY ON STUDENT'S PERCEPTION TOWARDS OPEN BOOK EXAMINATION

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ABSTRACT

The aim of the study is to analyze the student's perspective towards the open book examination. Open book examinations (OBE) are one of the tools increasingly offered today in order to reduce test anxiety and to help students demonstrate their knowledge and abilities. It is necessary to build young community who are able to think independently and creatively and able to process the information analytically. It is generally accepted that open book exam create an enriched environment, offering the student an opportunity to better understand and respond to a particular question. Convenience sampling method was adopted. The questionnaire was circulated through Google forms and the data were collected from the students (80 respondents) who took an open book examination. The survey highlighted that most the students would prefer open book examination.

Key words: open book examination, application of knowledge, test anxiety, memorization and assessment.

INTRODUCTION:

Educational institutions are focusing on adopting a holistic approach to develop domain specific knowledge, technical skills, cognitive skills, interpersonal skills and emotional skills leading to lifelong learning.

The quality assessment done by regulatory bodies like (University Grants Commission) UGC, (National Assessment And Accreditation Council) NAAC, (All India Council for Technical Education) AICTE, (National Board of Accreditation) NBA also inculcated a cultural change in the educational institutions to include curricula innovations, new approaches to teaching and assessment, and an emphasis on process improvement leading to learning-centered, outcome-based education system.

In this dynamic educational environment, there has also been an increase in concerns about testing protocols, addressing learning outcomes, and assessment of student performance. It is known that for successful learning it is important that the learning objectives, programme and assessment are consistent and compatible. Online and hybrid classes have become increasingly popular to cater the (Generation Y) Gen Y and (Generation Z) Gen Z and technology has replaced the pen and paper examination.

An examination is the integral part of teaching learning process. The closed-book tests are suitable to assess the core knowledge examination. Open-book tests offered an opportunity to apply the knowledge they had gained during the course in a creative manner, and that they were more able to demonstrate a true understanding of the material.

Open-book tests reduce the need for cramming, memorization of factual material and encourage higher-order thinking and deeper learning approaches. The exam reform policy formulated by (All India Council for Technical Education) AICTE in 2018 recommended the open book examination in technical institutions. AICTE has also introduced Bloom's taxonomy framework to set question papers. Bloom's taxonomy is a set of three hierarchical models used to classify educational learning objectives into levels of complexity and specificity.

These reforms by regulators support the open book examination to enforce the learning objectives in cognitive, affective and sensory domains. The pandemic situation has made the regulators to formulate essential guidelines to implement the online assessments, (Multiple-Choice Question) MCQ / (Optical Mark Recognition) OMR based examinations, Open Book Examination, Open Choices, assignment/presentation-based assessments etc.

Therefore pandemic situation of COVID-19 has facilitated the implementation of online mode of examinations in educational institutions.

MATERIALS AND METHODS:

Objectives of the study:

1. To assess the level of awareness towards open book exam.
2. To identify the reasons for allowing open book examination.
3. To study the perception of students on the open book mode of examination.
4. To identify the fear and emotional block encountered by students during examination and to reduce examination stress and tension.

Statement of the problem:

The current scenario of educational institution adopting the online assessment techniques necessitated the importance to assess the student's perception towards the open book examination.

The educational institutions have to follow the guidelines given by the regulators to focus on programme, curriculum and assessment to ensure imparting of lifelong learning. This research on the student's perception towards the different mode of open book examination would help the education institutions to understand the student psychology and select the best mode of open book exam that would be considered as most preferable by the students.

Review of literature:

COVID-19 altered education systems worldwide as many education institutions quickly changed to online assessment systems. However, the feasibility of online assessment and how it compares to traditional examinations is unclear. (Eurboonyanun, et.al. 2020).

Open book examinations are a powerful tool, which provide several benefits including the development of strong critical thinking skills. By introducing examinations that foster critical thinking early in the curriculum, the student will have more time to develop and polish these skills (Johanns, B., Dinkens, A., & Moore, J. 2017).

The ability to recall information is an important cognitive goal; however, it is the lowest order skill according to Bloom's hierarchy of educational objectives in the cognitive domain and is therefore an essential forerunner to the higher order skills. However, if graduates have been trained to access information appropriately from a textbook and apply it correctly in a distinctive setting, then the teaching and learning process has been enhanced! Nevertheless, long-term retention is important in open book examination as students need to remember the location of important sections within their textbook. More important is the ability to efficiently use the Table of contents and the Index in a textbook to locate important theoretical sections. This will aid students later in life to find information in other textbooks, thereby contributing to establishing an attitude of life-long learning (Swart A J & Sutherland T, 2015).

Scope of the study:

The pandemic situation has created a necessity to utilize the online platform for the classroom lectures, dissemination of the materials and the conduct of the examination. Assessment helps in measuring the understanding and the application of the knowledge gained by the students. The scenario necessitates the study on the perception of the student's towards the online open book examination would help the educational institutions and regulators to gather the student's needs and formulate future guidelines for assessments to ensure lifelong learning.

Research Methodology:

Sampling design	Convenient sampling method
Period of the study	Dec 2020 to March 2021
Data used	Primary and Secondary data
Test for analysis	Percentage Garret ranking technique

TABLE SHOWING THE AWARENESS TOWARDS AN OPEN BOOK EXAM

Response	No. of respondents	% of respondents
Yes	73	91.25
No	7	8.75
TOTAL	80	100

Source:Primary data

Inference:

The above table depicts that, 91.25% of the respondents say that they are aware of an open book examination and 8.75% of the respondents say that they are not aware of an open book examination. Thus majority of the respondents i.e., 91.25% of the respondents say that they are aware of an open book examination.

RANKING OF BENEFITS OF AN OPEN BOOK EXAM USING GARRET RANKING TECHNIQUE

BENEFITS	I	II	III	IV	V	TOTAL	AVERAGE	RANK
Less memorizing required	1350	2460	800	160	24	4794	19.5	IV
More room for critical thinking	1500	2400	750	200	0	4850	19.7	III
Less stressful	2400	2040	700	0	0	5140	21	II
Easy to score more marks	3075	1200	900	40	0	5215	21.2	I
Less time consuming	1125	1860	1500	160	0	4645	18.9	V

Source: Primary data

Inference:

It is clear from the above table it is easy to score marks found to be the major benefit resulted from using an open book examination and thus it is ranked first with the Garrett mean score of 21.2, followed by less stressful is ranked second with the Garrett mean score of 21, more room for creative thinking is ranked third with the Garrett mean score of 19.7, less memorizing required is ranked fourth with the Garrett mean score of 19.5 and less time consuming for preparation is ranked fifth with the Garrett mean score of 18.9.

OPINION OF THE RESPONDENTS FOR THE REASONS OF ALLOWING AN OPEN BOOK EXAMINATION

Reasons	No. of respondents	% of respondents
Encourage more reading	18	23
Subject with a heavy workload	8	10
Subject with long calculations	5	6
Logical reasoning	22	28
Application of knowledge	27	33
TOTAL	80	100

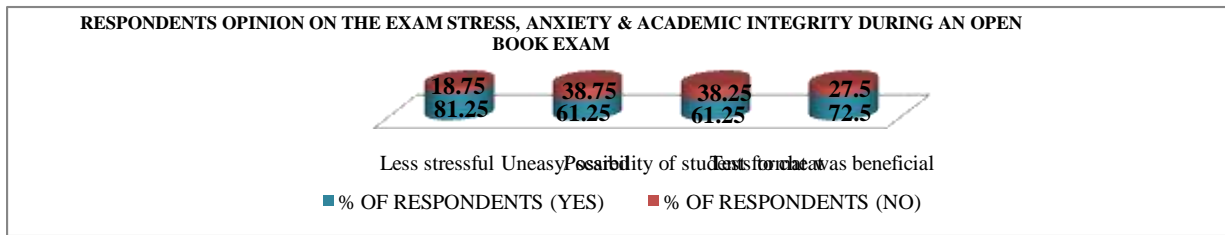
Source: Primary data

Inference:

From the above table it is evident that, 33% of the respondents say that the reason for allowing an open book examination is to test the application of knowledge, 28% of the respondents say that an open book examination requires logical reasoning, 23% of the respondents say that an open book examination encourages more reading, 10% of the respondents say that it is subject with a heavy workload and 6% of the respondents say that the reason for allowing an open book examination is subject with long

calculations. Thus majority of the respondents i.e., 33% of the respondents say that the reason for allowing an open book examination is to test the application of knowledge.

RESPONDENTS OPINION ON THE EXAM STRESS, ANXIETY & ACADEMIC INTEGRITY DURING AN OPEN BOOK EXAM



Source: Primary data

Inference:

The above chart portrays that, 61.25% of the students say that the structure of an open book examination is meant that the students could cheat, 72.50% of the students observed that the test format of an open book examination was beneficial. 81.25% of the students feel that an open book examination is less stressful and 61.25% of the students perceive that an open book examination was uneasy and scared.

RESULTS AND DISCUSSION:

- It is renowned from the analysis that majority of the respondents i.e., 91.25% say that, they are aware of an open book examination.
- It is observed from the study it is easy to score marks found to be the major benefit resulted from using online open book examination this is ranked first followed by less stressful, more room for creative thinking, less memorizing required and less time consuming for preparation is ranked last.
- The study reveals that majority of the respondents i.e., 33% of the respondents say that the reason for allowing an open book examination is to test the application of knowledge.
- The analysis discloses that, 61.25% of the students say that the structure of open book examination is meant that the students could cheat.
- The study implies that majority i.e., 72.50% of the students observed that the test format of open book examination was beneficial.
- The study exposes that, 81.25% of the students feel that open book examination is less stressful.
- It is evident that 61.25% of the students perceive that the open book examination was uneasy and scared.

On the basis of the finding of the study, the following suggestions are made:

- Feeling at ease during the open book exams may be an advantage but on the other hand without the knowledge of the subject it would become very difficult.
- Stress should not become partner during the open book exams. Remaining calm throughout the exam help to finish the exam successfully.
- Though Open book exams test the ability to find quickly the relevant information, but it is time consuming.
- Open book examination aims to develop skills and creative thinking among slow learners
- Until working out the main themes and topics, open book exams would become a tragedy

CONCLUSION:

Online and Open book exams have many advantages. Students seem to prefer them, and they appear to allow students to better demonstrate what they know. The strength of online exams is automated grading, but it comes with an overhead that may be difficult to justify in a small class. Small classes may do better with open book exams administered on paper. Although academic integrity is a major concern in either format, the evidence seems to indicate that it can be successfully addressed.

The Open Book Examination is a new tool for assessment and it is the revolution in the field of evaluation against Closed Book Examination. Thus, open book examinations can restore the true meaning of the word education for both teachers and students. It is true that it will take some time and effort on the



part of students and teachers to adapt themselves to the demands of open book examinations. But the changes will be inevitable. When combined with the mode of teaching that focusses on thinking skills, they will make education an exciting and enjoyable intellectual adventure, the beginning of a lifelong quest for knowledge.

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A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON THE PERFORMANCE OF MICRO AND SMALL BUSINESS

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ABSTRACT:

The research paper on, "Impact of Social Media Marketing on performance of micro and small businesses" is to study how Micro and Small businesses can leverage social media to penetrate their markets, reach their customers and develop relationships in a personal and direct manner that can catapult their brand and raise their awareness as successfully as any large business. Social media is a tool which enables small businesses to reach a large and potentially global audience in a very short period of time with relatively little energy. This has opened a whole new opportunity to the way a small business can develop awareness about its goods, services and marketing activities and able to develop relationships by communicating positive image and dialogue about a brand. Social media marketing provides a low cost opportunity for businesses to reach large numbers of users and gain brand recognition. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. The study is carried out in Thoothukudi, with the total sample size of 80 respondents.

Keywords: social media marketing, business, customers, strategy, websites and brand exposure

INTRODUCTION:

Social media marketing:

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media. Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. Social Media Marketing is the process of reaching prospects and customers, and acquiring traffic and visibility through social media sites such as Facebook, Twitter, LinkedIn and many others. Social media networks were relatively unheard of, businesses still preferred to market their goods through physical media such as billboards, pamphlets and direct mail.

Micro and small business:

The term micro business, refers to a small business that employs few people. A microenterprise usually operates with fewer than 10 people and is started with a small amount of capital advanced from a bank or other organization. Most microenterprises specialize in providing goods or services for their local areas.

Micro businesses are small businesses that are financed by microcredit, a small loan available to people who have no collateral, credit history, savings, or employment history. The modest loans are often sufficient to get a small local business off the ground. These businesses serve a vital purpose in improving the quality of life for people in developing countries, and generally provide a product or service in their communities. Micro businesses not only help improve the quality of life for business owners, they add

value to the local economy. They can boost purchasing power, improve income, and create jobs.

STATEMENT OF THE PROBLEM:

In the modern business world, due to development of Science and Technology, many new products have been introduced in the market every day. The marketing of products largely depends upon taste, quality, price, availability, marketing strategies etc.

In this context the study has been made to know the impact of social media marketing on performance of micro and small businesses. It is hoped that such study will help to gain knowledge on issues which hinders the usage of social media marketing on performance of micro and small businesses.

REVIEW OF LITERATURE:

- **Gordhamer (2009)** has related social media marketing to the relationship marketing where firms need to shift from “trying to sell” to “making connections” with the consumers. This explanations of social media marketing takes us to the other side of marketing, where building relations with the potential consumers is the key to repeated purchases and enhanced brand loyalty.

- Social Media is an innovative tool that organizations use for creating a very strong public relation with the customers on the virtual networks (**Jan & Khan, 2014**).

- A company or business can use the social media to build a community around its products/business. Vibrant communities create loyalty and encourage discussions, which can contribute towards business development and improvement. (**Taprial, & Kanwar, 2012**).

- **Anshu, Bhatt (2017)** reveals that social media networking websites is a medium of making communication easier and faster thereby by enhancing effective flow of information, idea sharing and connecting people easier. The various app has been found to be highly addictive. Their happiness or sadness depends on the reply which they receive from other users. They cannot control themselves from constantly chatting, replying, and sharing of ideas.

OBJECTIVES:

- To identify the various types of micro and small business using social media for marketing.
- To study the impact of social media on business performance.
- To study the impact of various online promotional activities on the brand visibility.
- To study performance of micro and small businesses after inclusion of social media marketing.
- To find the suggestions for the negative impact of social media on small and medium enterprise.
- To identify the reasons why the selected micro and small business use social media.

PERIOD OF STUDY:

The study was carried out from December 2020 to March 2021. The questionnaires were circulated from January 2021.

COLLECTION OF DATA:

The study is made with the help of both primary data & secondary data. The primary data were collected through questionnaire & secondary data were collected from books, journals, websites & other periodicals.

SAMPLING DESIGN:

The data collected are original in nature. A sample of 80 respondents residing in various parts of Thoothukudi was selected by convenient sampling techniques. The questionnaire was used for collecting a great source of information.

CONSTRUCTION OF TOOLS:

The questionnaire was prepared. Then it was pretested and necessary changes were incorporated, 80 copies of questionnaire were taken and distributed, among the respondents.

SOCIAL MEDIA PLATFORMS FOR MARKETING

Social media platforms	No. Of respondents	% of Respondents
Facebook	16	20
Instagram	33	41.25
YouTube	8	10
WhatsApp	23	28.75
TOTAL	80	100

Source: primary data Inference:

The above table depicts that, 20% of the respondents say that they use Facebook for marketing their business, 41% use Instagram, 10% use YouTube and 29% use WhatsApp for marketing their business. Thus most of the respondents i.e., 41% of the respondents say that they use Instagram for marketing their business.

TYPE OF BUSINESS

Type of business	No. Of respondents	% of respondents
Manufacturing	10	12.5
Distribution	17	21.25
Retailing	28	35
Service business	25	31.25
TOTAL	80	100

Source: Primary data Inference:

From the above table it is inferred that, 12.5% of the respondents carry on manufacturing business, 21.25% of the respondents carry on distribution business, 35% of the respondents carry on retailing business and 31.25% of the respondents carry on service business. Thus majority of the respondents i.e., 31.25% of the respondents carry on service business.

FREQUENCY OF CONTESTS GIVEAWAYS AND PROMOTIONS FOR FANS IN SOCIAL MEDIA/NETWORKING SITES

Period	No. of respondents	% of respondents
Every week	33	41.25
Every month	26	32.5
Once in a quarter	14	17.5
Once in 6 months	7	8.75
TOTAL	80	100

Source: Primary data Inference:

The above table, infers that, 41.25% of the respondents say that they use social media networking

sites to conduct contests giveaways and promotions for fans every week, 32.5% conduct it every month, 17.5% conduct it once in a quarter and 8.75% conduct it once in 6 months. Thus most of the respondents i.e., 41.25% of the respondents say that they use social media networking sites to conduct contests giveaways and promotions for fans every week besides the regular day- to-day interaction.

INCREASE IN REVENUE OF BUSINESS AFTER USING SOCIAL MEDIA PLATFORM

Response	No. Of respondents	% of respondents
No increase	14	17.5
Up to 25%	40	50
Up to 50%	24	30
More than 50%	2	2.5
TOTAL	80	100

Source: Primary data

Inference:

From the above table it is found that, 17.5% of the respondents say that there is no increase in the revenue of business after using social media platform, 50% say that there is an increase up to 25%, 30% say that there is an increase up to 50% and 2.5% say that there is an increase by more than 50% after using social media platform. Thus most of the respondents i.e., 50% say that there is an increase in the revenue of business up to 25% after using social media platform.

COMPARISON ON THE BASIS OF THEIR REASONS FOR USING SOCIAL MEDIA FOR MICRO AND SMALL BUSINESS AND THEIR GENDER

Gender \ Reasons	Male	Female	Total
Consistency of post	10	8	18
Type of content posted	15	14	29
Customer Service	6	7	13
Online promotions	14	6	20
Total	45	35	80

Source: Primary data

$$\text{CHI- SQUARE } (\chi^2) = \sum (O-E)^2 / E$$

$$\chi^2 = 2.22$$

$$\text{Degrees of freedom} = (r-1) (c-1)$$

$$= (2-1) (4-1)$$

$$= 1 * 3$$

$$= 3$$

Inference:

The table value for 3 degrees of freedom at 5% level of significance is 7.81. It is found that the calculated value i.e., 2.22 is less than the table value. Thus the result is independent. Hence it is concluded that there is no significant relationship between distribution of respondent's reasons for using social media for micro and small business and their gender. Therefore Null Hypothesis is accepted.

FINDINGS:

- ◆ It is observed from the study that most of the respondents i.e.,41% use Instagram website for marketing their business.
- ◆ The study implies that 31.25% of the respondents carry on service business.
- ◆ The study exposes that 41.25% of the respondents use social media networking sites to conduct contests giveaways and promotions for fans every week besides the regular day- to-day interaction.
 - The study observed that 50% of the respondents feel that there is an increase in the revenue of business up to 25% after using social media platform.
 - It is found that the reason for using of social media for micro and small business does not depend on their gender, (i.e.,) gender is an independent factor.

SUGGESTIONS:

- Small and micro business in social media sites must focus on providing extra facilities like goods exchange policy to online shoppers so that shoppers will easily purchase products over online.
- The viral nature of social media sites means that each person who reads the posts must have the capability to spread the news farther within their own network, so in case of correct information it can reach a large number of people in a short time. So privacy is to be improved.
- The social networking strategy should be sufficiently flexible to allow it to adapt to a new development and to determine what works and what does not work.
- The promotional offers during on season should be displayed on social media sites on regular basis, so that the customers will know about the products offered.

CONCLUSION:

Social Media is working more as a search engine these days because people trust people rather than trusting companies. Also people think that it would be cheaper to buy from the people directly rather than going to the company website. Hence, an area of interest is searched on Social Media and concerned people are found and communicated with. Social Media Marketing creates a positive effect on many business markets such as financial institutions, travel and tourism business, retail business, knowledge business, entertainment industry, and so on. Since the process of Social Media Marketing saves money, time and is highly engaging and interesting, it seems to be the next big thing to hit the world as a whole. One of the biggest advantages of Social Media Marketing as opposed to traditional marketing is that potential customers can be precisely targeted. For example, in social media sites, if a person specifies that his area of interest is interior designing; his home page would have advertisements of interior designs on it. Thus, it doesn't seem to be hassle for the customer because they would definitely want to see those advertisements. As for the business owner, he/she needs to pay only if a person clicks on his/her advertisements. Thus it is a win-win situation for both the business owner and the customer.

Consumers do require detailed information about the brand so as to evaluate its strengths & weaknesses; this ample amount of information then saves their time by allowing them to make the purchase decision quickly.

Similarly small and micro business start-ups should utilize the endless opportunities provided by Social Media Sites. The biggest advantage for small and micro business start-ups is



that the amount of money to be spent on advertisements can be massively cut down and brand building can be done effectively.

In fact Social Media Sites themselves are changing at a fast pace to keep up with the marketing trend that is present today, social media sites is considered as a medium for personal space, it is changing at a rapid pace to cater to the needs of small and micro business as well. More small and micro businesses are trying to market their products through social media sites. Thus all popular Social Media sites are entering into online business and it can be seen as a good sign of opening the horizons for a new way of marketing which is cheaper, greener and more effective.

But at the same time consumers are susceptible about the user safety side of internet. They feel that online business in social media networking sites is unsafe as it may lead to increase in frauds & privacy issue.

The overall marketing value of social media networking sites is good, but it is facing some tough competition from its global competitors. Talking about domestic market i.e., India, it is the most superior E-business portal which is aggressively expanding & planting its roots deep into the Indian market and at the same time shifting the mind-set of the people from going and shopping from physical store to online stores, which is magnificent. Thus business through social media sites should be focused on consumers and build amazing experiences for the customers.

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A STUDY ON PSYCHOLOGICAL EMOTIONS OF SCHOOL TEACHERS DURING COVID-19 PERIOD AT THOOTHUKUDI

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Abstract

Aims

The objective of this study is to enumerate the Psychological emotions of the teachers during Covid - 19 with their mode of changes in their teaching skills to enhance the learning capacity of the students.

Method

In this study we have used the Chi-Square test to analyse the Psychological emotions of the teachers during Covid – 19. The sample number of our study is 124 (46 male and 78 female Teachers) from the total population of the school teachers in Thoothukudi.

Results

The results showed that the perception of threat from COVID-19 was related positively to negative affect and emotional signs, that is, sadness-depression, anxiety and anger-hostility. There was a direct positive effect of perceived threat from COVID-19 on sadness-depression, anxiety and anger-hostility moods, while anxiety and anger-hostility had a direct positive effect on perception of threat from the virus. Thus, there was a circular relationship, in which perceived threat influenced the presence of negative mood, and negative mood, in turn, linked to emotions of irritation and agitation from a present situation, promoted the feeling of threat.

Conclusions

The results showed that the majority of respondents have a moderately positive perception of well-being. Teachers were satisfied with the education system before the pandemic. The pandemic has reduced the perception of well-being in the face of the profession, creating some concern among teachers about their professional future. Sex, length of service, well-being, perceptions of teaching difficulties and future perspectives proved to be predictors of professional well-being in times of pandemic.

Keywords: COVID-19, SARS-CoV-2, India, economy, safety measures

Introduction

The coronavirus disease (COVID-19) pandemic, which originated in the city of Wuhan, China, has quickly spread to various countries, with many cases having been reported worldwide. As of May 8th, 2020, in India, 56,342 positive cases have been reported. India, with a population of more than 1.34 billion—the second largest population in the world—will have difficulty in controlling the transmission of severe acute respiratory syndrome coronavirus 2 among its population. Multiple strategies would be highly necessary to handle the current outbreak; these include computational modelling, statistical tools, and quantitative analyses to control the spread as well as the rapid development of a new treatment. The Ministry of Health and Family Welfare of India has raised awareness about the recent outbreak and has taken necessary actions to control the spread of COVID-19. The central and state governments are taking several measures and formulating several wartime protocols to achieve this goal. Moreover, the Indian government implemented a 55-days lockdown throughout the country that started on March 25th, 2020, to reduce the transmission of the virus. This outbreak is inextricably linked to the economy of the nation, as it has dramatically impeded industrial sectors because people worldwide are currently cautious about engaging in business in the affected regions.

Challenges Galore

The change has come with new challenges. Salman Khan the brain behind the popular educational website Khan Academy calls these not online but 'Quarantine Classes' that come with a host of psychological baggage of Covid-19 pandemic which normal online classes do not have. Teachers are in a

completely unfamiliar zone with learners as remote spectators and parents as unwanted intruders. The stress of being under constant observation while teaching through an unfamiliar medium with totally new tools is least to say challenging and stressful; Several cases have also been reported in media about unwarranted comments by parents on the teacher's appearance and pronunciation which are shocking and disgraceful to say the least and interference which is unacceptable as teachers are trained professionals.

While transition to online classes has not been easy for teachers however, what has been more demanding for them is to address the issues of "quality learning". Struggling to engage learners gainfully, getting them to respond and collaborate during lessons, assessing the learning outcomes and keeping them all safe in cyber space has been a huge challenge which teachers have been striving hard to manage by learning continually to improve their digital competencies and skills.

Emotionally Turbulent

I clearly recall the incidents of zoom bombing in a few classes I was observing and how the teacher was left totally shaken up and shattered by the emotional violence and indignity of experiencing a cyber-attack which is usually in the form of sexually explicit language and images. No one can really come to another's rescue in this situation and one needs a whole lot of courage and presence of mind to come out of a cyber-attack confidently with your learners watching and observing you keenly. Such incidents can be nerve-wrecking and take immense toll on one's mental health.

Teacher Self-Care

'Self-care' includes taking care of our mental, physical and emotional health and wellbeing for a harmonious balance in life. Self-care begins with self-awareness.

The nation and the civil society always look at the teachers as implementers of social change. Teachers are expected to integrate all social messages in their teaching and model them too. Teacher's role extends much beyond teaching- to nurture, prepare and guide the learners to usher in a better tomorrow. Now is the time for all stakeholders to stand by the teachers and openly and publicly acknowledge the contribution of teachers and take some tangible steps to ensure mental and physical wellbeing of teachers.

Teachers during COVID-19 Pandemic

Throughout the COVID-19 pandemic, teachers, school counsellors, and school employees have remained acutely focused on supporting their students and continuing to do their jobs at this time. In some cases, this may mean teaching, care-taking (whether for children or other loved ones), and continuing to work through the same challenges that anyone else is. While resources related to mental health have been (rightfully) front and center for supporting students, parents, and others, less focus has been paid on maintaining the mental health of the educators who are also trying to find balance in our new way of living and remote teaching.

Objectives of the Study:

1. To examine the psychological feelings of the school teachers in general.
2. To find out the health issues of the school teachers during this time period.
3. To study about the impact of health issues of school teachers during pandemic.

Limitations:

This study had however some important limitations.

First, it is a micro level study covering the sample respondents of 123 teachers alone.

Second problem relates to the data. Quantitative information needed in this study was admittedly difficult to obtain and it was often impossible to determine the reliability of the secondary and even primary data.

Scope for Further Study:

We need to know whether emotions affect just test/assessment performance, or extend to affect student knowledge and skill development. Current models of learning are based on the assumption of

neutral emotion for learners, which is unrealistic. Research examining student emotion tends measure the consequences for subject achievement or test performance, rather than learning itself.

Methodology used in the study:

The methodology adopted for the present study including selection of the school teachers and objectives of the study together with source of data, sample selection, period of study, scope and significance of the study and statistical tools used for data analysis. The research worked depends, mainly on primary data collected through personal questionnaire. Primary data collected through questionnaire, observation and discussions. The sample consisted of school teachers selected systematically respondents from permanent workers area in Thoothukudi. The data was collected by personal interview using structured questionnaire.

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.

Tools used for the Study

The researcher prepared interview schedule consisting of various questions relating to the profile of the School Teachers and also consulted with subject experts to fulfil the objectives of the study. Interview method was used to supplement the information wherever necessary. The purpose behind interview is both to fill the gaps in the information provided by the respondents and also to get additional information which normally people do not give in writing. During personal interactions, it is easy to get required information from such banana cultivators. The interviews were conducted only with the School Teachers.

Statistical Techniques Used

After the fieldwork, the data were carefully scrutinized and edited in order to ensure accuracy, consistency, and completeness. Statistical techniques used are: percentage and Trend Analysis, other diagrams and graphs. The sample size of this study is 123 Teachers who were teaching at both Secondary and Higher Secondary Schools.

ANALYSIS OF DATA

This chapter is devoted to the analysis of the data related to the present study.

Table-1 EDUCATIONAL QUALIFICATION AND DESIGNATION OF THE SAMPLES

Level of Education	Designation	No of Samples	Percentage
B.A., B.Ed	1 st Grade	29	24
M.A, B.Ed.	2 nd Grade	32	26
B.Sc., B.Ed.	1 st Grade	20	16
M.Sc., B.Ed.	2 nd Grade	25	20
MPhil., B.Ed.	1 st Grade	17	14
Total		123	100

Source: Primary data

The above table reveals that 24% of the sample workers have attained B.A First-Grade level of education, 26% of the sample workers have attained M.A Second-Grade level of education, 16% of the sample workers have attained B.Sc. First Grade level of education, 20% of the sample workers have attained M.Sc. Second Grade level of education and only 14% of the sample workers have complete MPhil First Grade level of education. **Table-2**

MONTHLY INCOME OF THE RESPONDENTS

Income	No of Samples	Percentage
10000-20000	53	43
20000-30000	18	15
30000-40000	23	19
40000-50000	13	10
50000-60000	16	13
Total	123	100

Source: Primary data

The above table shows that 43% of the workers are earning income Rs.10000-20000, 15% are the workers are earning income Rs.20000-30000, 19% of the workers are earning income Rs.30000-40000, 10% of the workers are earning income Rs.40000-50000, and 13% are earning 50000-60000.

Table-3
MONTHLY EXPENDITURES OF THE RESPONDENTS

Expenditure	No of Samples	Percentage
5000-15000	17	14
15000-25000	32	26
25000-35000	25	20
35000-45000	29	24
45000-50000	20	16
Total	123	100

Source: Primary data

The above table indicates that 14% of samples spend Rs.5000-15000, 26% of the samples spend Rs.15000-25000, 20% of samples spend Rs.25000-35000, 24% of samples spend Rs.35000-45000, and 16% of the samples expenditure is above 45000-50000.

Table-4
WORKING HOURS OF THE RESPONDENTS

Hours of working	No of Samples	Percentage
Before Covid 19	41	33
After Covid 19	82	67
Total	123	100

Source: Primary data

The above table indicates the working hours. It shows that 33% the samples work for before covid19 and 67% of the samples work for after covid19.

Table-5
Working Satisfaction of the Samples during Covid 19 Period

Opinion	No of Samples	Percentage
Highly Satisfied	17	14
Satisfied	38	31
Not-Satisfied	68	55
Total	123	100

Source: Primary data

The above table shows the job satisfaction level of the school teachers at covid19 period. 14% of samples are highly satisfied and 31% of samples are satisfied and 55% are not satisfied with Covid 19 period.

Table-6 HEALTH ISSUES FOR SCHOOL TEACHERS AFTER COVID

Sl. No	Types of Diseases	No. of Samples	Percentage
1	Fever	38	31
2	Cough & Cold	42	34
3	Headache	28	23
4	Body Pain	15	12
Total		123	100

Source: Primary data

The above table explains health problem affect the school teachers and covid19. 31% of the samples are affected in fever, 34% of the samples are affected in cough & cold, 23% of the samples are affected in headache, and also 12% of the respondents are affected in body pain respectively.

Table-10

MENTAL WELLBEING OF THE SAMPLES BEFORE AND AFTER COVID19

No of series	Opinion	No of samples	Percentage
1	Before	48	39
2	After	75	61
Total		123	100

Source: Primary data

The above shows that 39% of the sample workers mental wellbeing of before and 61% of the sample workers mental wellbeing of after Covid 19.

FINDINGS AND SUGGESTIONS

- ❖ 24% of the sample workers have attained B.A First-Grade level of education, 26% of the sample workers have attained M.A Second-Grade level of education, 16% of the sample workers have attained B.Sc. First Grade level of education, 20% of the sample workers have attained M.Sc. Second Grade level of education and only 14% of the sample workers have complete MPhil First Grade level of education.
- ❖ 43% of the workers are earning income Rs.10000-20000, 15% are the workers are earning income Rs.20000-30000, 19% of the workers are earning income Rs.30000-40000, 10% of the workers are earning income Rs.40000-50000,and 13% are earning 50000-60000.
- ❖ 14% of samples spend Rs.5000-15000,26% of the samples spend Rs.15000-25000, 20% of samples spend Rs.25000-35000,24% of samples spend Rs.35000-45000,and 16% of the samples expenditure is above 45000-50000.
- ❖ 33% the samples work for before covid19 and 67% of the samples work for after covid19.
- ❖ 14% of samples are highly satisfied and 31% of samples are satisfied and 55% are not satisfied with Covid 19 period.
- ❖ covid19. 31% of the samples are affected in fever, 34% of the samples are affected in cough & cold, 23% of the samples are affected in headache, and also 12% of the respondents are affected in body pain respectively.
- ❖ covid19. 62% of samples sleeping less and 38% are eating more.
- ❖ 30% of samples are before Covid and 70% of samples are after Covid 19 of new pains and aches.
- ❖ 32% of the sample respondents are positive test Covid 19 and 68% of the sample respondents are negative test Covid 19.
- ❖ 39% of the sample workers mental wellbeing of before and 61% of the sample workers mental wellbeing of after Covid 19.

SOLUTIONS:

- Medical check-up is very important for the samples.
- Counselling must be given to the samples according to their need
- Activities can be given in between the classes to encourage and change the mood of students by the samples.
- To relax the samples some physical and mental activities can be given to them
- The offline classes also can be encouraged in between the continuous classes.
- To make safe the samples by physically and mentally by giving them some smart gap in their routine life.



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Traumatic Reverberations in Michael Ondaatje's *Anil's Ghost*

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Abstract:

Michael Ondaatje's *Anil's Ghost*, narrates the forgotten history and cultural roots of those who were massacred in the mindless violence of the Sri Lankan civil war, particularly the common and the downtrodden people. It shows the author's insightful portrayal of the Sri Lankan crisis. It is rich with tones and themes that are integrated beautifully throughout the story. *Anil's Ghost* is broken into eight sections. It is set in Sri Lanka in the 1980s and early 1990s, when the counter insurgency government, insurgent rebels in the south, and separatist guerrillas in the north led the country into war. The background details resonate with the cruelty of civil war. Ondaatje's fictional description of Sri Lanka and its constant civil conflict primarily records in abundance the disappearances that have occurred and caused trauma for Sri Lankans over the years.

Keywords: Trauma, Memories, Flashbacks, Abductions.

Michael Ondaatje is one of Canada's most important contemporary writers and one of the country's biggest cultural experts. Due to the phenomenal success of his Booker Prize-winning *The English Patient* and the more recent *Anil's Ghost* Ondaatje is best known as a novelist. Michael Ondaatje in his novel *Anil's Ghost* seems to be dealing with the sense of belongingness and alienation experienced by the natives and the non-residential Sri Lankan people. A mainstream postcolonial writer, Michael Ondaatje is a versatile genius who artistically explores a variety of themes through different genres. A gifted poet, a talented novelist, an anthologist and a filmmaker, Michael Ondaatje is hailed as one of the most celebrated and multitalented diasporic writers of Canada since the 1960s.

The novel *Anil's Ghost* is marked by poetic strength, emotional intensity and fragmentation. However, many critics have remarked that the novel manifests remarkable changes from Ondaatje's previous works. Ondaatje's *Anil's Ghost* is a historical novel. It purports to generate fictitious characters in a genuine situation. The author gives a clear note on the glimpse of the war at the beginning of the novel. From the mid-1980s to the early 1990s, Sri Lanka was in a crisis that involved three essential groups: the government, the anti-government insurgents in the south and the separatist guerrillas in the north. It displays an outstanding fusion of fact and fiction.

Traumatic reverberations are the traumatizing effects that have been faced by the characters and felt by the readers. In *Anil's Ghost*, there is a kind of disconnection from the character being described like an outsider looking in. It is an effective technique that subtly influences the reader to experience a slight separation from the events taking place. Anil Tissera, the protagonist; Sarath, the hero; Gamini, a young doctor and Ananda, an artist from *Anil's Ghost* all are the victims of trauma in one way or the other.

A sense of trauma pervades the Sri Lankan public and private life. Even though Anil herself is not a direct victim of the violence, from the very beginning, the reader is aware of the trauma that builds up through the narrative. Ondaatje obscures the limits of sexual orientation in his development of the character of Anil Tissera; by naming herself, she guarantees the domain of her personality, her own condition of self-hood in what can be interpreted as a neo-provincial, additionally a gendered activity. These effects are the outcome of the unpleasant happenings that give birth to memories, dreams or nightmares, flashbacks and hallucinations. So far as readers are concerned, they revisualise and experience the trauma through their imagination.

Anil's Ghost depicts Anil Tissera, a forensic researcher from the UN, who returns to her home country Sri Lanka to investigate infringement of civil rights and possible murders committed by the Sri Lankan government. The island undergoes immense abductions, murders and war crimes carried out by

all parties. Ondaatje engages Anil through a transnational character that includes both Western request and Eastern issue; her Western proclivity towards naming and apportionment and her Eastern energy and lack of caution leave her to loot Cullis both genuinely and inwardly.

In Michael Ondaatje's *Anil's Ghost*, background details resonates the cruelty of civil war rather than the characters and their life events. The novel draws an image of the conflict and underscores the fact that the three sides involved in it are responsible for the problem.

There had been continual emergency from 1983 onwards, racial attacks and political killings. The terrorism of the separatist guerrilla groups, who were fighting for homeland in the north. The insurrection of the insurgents in the south, against the government. The counterterrorism of the special forces against both of them. The disposal of bodies by fire. The disposal of bodies in river or the sea. The hiding and then reburial of corpses. (38-39)

Ondaatje's fictional description of Sri Lanka and its constant civil conflict primarily records in abundance the disappearances that have occurred and caused trauma for the Sri Lankans during the years. The novel *Anil's Ghost* thus sketches the traumatic condition: "This was the scarring psychosis in the country. Death, loss was unfinished, so you could not walk through it. There had been years of night visitations, kidnappings or murders in broad daylight." (52) The petite details found in the novel makes the readers feel the same turmoil and inconvenience. The central character Anil Tissera clears the first impression of the widespread trauma that results from the civil conflict:

She used to believe that meaning allowed a person a door to escape grief and fear. But she saw that those who were slammed and stained by violence lost the power of language and logic. It was the way to abandon emotion, a last protection of the self. (51-52)

This communicates a sense of trauma that fills the Sri Lankan public and private life. From the very beginning, the reader is aware of the trauma that builds up through the narrative. Even though Anil herself is not a direct victim of the war violence, she is assigned to work with Sarath Diyasena, an archaeologist who afresh discovered four bodies in a government protected historical site. She noticed that one of the corpses, labeled "Sailor," has been buried only recently. The location of the corpse makes them suspect a murder ordered by the government.

Anil felt the torment of all the murdered and nameless bodies which were lying in the ground. She went through the pangs of pain. Ondaatje artistically displays movement of memories between flashbacks and flash forwards. Anil's aches and pains can be felt closely: "WE ARE OFTEN CRIMINALS in the eyes of the earth, not only for having committed crimes, but because we know that crimes have been committed" (50). With a desire to do something for the dead, Anil and Sarath board on a risky project, in which they try to identify and detect the victim, so that it can be used as evidence against the government. They requested for help from Palipana, Sarath's former teacher, who directs them to Ananda, a native artist who lost his wife in one of the abductions. He is the most sympathetic character who is a sufferer and not a spectator like the others. Anil and Sarath employed him to recreate a face for "Sailor", the skeleton. Ananda involves himself in his mission in almost a religious manner. Finally, he creates no other face for "Sailor" but his lost wife's face, which reflects his trauma. After his wife's murder at the hands of either the rebels or the government, Ananda became a drunkard and gave up his art. With his artistic skills, he re-enact the Sailor's face, which partially leads to his identification. When Anil has to present the evidence to the government, mysteriously Sailor's body turns out to be disappeared. Sarath senses the danger Anil is in and takes her out of the building. For this action, Sarath has to face the consequences and he is killed. After Anil has left Sri Lanka, Ananda is called upon to restore a destroyed Buddha statue and to paint the eyes on a second, new Buddha statue. The novel closes

with his contemplations and panoramic view of the island which lessen the impact of trauma to some extent. The novel, in other words, self reflexively underlines its own inadequacies and the need for alternative forms of expression, which could be found in the literary use of visual categories. Ondaatje's literary description of Sri Lanka and its ongoing civil conflict primarily figures the vast number of disappearances that have occurred throughout the years:

The terrorism of the separatist guerrilla groups, who were fighting for a homeland in the north. The insurrection of the insurgents in the south, against the government. The counterterrorism of the special forces against both of them. The disposal of bodies by fire. The disposal of bodies in rivers or the sea. (43)

Incidents like the blindfolded victim's episode takes place in the market which show the intention of the rebels creating fear among the public. Dora Wuyts explains how this episode becomes traumatic for the characters as well as readers:

The memory and traumatic impact of the event linger and Sarath admits that he did nothing to stop the abduction: the testimony thus reveals possible layers of guilt. However, the narration does allow for revisualization both by Anil, the primary listener and the reader, the secondary listener and thus allows that different parties become involved in the memory as it is related. As such, the traumatic memory is opened up to possibilities of sympathetic knowledge and community. (28)

The mystifying death of his wife shocked Sarath so much that he could not lead a normal life. He expressed his state to Sarath: "My marriage disappeared. All that ceremony and then it evaporated in a couple of months. I was too intense then. I'm probably another example of trauma you see" (128). Sarath's younger brother Gamini has to face more complications in adapting to the alienation than his elder brother. Working at the Gunshot Services as a Physician Gamini, he has to go through a lot of traumas in his profession. The number of injured casualties went on increasing with the improvement in war weapons, shortage of painkillers, screaming all around, the smell of antiseptics and so on. Gemini aspired for comfort and "wanted a mother's arm to hold him firm on the bed, to lie across his rib cage, to bring a cool washcloth to his face" (115). Besides the public traumas, Gamini faces failure in his nuptial life. Chishanti, his wife left him all of a sudden for no remarkable reason. The sudden aloofness traumatized his heart heavily. Gamini avoided his brother as he did not want his concern and drew himself towards his profession completely. Anil has a traumatic past which is shown through a number of flashbacks. She married a Sri Lankan who insisted on love-making even at semi-public places. Such an attitude creates in her strong aversion for him. She was stunned to see his well planned tactics to limit her research activities. She was also distressed by his use of physical power and charm to decree her. When she realized his plans, she stopped quarrelling. She yielded to his desires and left him at the end of the term. Her affair with the married man also ends up disastrously.

Anil Tissera, Sarath, Gamini and Ananda all face trauma in one way or the other such as the death of the near ones, emotional breakdown or war trauma. With *Anil's Ghost*, Ondaatje has abandoned some of the dense, lush prose. Ondaatje's plot is filled with ingenious surprises, but the story's structure is relentlessly meditative and ruminative. As *Anil's Ghost* is less concerned with the intricate, intimate lives of its characters and more inspired by the heavy political climate of his homeland, it is out of his necessity that Ondaatje has chosen to use crisp, clean prose when dealing with a subject as complex as the civil uprisings of Sri Lanka. There is a constant ebb and flow of characters directly involved with the civil war. To sum up, it can be said that with the violent background, the novel resembles a piece of traumatic painting:



Street bombs, usually containing nails or ball bearings, could cut open an abdomen fifty yards from the explosion. Shock waves travelled past someone and the suction could rupture the stomach....Everyone was emotionally shattered by a public bomb. (122)

In *Anil's Ghost*, Ondaatje dissects the secret enemies, identity, memory, family and turbulent past of a lush country caught in the throes of the murders, betrayal and warfare. He examines and unfolds the intricate layers that make up Sri Lanka and its tumultuous inhabitants. As a believer of genealogy, Ondaatje makes the novel a reconstructed history of downtrodden people. Thus, the unheard history of the minority people, their culture is recuperated through the medium of art. History created by the official people and the history of marginal people has been clearly presented in his novel. Presenting the central character beyond the mainstream political, economical and social scenario, Ondaatje confirms his affinity to the downtrodden people. It is also an opportunity of Sri Lankan people to know the hidden and suppressed history and their cultural root through the literary artifact. Ondaatje's fictional description of Sri Lanka and its constant civil conflict primarily records in abundance the disappearances that have occurred and caused trauma for the Sri Lankans during the years. Traumatic reverberations are the traumatizing effects that have been faced by the characters in the novel and felt by the readers of the novel.

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Thematic Study of Frances Hodgson Burnett's *The Secret Garden*

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Abstract:

Frances Hodgson Burnett's *The Secret Garden* is a novel about great transformation. It is about the memory of a delicate childhood. It is a sweet tale with charming writing and a mysterious atmosphere. The novel revolves around the mothers we encounter in children's literature, who take the form of fairy godmothers or evil stepmothers. These unrealistic representations set up expectations of mothers and motherhood that are either impossible to meet, as in the case of the fairy godmother, or an unfairly negative, as in the case of the evil stepmother. While there is a seed of truth to these representations, they are often oversimplified or exaggerated for effect and, as a result, they flatten or obscure the complexities of motherhood as a social identity. In Burnett's novel, the garden is simultaneously a public and private space, connected to both the outside world and the family home. Like the garden, motherhood in *The Secret Garden* functions both inside and outside of traditional Victorian roles and spaces. Drawing on the unique associations of the garden in her representation of motherhood. This paper examines the thematic perspectives in the novel, motherhood in particular, and highlights the characters of mothers in the novel.

Keywords: Motherhood, secret garden, love, social class, children's literature

In *The Secret Garden*, Burnett creates a diverse cast of characters who mother or nurture their children, reflecting a more practical approach to meeting a child's full range of needs. Mrs. Lilies Craven (Colin's mother), Mrs. Lennox (Mary's mother), and Mrs. Susan Sowerby (Dickon and Martha's mother) are the biological mothers in *The Secret Garden*. Mothers in novels, particularly in eighteenth and nineteenth century novels, are usually only addressed as 'Mrs' indicating a lack of a definite identity strengthened by the absence of a personal name.

The identity of a mother as an individual tends to be considered by her identity as a mother. It is interesting, then, that Mrs. Lennox is the only mother in *The Secret Garden* not given a first name, reflecting the flatness of her character. While all three women are mothers, each of the biological mothers is quite different from one another and is associated with a different space. Mrs. Lennox for example, only makes a brief appearance in the novel at the house in India. Although we encounter Mrs. Sowerby in a number of spaces, including the garden, the manor, and her own home, she is most strongly associated with the moors where most of her mothering work occurs. The space associated with Mrs. Craven is the secret garden at Misselthwaite, lovingly created for her by her husband. This garden was the site of her death, and has been locked up ever since.

Susan Sowerby is the mother of Martha and Dickon. Because Martha only refers to her as 'mother' when she speaks to Mary about her, Mary also refers to Mrs. Sowerby as 'mother' until she meets her months later. Martha admires her mother, who is a fantastic baker and a wonderful mother to her twelve children. Mrs. Medlock and Colin's nurse both express their admiration for Mrs. Sowerby's ability to raise children. They take issue with her insistence that a girl like Mary be allowed to run around outside and grow independently rather than being placed in the care of a nurse or governess.

Mr. Craven even receives a letter from her stating this, and he takes her advice seriously. Mrs. Sowerby demonstrates kindness, curiosity, and respect for Dickon's private world during her conversations with him. She becomes enthralled by Colin and Mary's progress and begins sending baked goods and fresh milk their way. This makes Colin and Mary act as if they aren't hungry for their meals at the manor, fooling their caregivers into thinking Colin's health is improving. Mrs. Sowerby is eventually invited to the secret garden by Colin and Mary, where she shows them how a mother would care for them by hugging them, listening intently to what they have to say, and feeding them nutritious meals. Colin's interpretation of Magic appeals to her, and she acknowledges that whatever one calls it, it represents a belief in the divine and thus is good. She then writes to Mr. Craven and asks him to return home.

In "Domesticating Bronte's Moors: Motherhood in *The Secret Garden*," Anna Silver connects the dead Lilies Craven with the ideal mother as she mothers both Mary and Colin indirectly through the Magic of the

garden. This argument works for Mrs. Craven but is problematic when we consider Mrs. Lennox, who also dies in the novel. Although upon initial examination Mrs. Craven and Mrs. Lennox appear to be the positive and negative natures of the mother figure - one kind and gentle while the other is selfish and oppressive. Mrs. Lennox represents upper-middle and upper-class Victorian women who saw children as an annoyance who should be kept from interfering with their mothers' pleasures. When Mrs. Crawford criticizes Mrs. Lennox for being far too concerned about her appearance and social schedule to teach Mary appropriate behaviour. She is pointing to the problem of uninvolved mothers. Where class and absence align with Mrs. Craven and Mrs. Lennox, Mrs. Sowerby differs as she is from a lower social class and therefore performs the work of mothering. Foster and Simmons describe Mrs. Sowerby as an earth mother, who, in contrast to Mrs. Lennox and Mrs. Craven, demonstrates the positive effects of the mothering experience.

The narrator attributes Mary's nastiness and poor health to India, and then to her upbringing. This suggests that if Mary is ever going to be a fair or good child, she will need to leave India (which was then a British colony). The novel also implies that hired help like this can't adequately raise a child by blaming Mary's parents' neglect and Ayah's requirement to give Mary her way. As Mary is absorbed in this, Mary's mother comes onto the veranda with a young officer. Mary's mother seems scared and upset. Even though Mary is spoiled, no one tells her what is going on because she is a child, and thus unimportant and undeserving of information in everyone else's eyes. The fact that Mary never thinks to ask either indicates that she does not trust the adults in her life and does not believe they will assist her in learning these skills. Mary make-believe garden demonstrates that she has the potential to be interested in nature and growing things, but that she is unable to fully embrace this passion in India.

In addition to biological mothers, *The Secret Garden* has a number of characters who display qualities often associated with mothering or provide alternatives to existing mothers. The two characters who act as alternatives to the biological mother include Mary's Ayah in India and Martha Sowerby, at Misselthwaite. Thaden reminds us that unlike current society, the Victorian upper-middle class and upper-class mothers did not attend to the practical needs of their child, but rather this was usually the work of a nanny. From the moment of her birth, Mrs. Lennox delegates her parental responsibilities to the extent that, under Mrs. Lennox's orders, the Ayah goes to great lengths not to involve Mrs. Lennox in Mary's care. While Martha Sowerby cares for Mary, her responsibilities align more closely with those of a servant rather than a mother. Martha does instruct Mary using the sage advice of her own mother, Mrs. Sowerby, as in this example, "but mother says you ought to be learnin' your book by this time an' you ought to have a woman to look after you" (53).

Similarly in Burnett's work includes multiple mother figures, including men, in effect demonstrating that "motherhood is not an essentially female activity but a human one" (196). Foster and Simmons note that Dickon is truly his mother's son emulating her empowering motherhood style when he acts as a surrogate mother "rescuing and sheltering animals" (184). Druley also sees Dickon as a mother figure who "chooses the work of mothering, discovering a great deal of joy from the work. He mothers the earth, and through the earth, he mothers both Colin and Mary back to health" (63). Dickon's capacity for nurturing can be seen as Mary recounts the following story for Colin,

The new-born lamb Dickon had found three days before lying by its dead mother among the gorse bushes on the moor. It was not the first motherless lamb he had found and he knew what to do with it. He had taken it to the cottage wrapped in his jacket and he had let it near the fire and had fed it with warm milk. (140)

Dickon knows exactly what the little motherless lamb needs just as he instinctively knows what motherless Mary and Colin need. Finally, much of *The Secret Garden* scholars identify Mary as a mother figure. Bixler argues that Mary's treatment of Colin places her in a mothering position. As a mother figure, Mary is interesting insofar as she does not possess the traditional image of calm, gentle motherhood, but rather is effective when she confronts Colin mirroring his boisterous manner. His face looked dreadful, white and red and swollen, and he was gasping and choking; but savage little Mary did not care an atom (9).

Mary is successful in mothering Colin precisely because she confronts him on his own terms and in a similar manner. Finally, even space plays a role in mothering as many scholars note the power of the garden to 'mother' or play a role in Mary and Colin's development. Bixler sees the garden as synonymous with

motherhood, both as a metaphor for the mother and as a space that falls within the traditional sphere of a woman's agency. Similarly, there was a renewal of the idea of woman as nature and a reinforced identification with Mother Nature. On a final note, the book has two peripheral associations with the idea of motherhood.

As a colonial text as well as a book written by a mother author. While, the colonial relationship between England and India demonstrated in the book is not a focus, it does highlight the idea of England as a Mother Country. The idea of Queen Victoria as the mother of the colonies was prevalent during the Victorian period. The final connection between motherhood and *The Secret Garden* is Frances Hodgson Burnett herself, as a mother and an author. Noting that Burnett was writing in the same period *The Secret Garden* was set, Gerzina shows that Burnett's life demonstrates the complexities associated with late Victorian motherhood.

Similarly, Keyser observes that Burnett had her own concerns about being a good mother, which were played out in *The Secret Garden*. Therefore, it is important to connect the mothers in the novel to the role of Burnett herself as a mother. From the age of seventeen, Frances Hodgson Burnett wrote professionally and was the sole breadwinner of her family both as a daughter taking care of her mother and siblings, and as a wife and mother, taking care of her husband and two sons.

Despite writing being considered a socially acceptable profession for a woman, Gerzina's biography of Burnett demonstrates that Burnett exercised a great deal of agency outside of what would have been expected in traditional patriarchal culture. Despite an unhappy marriage, having a husband lent Burnett an aspect of respectability and allowed Burnett to travel and conduct her affairs in a way that would not have been as easy for a single woman in the Victorian period. While her writing career afforded Burnett a certain degree of freedom, it also meant extended absences from her children, who were left in the care of a nanny. Despite professing her love for her sons, Burnett continuously spent long periods away from them, even when these absences could have been avoided and in spite of how desperately her children missed her.

Therefore, the pressures and freedoms of her career were not without a cost to Burnett's health and family. One example of this was the death of her eldest son, Lionel, which deeply affected Burnett. A number of critics note the conflict Burnett experienced in attempting to balance her children and her career (6). Druley and Bixler argue that while Burnett valued motherhood, she challenged the representation of mothering roles in her writing of *Little Lord Fauntleroy*, *A Little Princess*, and *The Secret Garden*.

Coming to know Burnett through Gerzina's biography, *The Secret Garden* does reflect aspects of the author's life, including the love for her children, her lifelong love of gardens and independent nature, an expression of the grief over the death of her son Lionel after a lengthy illness, her personal view of motherhood and her exposure to ideas of activism, feminism, and spiritualism at Nook Farm. Burnett's love of gardens began as a young girl in Manchester when she would spend long hours in the garden behind the family home.

Burnett's life is a living example of the divide between the ideal of motherhood and the reality of motherhood. As a social and cultural construction, society's idea of motherhood often fails to capture reality and places the ideal outside attainable limits, "the good mother is reinvented as each age or society defines her anew, in its own terms, according to its own mythology" (Thurer 334). While the concept of family has been in place for centuries, the Victorians sought to iconize its status hoping to stabilize a country transformed by massive change.

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Imagination Vs Reason: A Thematic Analysis of Harper Lee's *To Kill a Mockingbird*

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Abstract:

Harper Lee wrote a remarkable novel that provides a great deal of moral insight for its readers through the use of history, moral instruction, and character development. The aim of this paper is to analyze deeply about the concepts of prejudice, racism, Gothicism and the vision of child. *To Kill a Mockingbird* is influenced by the child's perspective to encourage an empathetic reflection on social conflicts.

Key Words: Racism, prejudice and gothicism.

Harper Lee's *To Kill a Mockingbird*, first published in 1960, is considered one of the all-time classics of literature. The story takes place in the 1930's during the Great Depression in Maycomb, Alabama. This small southern town is very heavily segregated and there is quite a bit of racial prejudice. The narrator of the story is Scout Finch; a spirited 6 year old tomboy who spends her time idolizing her older brother Jem Finch. Their father Atticus Finch is the town's lawyer and has just been appointed to defend a black man who has been falsely accused of rape. Because of Atticus' position in the case, Scout and Jem face many unsolicited repercussions. The story takes us through three years in the town of Maycomb, and the antics and events that occur there. From the children's fascination with the infamous Boo Radley to being attacked in the dead of night; this coming of age story gives a perspective of what it was like to grow up in the south during a very tumultuous time.

The main theme in *To Kill a Mockingbird*, is racial prejudice. There are many others themes that are explored in this novel. Superstition and bravery are introduced early in the novel. These themes speak through Scout and Jem's curiosity about Boo Radley. They are constantly trying to get a peek into the Radley home at the end of their street; and though they are terrified there is something inside them that gathers enough guts to walk by the house every day.

In *To Kill a Mockingbird*, Boo Radley is one of the examples of an individual who suffered from this form of racial prejudice. The prejudice of the Radley family and Boo Radley makes somebody else afraid of closing Radley's house, because opinions have been formed if people walk near Radley place or take and eat everything from it, they will get dangerous things that threaten their lives. Therefore, they believe that Radley's are dangerous people. Negative assumptions have been installed in their minds for a long time and those cannot be changed easily.

All of the statements of Boo Radley never happen in society. He commits a mistake that makes the people punish him with an immortal title in the society. Actually, there are kindnesses which have been done by Boo Radley, and they prove to Scout and Jem that people's words are just prejudices without basis against somebody. They get information about him from Miss Maudie and they experience some things with their unexpected company, Boo Radley that can change their minds about him.

Boo Radley and Tom Robinson share many similarities in spite of the fact that one man is white and the other is black. As a black, Tom Robinson faced the racial prejudice that many blacks endured during the 1930s in the Deep South. Tom Robinson is prejudged because of his color. He is prejudged by many people. Tom Robinson trial has become the greatest example of injustice of racial prejudice.

To Kill a Mockingbird represents a simplistic and moralistic view of racial prejudice. White people who are racist are bad, and white people who are not racist are good. Atticus risks his reputation, his position in the community, and ultimately the safety of his children because he is not racist, and therefore good. Bob Ewell falsely accuses a black man of rape, spits on Atticus publicly, and attempts to murder a child because he is racist, and therefore bad. *To Kill a Mockingbird* does attempt to look at some of the complexities of living in a racist society. Both Scout and Jem confront everything from unpleasantness to murderous hostility as they learn how their family's resistance to racial prejudice has positioned them against the community at large. When a black character is critical of white people, as Lula challenges Calpurnia for bringing Jem and Scout to the black church,

she is ostracized by the rest of the black community, suggesting her complaints against white people are unfounded.

The impact of racial prejudices causes segregation, discrimination and oppression. Segregation is defined as the physical and social separation of categories of people, there is a serious condition that makes one group separated from another group. In Maycomb Country if there is someone from black marries with white, it will be a shame. The children of white and black people are called mixed children and are not recognized by white people and black people. Segregation also happens in marriage and no one wants to pause the rule. Everything was segregated including the court room. All the black community must sit in the balcony. They also must wait for the whites to enter the courtroom before they go up the stairs.

This separate seating in the courtroom shows the segregation that permeates Maycomb, a place where schools and other public facilities are segregated, where blacks are seen as inferior and undeserving of employment other than menial labor and where they are treated as second class citizens.

Discrimination is the act of making unjustified distinctions between human beings based on the groups or classes. People may be discriminated on the basis of race, gender, age, religion or sexual orientation. In *To Kill a Mockingbird*, racial prejudice gives rise to discrimination in society. Discrimination is the denial of opportunities and equal right to individuals and groups because of prejudice. The conversation between Calpurnia and Scout in Blacks church explains clearly that most of the black people are illiterate. They cannot read and write until they become adults. Harper Lee does not explain more why black people are illiterate indeed. Discrimination has occurred there, because all whites go to school as it is compulsory for them. But black people do not get that facility. They remain uneducated as they are denied of their rights in their nation.

In Maycomb countries the juries are never from black people. Therefore, when a black man has a case in court, they already know that they have little chance to win. The courtroom is horrible place for black people. They never get just treatment from the law world. That is ironic, because the court is a place where humans gets advocacy and fairness. There is no chance for black people to be free when they are not guilty like Tom Robinson. The reason is very clear, because the juries who hold important role in the court are all white people, no one from black people. The juries bring individual hatred to the courtroom that influences their decision to make verdict. Tom Robinson is avictim of unfair treatment in a prejudiced society.

Oppression is a social act of placing severe restrictions on an individual group or institution. Oppression can be executed in many ways. White people oppress Atticus and his family because he defends a black man. Despite Atticus is a white man, he has been a black man's lawyer. Many white people do not agree with it, because the black man is a black man, it cannot be changed and he must not be defended by white person. Atticus Finch gets oppression continually from other white people, because they hate what Atticus has done to Tom Robinson.

Atticus Finch has defended the enemy of white people. Therefore, Atticus also becomes most of white people's enemy. He and his family are oppressed for long time by the people who hate them. Tom Robinson also gets oppressed, when he is in the jail. Some white people go to the jail to lynch Tom Robinson. That is the kind of oppression which is done by white people to black people, when they know there is a black man who has problem with white people. This kind of oppression is very dangerous, because they want to kill human.

The climax is when Bob Ewell wants to kill Scout and Jem in Halloween night. Harper Lee explains the chronology of murdered attemptson Scout and Jem. Bob Ewell has said to Atticus that he can kill anybody in his family, because he has defended a black man. Racial prejudice makes Bob Ewell hates Atticus very much. He takes big revenge on him, because Atticus has revealed the facts of what Ewells did against Tom Robinson. Racial prejudice creates horrible oppression in society that makes others live in threat. It can make people live in society unsafely. Of course, it disturbs harmonic of life among people in society. Alabama is a state that has many historical stories about racial prejudice among whites and blacks. It causes discrimination, segregation and oppression in society. Lee uses her story to reflect on the real condition in Alabama. She uses the Depression time in the 1930s as the setting of her novel.

Harper Lee uses Gothicism in *To Kill a Mockingbird* effectively. Gothicism is also known as horror romanticism. It creates an air of suspense and terror. Gothic traits are meant to provide the pleasurable thrills of

mystery and dread. She uses seven Gothic traits: a castle, crime, religion, a ghostly or demonic figure, magic the phenomena of nature, and a gothic villain. These traits work together to create the Gothic element in the novel.

The castle setting is the key to Gothicism. It provides the proper air of mystery and it is the backdrop for other sense of innumerable horrors. The main setting is a haunted castle. The haunted castle does not need to be a castle. An old run down or ruined house can serve equally well. The actual building is unimportant as long as it provides the proper gothic atmosphere. The Radley Place is the haunted castle of *To Kill a Mockingbird*. Located three lots down from the Finch home, the Radley house stirs the darker emotions in Scout and Jem Finch. The house is always tightly locked. The windows remain shuttered constantly, and the blinds drawn. The screenless doors are closed throughout the week as well as on Sundays. The rear of the Radley Place enhances its haunted quality.

Boo is the ghostly or demonic figure prevalent in gothicism. An aura of mystery and fear surrounds his very name; no one ever sees him. Many people of Maycomb, adults as well as children, think of him as the town's madman, ghost, or ghoul. Like a ghost, Boo cannot stand exposure to bright lights. He get Scout to lead him to the dimly lit porch rather than the livingroom with its bright lights. He needs darkness. Boo is the ghostly figure in the Gothic tradition.

A mysterious crime or a guilty sense of wrong doing is another trait of Gothicism. Boo is a tormented creature who is anguished by an indefinable guilt for some crime who cannot remember having committed. The only crime Boo commits is drinking spree during which he and a few teenage friends harass Maycomb's old town marshal. For punishment, Boo's father locks the boy inside the Radley house. Boo is soon entrusted to his father's custody and returned to the house. No one ever sees him again in the daytime.

The unknown nature of Boo's crime, the severe and bizarre punishment, and the pervading silence that overhangs the entire situation heighten the novel's air of mystery and feelings of dread. The use of the gothic trait of religion thickens the aura of mystery and horror surrounding the Radleys and increases the suspense and feelings of dread by adding a satanic feeling to the Gothic atmosphere.

Scout explains that the Radleys are foot washing Baptists who are more hard-shelled than she herself is. The foot washers believe anything pleasurable is a deadly sin. For example, they loudly condemn Maudie because she spends more time growing pretty flowers than reading her Bible. The bible is taken so literally that according to Maudie foot washers think women are sinful by definition. Their devotion is as hypocritical as the piety of the young Ambrosia whose religious zeal is, in reality, spiritual conceit and pride.

Spells, supernatural events, enhanced objects, magic amulets and potions are fairly common in gothicism. Many adults and children in *To Kill a Mockingbird* believe in supernatural phenomena. One element of magic foreshadows Boo's rescue of Scout and Jem. One of Boo's gifts is a pair of India-head pennies. The pennies are indeed good fortune for Scout and Jem. Boo saves them from death, allowing them to escape from early deaths.

Moonlight, blowing wind, lighting, and other such natural phenomena effectively lend themselves to the development of the gothic atmosphere, particularly deep darkness which often attends the crucial events. In two of the novel's crucial scenes, Lee envelopes the settings in darkness. The gothic villain is never a sympathetic character for he and his crimes are made to appear even more monstrous by the addition of gratuitous acts of cruelty or sadism. Bob Ewell fits the description of the gothic villain. Ewell, a minor character is the typical gothic villain. He takes sinister pride in his cruelty and never feels remorse or pity. The three children in *To Kill a Mockingbird*, Jem, Dill and Scout take on romantic qualities children, innocence and their clear perception of reality. Scout lacks any sense of original sin or evil existing within herself. She lives in harmony with nature's ways and see most occurrences as being simple and natural. Right and wrong are decided by feelings, religious dogmas and concepts confuse her. Maudie Atkinson tries to explain to Scout some religious differences between Baptist and foot washing Baptist. When informed that the foot washing Baptists believe Maudie to be eternally condemned because she loves to raise flowers.

Scout's innocence is also reflected by her open honest heart. Rarely does she choose her words or conduct herself in order to please people. She usually reacts to situations with instinctive honesty. Scout's innocence allows her to understand and respect Jem's occasional desire to be alone. An innocent child is endowed at birth with the ability to see truth and reality with remarkable accuracy. Scout possesses this ability, and she sees



through the hypocrisy of Maycomb's racial and social bigotry, which she finds confusing and unnatural. Her vision cuts through myth, traditions and customs, and moral blindness.

Scout also tends to express her interpretations of life in images derived from nature, particularly in the forms of animals. Scout recognizes the humanity of all people. She rejects the evaluation of individuals because of race, economic status, or ancestry. Scout along with Jem and Dill, possesses a childhood innocence and a perspicacity of vision. These romantic traits clarify Scout's role in the overall Romanticism of *To Kill a Mockingbird* by explaining her precious behaviour and her judgments on the novel's events.

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Negotiating Identity in Celeste Ng's *Everything I Never Told You*

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Abstract:

The aim of this research paper is to reveal the efforts of Celeste Ng's search for identity as a true American, inseparable from domination strategy and negotiation strategy. The researcher uses qualitative method with descriptive analysis. It is supported by the identity concept of American writer Stuart Hall, particularly on domination strategy and negotiation strategy. The characters in the novel dominate and negotiate their identity in order to be totally American. He prefers to consider himself as an American since there is a tough history of Chinese in that country. Chinese Americans who are in the minority group tend to face higher levels of social discrimination and lack of belonging. Therefore, James does domination strategy by denying his family background, adopting American culture, marrying with American woman, speaking fluent English, becoming a professor of the most iconic American subject which is Cowboy, and forcing his children to act like Americans. In addition, he also does some negotiation strategy by having an affair with a Chinese girl and eating Chinese food. He craves for a sense of belonging since his physical appearance does not support.

Key words: Negotiation Strategy, Identity, Americans, Domination.

The topic of Chinese identity is discussed in a few novels, one of which is Celeste Ng's *Everything I Never Told You*. It is her first novel, and it has earned numerous accolades, including New York Times Notable Book of 2014. In this novel, James Lee is a Chinese descent man who was born and raised in America. His parents are Chinese immigrants who have settled in California. James and his family moved to Iowa when he was six years old because James' father got a new job at a small boarding school in Iowa. Not only does the school give James' mother a position in the kitchen, but there is also a special policy that allows employees' children to attend for free if they pass the entrance exam. After that, James passes the exam and begins his days at an American academy. Because of his ethnic heritage as a Chinese descendant, he is often mistreated by his American classmates.

He is ashamed of his typical Chinese appearance. He is lonely, and he goes through various periods in his life in an effort to change his past in order to fit into society. After starting school and being bullied by his peers, James' identity undergoes a number of transformations. He decides to stop speaking Chinese, never mention his family to anyone or create an American culture program for himself.

James is a marginal man because, as a Chinese American, he feels different and outcast from his surroundings. Not only is he a marginal man, but his wife, Marilyn, is as well, since she attends medical school, which is dominated by men. James and Marilyn's attempts to avoid being marginal men, on the other hand, are mirrored in their three children. They put them under duress of their own urge. James wishes for his child to be well-liked and have a wide number of acquaintances. Marilyn, on the other hand, hopes that her child can pursue a career in science and become a doctor. They just put pressure on Lydia, who has a Chinese and an American appearance. Her eyes are slit but blue, and she has black hair like the majority of Chinese people. Lydia was killed as a result of the pressure. Their other children, Nath and Hannah, are regarded as second class citizens by their parents because Lydia receives the majority of their attention.

Then there's Lee's next-door neighbour, Jack, and his girlfriend, Janet Woolf, who both feel excluded in certain ways. Janet is a single mother who has a passion for Nath. In the novel, there are issues of marginalization in terms of race, occupation, gender, marital status, and sexual orientation, according to the study.

In the novel *Willow Trees Don't Weep*, Rosida and Molalita describe how a Jordanian Muslim woman named Najwa builds her identity. She grew up in a patriarchal setting. The study employs a qualitative approach that includes descriptive analysis. The findings of this study show that Najwa's



quest for her father took her to many countries, including Pakistan, Afghanistan, and England, where she engaged in identity negotiation and articulation processes. When she travels to another nation, Najwa attempts to alter her appearance and actions in order to feel more at home.

This is equivalent to what happened to James Lee in the novel *Everything I Never Told You*. In order to feel at home in his surroundings, he attempts to reconcile his Chinese identity with American culture. It illustrates that Identity is never static and is always changing.

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**Redefining Motherhood within Discursive Spaces: A Study of
Emma Donoghue's *Room*
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Abstract

This paper sheds light on how Ma, the female character in Emma Donoghue's *Room* negotiates her roles as a mother of a five years old Jack while living inside a constraining room built by Nick, her kidnapper. It particularly focuses on how Ma attempts to redefine her motherhood within built and discursive spaces that Nick constructs. The two spatial aspects contributing to shape mother's subjectivity are in built spaces and discursive spaces. Built space is the 11x11m room representing Nick's authority. Nick also partly constructs the discursive spaces within the room. The finding shows that Ma is able to create her own discursive space as her effort of conforming her motherhood, within the constraining built space. Ma successfully performs her sense of motherhood such as providing him physical needs like nutritious food and nurturing his cognitive development.

Keywords: Imprisonment, Sociological, psychological pressure, trauma and freedom.

Emma Donoghue is a 21st century Irish-Canadian writer. She began to write when she was twenty three and started to make an income from writing. In 1997, she got her Ph.D. from University of Cambridge with her research of friendship between men and woman in eighteenth-century English fiction. Donoghue was later moving from England, Ireland, and Canada, but then she decided to settle in London, Ontario with her partner Christine Roulston, her son Finn and her daughter Una.

Room encompasses the theme of imprisonment and freedom. It portrays the bitter life of Ma and Jack inside the room. Emma Donoghue's intention to avoid the True Crime Genre is indeed to be applauded. She has brought in the pathos of confinement through a five- years-old boy. Donoghue's characterisation of Ma and Jack convey the cause of long-term imprisonment, superficially as a fairy tale of little boy, but in depth as a horror story. She, in order to divert the theme of the novel from crime genre, makes the character of Old Nick to fade away in the novel. She says that her only focus in writing the book, is to evaluate the character of Ma and Jack, and to make the narrative poignant through the perspective of the five years old boy. But the voice of Jack makes the reader to ponder over the seriousness of confinement. *Room*, fits perfectly into a century where women are increasingly denouncing acts of violence against them, finding more space and ears ready to make their personal experiences known thanks to Mass Media and the growing popular interest in sharing traumas. According to Sarah Blackwood, "*Room* is a formally inventive story about domesticity and sexuality". She adds that "it asks us to perform the politically important task of closely examining women's experience of all those topics" (45).

This novel actually inspired by one real phenomenal criminal case in 2008 about Josef Fritzl that was worst cases in Austria's criminal history. It inspired Emma Donoghue to write the novel. The novel is also a criticism in high rate of child abduction in US. It describes the social conditions in that time with many of criminal case happen especially abduction of children that often occur in big cities like America. This novel is the reflection of high rate of child kidnapping. Related to literary as reflection of situation writer, Emma Donoghue is a mother that has five year old son and she writes this novel as reflection being mother who tries to understand children's world. It influenced her to write this novel. She uses child perspective as the manifestation of Emma as an adult who try to know children's perspective actually look likes.

Jack's pungent and percussive language grabs hold of his constricted life with startling force and zest. Donoghue fuses artistry and credibility with the five-year old Jack, for a child's perspective will be always fresh and packed with innocence. Jack tells the reader everything that goes in his room, things that are harmless and normal enough to him, but unwittingly shows as the horrific truth for instance, the

scenes where Jack has to hide in the wardrobe and count the creaks Old Nick makes on the bed with Ma or his off-the-cuff descriptions of Ma's 'bad wrist' and 'rotted tooth', or the days where she simply lies in bed all day, acting 'gone'. Donoghue, through the character of Jack pours light and air into the prison cell, and transforms his story from a prudent horror show into a redemptive tale of resilience and salvation.

The difference in perspective lays the foundation of the novel's conflict and story. Ma's heroic and selfless attempts to create a semblance of normal life in *Room* helped preserve Jack from the true horrors of their situation. But Jack's room is not the same as Ma's room something that grows even more apparent in the novel's third part, after they escape and learn to adjust to the world outside. The outside world frightens Jack and he wants to go back to the room. It is where he feels safe, it is where the world behaves as it should. Adjusting his perspective is a constant struggle, particularly when no one on the outside even his Ma appears willing to understand his longing for Room.

Even though Ma is depicted completely through the eyes of her son, Ma is just as compelling a character as Jack perhaps even more because her development is only shown, and never told. One can figure it out because Jack is unable to understand the context of a nineteen year old girl taken from everything she knows only to return seven years later to find a world that's changed without her.

As Michael Cunningham, in his review of *Room* says, "Room is that rarest of entities" which is "potent, darkly beautiful and revelatory"(Cunningham). It is a novel to be read through myriad lenses, psychological, sociological, political. It presents an utterly unique way to talk about love. All the while giving a fresh expansive eye on the world in which we live in. Donoghue herself says:

I would have never written *Room* if I hadn't glimpsed a way to make the Strangeness of Jack's Room somehow universal- a sort of microcosm of our world... We all start in a very small place (the womb) and emerge into a bigger one, then again in childhood we gradually move from a narrow social setting to a bewilderingly complex, even international one. So, Jack's journey is everyone's journey, just speeded up.

The *Financial Times*, rightly reviews *Room* as, "in filling this book with things that are both truly horrific and rather lovely, Emma Donoghue has achieved a work that is deeply unsettling on every level"(The *Financial Times*).

The fact that Emma Donoghue adds the part of sharing the trauma within the public sphere into her novel is a really clever choice to represent the popular response to traumas. As Ann Cvetkovich underlines in her *An Archive of Feelings*, according to some people "we are living in a trauma culture" (50). In fact, she highlights how people are becoming more and more interested in violence cases as they get emotionally involved. Therefore, it is necessary to understand how the divulgence of trauma experiences is beneficial to the contemporary popular culture. According to her, trauma constitutes an "archive of feelings many forms of love, rage, intimacy, grief, shame and more"(Cvetkovich).

Ma, as the leading female protagonist, faces four forms of oppression. At first, the female protagonist faces the subjective oppression because she is locked in Room by her captor, Old Nick. She later experiences the material oppression because she cannot easily get her needs. The third oppression she gets is objective oppression. The female protagonist faces the objective oppression in Cumberland Clinic which is a psychiatric clinic. She meets the doctor, the nurse, and the bigger society after Room. Because she cannot adapt to the society, she faces another form of oppression which is psychological oppression. This oppression is the result of denial and forces she gets from people around her.

The female protagonist experiences amount of oppression in the different form. As the effect of oppression, the female protagonist suffers from a psychiatric illness, psychological health, and the post-traumatic disorder which lead her to commit suicide. The female protagonist commits suicide when she is in the Cumberland Clinic. In accordance with what Loue and Sajatovic say in *Encyclopedia of Women's Health*, there are several factors that influence a person to commit suicide.

In this novel, the female protagonist experiences some social and psychological pressure when she comes out from the place where she experiences false imprisonment. In Room, Ma is only dealing with the captor and experiencing the oppression directly. Meanwhile, when she is in the Cumberland Clinic, there are many people who stand against her. First, as a woman as well as a mother, she is judged

incapable to heal herself by the doctors of the Cumberland Clinic. Her situation as a victim of a false imprisonment makes her become a patient in a mental health institution where she needs to follow the treatment from the doctors. In addition to the forced treatment, Ma also gets a false judgment from the society. The denial from people around her about Jack as her son also affects her psychic health. In the end, she begins to show a depressed attitude and lose control.

I take off my shoes but not my clothes, I get in with Ma at last. She's warmy soft, I snuggle up but carefully. The pillow smells bad...

The bad is vomit, I remember from our Great Escape. "Wake up," I say to Ma, "you did sick on the pillow."

She doesn't switch on, she doesn't groan even nor roll over, she's not moving when I pull her. This is the most gone she's ever. (279)

This suicide happens at the end of her depressive episodes that occur sequentially.

The female protagonist begins to seclude herself into the room and away from everyone including her son. In the end, she is found trying to kill herself with sleeping pills. In accordance with Loue and Sajatovic's analysis, the female protagonist tends to overdose in attempting suicide. In a feminist perspective, suicide is also 'liberation' where she will no longer feel the sufferings she has experienced. Suicide is considered a problem solving to the female protagonist because she does not have to face people who try to knock her down. This is also a proof that the mental health institution cannot ensure the recovery of their patients but rather become an other prison for the patients.

To overcome her oppression and to recover from her condition, Ma is kept away from other people. She gets an intensive care with the doctor and the nurse from Cumberland Clinic. Fortunately, she is successfully recovered and goes back home to meet her son, Jack. After going back home, Ma does not choose to live with her mother. She rather chooses to live a new life with Jack in Independent Living. She makes her son as her strength and tries to forget about her vulnerability and pain in the past. Ma shows the determination of power as a woman and stands up against patriarchal system and oppression.

Emma Donoghue also provides conclusion for three problem formulations that need to be answered. The first question is Ma's characteristics. Ma's characteristics is divided into three; well-endowed, intelligent caring woman and tough. Ma is characterized as well endowed; it can be seen from how she teaches her son with her knowledge and abilities. She has to give her son some lessons with limited tools, unlike normal mother does. Ma uses her basic knowledge to give some educations to her son, while her son believes that the only human is them. The second characteristics is intelligent caring woman, Ma gives Jack explanation about life through the television program and some tools that she asked to her perpetrator. She is concerned with Jack's growth and she does little thing such as makes cake for Jack birthday with five chocolates although Jack asks for candles. She teaches her son in simply way, but educative. The third characteristics is being tough, the condition that had happened to Ma brings her life into different situation which are not the same with her previous life. In this condition, her physiology is in turmoil. Ma believes she can pass through this condition and brings her former life back.

The second question is about her treatment. The abusive treatment that Ma received is mostly psychological abuse, and the other one is sexual abuse. At first, she is happy with her family. During the accident she is confused, immobilised, and incapable to maintain anything. She feels disgusted for not being able to do something and realize that there is no way out than to mourn. Ma spends this stage for nearly two years and after Jack with her, she has a hope to escape from the room.

The third question is how Ma's struggle's to overcome her trauma. She passes this condition through Jack. There are two conditions, the first is safe haven and secure base. Jack is like a safe haven and secure base for Ma. Jack is a hope for Ma to escape and Ma's physically safe whenever she is with Jack. In this situation, before Ma has a son, she almost gave up with her condition. After the presence of her son, Ma has had a will, though trivial, to escape from her condition. The trauma she had makes her



adaptable to overcome the fear within her.

Nevertheless, as the writer herself admits, the novel was not meant to be a crime novel but it is supposed to focus more on Jack, the superhero character and mother and child relationship. At this point the perception of *Room* acquires a subtle ambivalence. It is clear that *Room* was written following the popular demand of the trauma culture characterised by the denunciation of sexual abuses, violence against women and children with a sophisticated allusion to feminism. Therefore *Room* is a misogynistic exploration of the suffering misogyny causes to women and also preserves some characteristics typical of a fairy tale. To conclude, though, *Room* is an ultimate story of love between the mother and the child, it is an obvious representation of the trauma culture as it throws light on the darkness of rape, abduction and captivity.

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Meena Kandasamy's *When I Hit You* as an Artistic Journey of a Women Writer

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Abstract:

Seduced by politics and poetry, the unnamed narrator falls in love with a university professor and agrees to be his wife, but what for her is a contract of love is for him a contract of ownership. As he sets about reducing her to his idealized version of a kept woman, bullying her out of her life as an academic and writer in the process, she attempts to push back a resistance he resolves to break with violence and rape. Smart, fierce and courageous, *WHEN I HIT YOU* is a dissection of what love meant, means and will come to mean when trust is undermined by violence; a brilliant, throat-tightening feminist discourse on battered faces and bruised male egos; and a scathing portrait of traditional wedlock in modern India.

Keywords: Silence, Domestic Violence, Feminism.

Ilavenil Meena Kandasamy is an Indian poet, fiction writer, translator and activist. As a writer, Meena's focus was mainly on caste annihilation, feminism and linguistic identity. Kandasamy had used the technique of streams of consciousness in the book. Kandasamy's second famous novel *When I Hit You: A Portrait of a Writer as a Young Wife* was published in 2017. This technique was firstly used by James Joyce. Meena Kandasamy had also followed Joyce's work *A Portrait of the Artist as a Young Man* and chooses the subtitle *A Portrait of a Writer as a Young Wife*.

Kandasamy's work is a powerful analysis of 'modern' marriage through the art of fiction. An unnamed narrator takes us into her world of a misogynist husband; a father embarrassed by the shame that a possible divorce would bring, and mother who tells her this is how things are, to be silent and to accept the situation because the first year of marriage is always hard; a mother who makes a 'spectacle' of the narrator's embarrassment and advises her that time will pass and all her troubles will be forgotten.

This novel begins and ends in frenzy as it should. The first few lines of the story are narrated by the parents of the narrator, a young, badgered wife who has just managed to escape her tormentor. The last three or four chapters, coming as an afterword again goes into the frenzy of that great escape, as if the narrator cannot believe that she has actually escaped the horror. Kandasamy tells the story of a highly educated Indian woman from a well-to-do family who marries a man who keeps the outward appearance of a respected college professor and social activist, while at home, he increasingly isolates and tortures his wife. As the violence spirals out of control, the beatings become more and more vicious, the insults turn into threats, and the wife gets physically affected regularly.

A crucial aspect this book brings out is the way violence perpetuates in a seemingly "modern", "love" marriage. The book reveals a lot in the matters of love. The narrator tells us: "love is not blind; it just looks in the wrong places"(75). The narrator escapes the brutality and the curfews imposed on her by writing letters to imaginary lovers. The book is a meditation on love, marriage, violence and how someone who is a feminist gets trapped in an abusive marriage.

When I Hit You is a story told in the first person. The unnamed woman narrator talks about how she fell in love with a professor and married him. She is a writer, is widely read, has a deep and wide intellect, and has leftist leaning. He seems to have similar thoughts to hers in many things. But after they get married, things unravel slowly. He undermines her in every way, takes away her freedom slowly, first in small ways, by inflicting violence on himself and emotionally blackmailing her and then in big ways. Then he starts beating her when she defies him and violently rapes her. This book reads too raw, she is too fierce. Almost no men, no women are portrayed sympathetically; her own parents are shown in negatively except toward the end where she thanks them for supporting her, but before that she only shows them as stereotypical Indian parents with the kind of disdain that the privileged have toward the marginalized, that the superior West toward the rest. The book also gives the impression that all

Indians are stuck in bad marriages as if marriage is some sort of ‘burkha’ that a ruthless man put on a woman.

It produces a certain kinds of narrative that subsumes all difference, other potentialities, and other lived realities. The space that Meena inhabits, the words she deploys, the way she sees life, the way she is, are the very markers that put her on equal terms with her husband. She is not a subaltern woman; she is the woman who fights back. She has every resource, advantage that makes man and a man in India. She has an access to the space like her husband.

It is quiet ironic, rather sad, to see how her husband demean. He accuses her of using her ‘cunt’ to get writing assignments. Elsewhere in the book, the wife in the book, in her haste to be critical of men, speaks in similar terms to describe women who work with men without conflicts. In one situation, she is at the receiving end of the narrative that gnaws her very person: but in another context. She herself deploys the same narrative on others, seemingly less privileged and socially inferior to her. In terms of language, in the first half of the book, there was some trite expression for instance. The second half of the book is brilliant; her language feels real, heartfelt and forceful. Toward the end of the book, she writes about men and herself in an excellent prose; the poet in her comes out with full force.

Meena Kandasamy is clearly an intellectual heavyweight, but she wears her intellect lightly on her sleeve. She takes the reader by their hand, shows them the landscape, explaining things like our favorite teacher or our mother would, about the relationship between men and women, about the depth and inadequacy of language, about the infinite varieties of love, about the relationship between parents and children, about communism and capitalism and the grey areas in between, how one would go to any lengths to save a marriage, about silence and speech and how sometimes silence is louder than speech, about the rare words which describe beautiful things which are unique to particular language and culture. Meena Kandasamy talks about these and other fascinating themes, topics, and questions. Sometimes she gently takes us deeper into a topic and it happens so quietly that we don’t even realize it till we notice that we are in the middle of the intellectual ocean, swimming, and thinking complex thoughts.

Aspirations and dreams are not always fulfilled, marriages are not always successful and the fairy tale romantic setting do not always consummate this harsh reality that comes out in Meena Kandasamy’s novel: *When I Hit You: Or, A Portrait of the Writer as a Young Wife*. In the contemporary scenario we talk about eco feminism, radical feminism and eco centrism. Indian women writers have voiced their concerns from last five decades against a number of atrocities and gender inequalities that have meted out to them. For an ordinary Indian woman ‘marriage’ means happiness galore because ironically marriage is regarded as sacrosant and union of two families rather than two persons. Indian woman feels that sexually satisfying her husband is one of the vows that she has taken at the time of her marriage. Man on the other hand does not feel the same way for him it is a man’s world and he needs to be aggressive in all spheres of life.

Kandasamy’s prose is imaginative and playful. When it is not describing, with decision, the ramping tension in moments of action, it plays with poetic forms and structures to tell the story through letters or phone calls. It is prose which suits the circumstances of a narrator who must escape down avenues in her mind. She is at pains towards the end of the work to make clear a necessary distance.

The prose is elegant but also tight there are no rambling passages, no superfluous sentence, and no wasted word. It is brilliant. This book makes us think of all women who suffered in marriage, most of them silently, many of them withstanding emotional violence, some of them physical and sexual violence. This book might open some old wounds if one has seen or experienced something similar. It is not for the faint-hearted. Kandasamy’s language is very vivid and she writes with poetic intensity. The novel grips the imagination of the readers.

In her novel, she gives hard hitting account of a writer’s marriage in an effort to lift the veil of the silence that surrounds domestic violence and marital rape in modern India. She address compelling questions in her lyrical style of writing that is poetic and draws into its prose. At no point in the book is the narrator, or her abuser, identified by name. The author has acknowledged that the story draws from

her personal experiences but she has also fictionalized it by not giving the protagonist a name, it is no more the story of one person. Instead, it becomes a universal story; one that woman anywhere in the world can relate to *When I Hit You* is seething with rage. It is painful and divesting. It is also powerful, courageous and inspiring. It is a lesson of the signs it should be identified. Of being the woman not the world wants you to be, but what you want to become. It is a lesson to not let your loyalty become slavery. Any relationship, when becomes overbearing, needs to be terminated. One always needs to remember that one can always get out.

Another important aspect of Kandasamy's book is that she is very political and often refers to the common phenomenon that a system of thought that maintains to fight for equality is used to oppress other people, in this case women. The husband in this story claims to be a devoted communist and decides his wife as bourgeois and abad comrade whenever she behaves in a way that he does not agree with. While pretending to fight for the rights of oppressed workers, he oppresses, beats and rapes his wife; while condemning the dehumanizing consequences of the capitalist system, he tries to take away his wife's individuality; while declaring his aim to free the ailing poor, he incarcerates his wife. His 'communism' is a charade, a tool to put him in the right, a cover-up for his twisted personality, and it remains unclear whether he himself buys into his obscure arguments.

The uses of ideology or perversion of system of thought happens quite frequently and in different contexts, but to read Kandasamy's description of the incarnations of this phenomenon in India is fascinating, the reasons that become apparent when reading her book. Kandasamy is reluctant to expand publicly on her own case of domestic abuse, except to say she divorced her husband and moved on. The author has since become a powerful activist for feminist issues and the anti caste movement. The title is fierce and the writing while beautifully poetic and darkly humorous is also uncompromising and raw.

The subtitle would suggest, this book is not just one about domestic violence, it's also about the act of writing itself and the way that fiction and stories can help to escape. The narrator thinks during an episode of violence from her husband that: "I just have to wait for this to end and I can write again"(55). The instruments of fiction allow an escape from the abuse which is such a relatable impulse, and a really interesting one. Kandasamy is so eloquent about the way that writing her own story and crafting a narrative is an empowering and sometimes life-saving tool with young wife talking about her impulse so survive as her: "restless urge to tell a story" (51). This desperate wish propels her out of the pain, and offers her a balm.

When I Hit You is a book about the physical and psychological claustrophobia of domestic abuse and it is set in a small town in coastal India, or rather the three rooms of the house of the narrator. It details physical abuse which worsens over time, from fantastical threats of guerrilla-inspired violence to eventual graphic rape, directed from a man who considers himself a revolutionary towards the new wife he met in a Face book protest even page. Their relationship, at first, is based in a shared interest in radical politics, and finds its foothold in debates on Marxist, Maoist, and Leninist theory. Once in the domestic scene, this interest turns swiftly hierarchical. It is used against the young wife, who remarks her husband brings twelve angry men to bed with him.

The narrator feels deeply intimate, allowing the leader in to a mental Wister set within the second chamber of domestic goal, while expounding upon universal themes. The vivacity of Kandasamy's style is gripping. She describes the novel accurately as, at once intellectual and theoretical as well as personal intimatetaking inspiration, from writers of fragmentary texts such as Maggie Nelson.

When I Hit You is a modern feminist book from a non-western perspective. It attempts to wit fully and forcefully erode a woman's freedom; and throws light on the hypocrisy of political theory within domestic spaces. It is excellent on the subject of art as salvation, especially for woman writers, and those who face resistance to work which they consider essential to their sense of self and purpose. It is alive with hope, eroticism, and iron will and a love of art, to the very end. It is an incredible work of creativity, working through the post – trauma of domestic violence.



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A Journey Towards Self Realization in Paulo Coelho's

Veronica Decides to Die

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Abstract:

Paulo Coelho, the renowned Brazilian author has interminably been categorised as an inspirational writer. His books have the capacity to bring in a fresh breath of air into the lives whose existence has become dull and meaningless. Every time he takes up a different issue, which is common to all, envelops it up in a wonderful philosophic story thus, showing the readers a ray of hope. The impact it has created, have made his novels the international best seller. Coelho, while motivating his readers considers the existential questions, the ones that are debated by philosophers and counsellors. This novel depicts the struggle of Veronica, who is the protagonist. It shows that Veronika is an introvert person, fainthearted, and suffering from depression.

Keywords: Existentialism, Suffering, Psychological Depression, Self-realization

In the novel, *Veronica Decides to Die*, Paulo Coelho has thrown light on the phylogeny of feminism and their Utopian emotions using symbolism of the asylum through his style. The author has made a sound impression by stating materialistic comfort in no way guarantees a person's mental well-being. The protagonist Veronica becomes fully aware that life is not a mere travel but a journey of exploration and self-realization. Coelho has specified feminism, conflated religious and philosophical ideas eventually succeeding in all areas and it is a sound representation of the author's desires. The author's rebellious teenage is very vivid in his writing. All through his childhood Coelho had been extensively creative and aspired to be a writer. However, his parents were worried of their son's attitude which made them send him to a mental asylum. As a child, he had to undergo so many therapies and electroconvulsive therapy (ECT). 'He brings out his experience through the character of Eduard in the book.

Society has couched certain rules and regulations by which women are expected to live. Women have been caged in the patriarch world, with direction on how one is supposed to behave. If any individual stands out and voices her own opinion, they are seen under the prism of psychoanalytical model. Regardless of all these, the novel *Veronika Decides to Die* breaks the shackles of the society and comprehends how acceptance of one's own and self-realization can lead to psychological enlightenment. The theme of self-realization, feminism and depression is highlighted in the novel *Veronica Decides to Die* by Paulo Coelho.

Some of the most common symptom of depression is associated with existential crisis, weakness in terms of both mental and physical state and dejected mood and lifestyle. In such case, the individual suffers an intense infliction to carry on with his day to day social life or profession. Depression can cast down a person's state of being in highly drastic measures. The protagonist of the novel 'Veronika' is an illustration of depressed individual. She finds her life very prosaic and all the materialistic comfort or the affection of her family doesn't excite her. The atmosphere of gloominess and melancholy distress her and she doesn't find any interest in her job as librarian. The characterization of Veronica is composite in nature it provokes the readers to consider there is more than one aspect to every situation in life. The author has done brilliant characterization of Veronica and vividly depicts the depressed emotions and feelings through the character. The author creates a lively demonstration of struggles and pain that a depressed individual has to go through in everyday life with subtle yet substantial situations. "And she was shocked by how quickly she could change her mind, since only moments before she had thought exactly the opposite" (06).

The characterization of the protagonist Veronica is so intense, that it makes the reader to be in oneness with the character's emotions. Veronica is depicted to undergo emotional sufferings of nervousness, anxiety, temperament, and uselessness. With each passing day Veronica slips into a dominion of complete darkness. The absence of enthusiasm and positivity is an ensured communication of depression. The prolonged downcast in emotions and desperate mental image of life necessitates made her to end her life.

Each human being is unique, each with their own qualities, instincts, forms of pleasure, and desire for adventure. However, society always imposes on us a collective way of behaving, and people never stop to wonder why they should behave like that. One of the substantial characters in the novel *Veronica Decides to Die* is Dr. Igor. Dr. Igor formulates that even factors like climatic condition can have a significant consequence on a patient's mental welfare. Throughout the novel, many characters are rendered to have mental sufferings. One such character is Zedka, who suffers from acute psychological depression. She feels that it is a great deception when the society seems to be happy and comfortable with life. Even the very act of children playing appears unfair to her. She associates her mood with the climatic conditions. Zedka feels the rough and cold weather keeps her emotions and mood at ease.

Eduard, is another interesting character that has a huge significance in the novel. Though Veronica was mystified by his presence in the initial stages, she was completely amazed by his ability to effortlessly play piano despite his depressed mood. Veronica later comes to know that Eduard is a victim of the society's constraint and his parent's demand and pressure. His burning desire to be an artist eventually gets aborted when his parents force him to be a scholar leaving behind all his lunatic wish of becoming an artist. "If you really love us, do as I ask. If you don't love us, then carry on as you are now"

However, in the later stages, he supports Veronica in the unconscious process of self-realization. The female characters in literature is portrayed as an epitome of perfection and sainthood. They have been conditioned to act more feminine and inferior to men. Nevertheless, with the evolution of time, women characters in literature have been imposed with manlike attributes to empower them. Coelho breaks these stereotypes in his novels. Peculiarly, Coelho exhibits the female protagonist as modernistic and strong willed. Unconventionality and independence in thoughts are also the feministic components that are reflected in this novel. However, Coelho has brought the contrasting features between the two sexes to discern their characters and indicate how the feminism has overture.

The author enounces the act of depleting sleeping pills as a feminine sign in the lines "Shooting, jumping off a high building, hanging, none of these options suited her feminine nature. Women, when they kill themselves, choose far more romantic methods-like slashing their wrists or taking an overdose of sleeping pills" (06). He describes the act of slashing the wrists or too much dosing of pills to be more amatory way of killing one. This draws a clean conflict between masculine and feministic approach. Through the characters of the novel Coelho has made a fundamental approach to feminism. Veronica outshines as a bold personality and she doesn't imitate to standout. Coelho has made efforts to limelight how the feministic approach can be felt and empathised. "Veronika felt sorry for the woman telling the story, for she seemed to be doing so in an attempt to understand her aunt's death. In a world where everyone struggles to survive whatever the cost, how could one judge those people who decide to die?" (32). From the following lines it is evident that all the females in the novel are empathetic and could develop a sound rapport. The characters make an attempt to portion out their emotions and find a console and security. Undoubtedly, the women in the writings of Coelho display feministic and liberal traits. These modern liberalism and their lucidity in their thoughts are prominent in the lines, "We're allowed to make a lot of mistakes in our lives, except the mistake that destroy us" (23).

The female characters in the novel are deep, unforgettable and exceptional. The element of feminism also travels in the novel that facilitates Veronica to step out from her confined thoughts and undergo the marvels of life. Undeniably, the author has also created a greater impact by defining significance of feminism in contemporary world. Coelho has done a remarkable influence in getting the readers to understand the values of his contents, just through the exchange of ideas between the characters in his novel. Many wise remarks have been made throughout the novel. Many striking impacts have been made to actualise 'Love triumphs Wisdom and judgment' and 'Feminine judgment is over good and bad.' Coelho strongly affirms the component of feminism in numerous ways. He proposes women to act on their will and never to back down by the opinion of others (480-482).

Coelho has done an appreciable speculation in examining Villette to a patriarchal society. The book draws a comparison between the women trapped in a patriarchal society to that of inmates confined in

Villette. Furthermore, Coelho, has also been successful in comparing Villette to patriarchal society. In the climax of the novel two main characters of the novel Zedka and Mari pull out from the asylum. They slowly relieve themselves from mental agony that has been imposed on them by the society with its rules and dominance. With the developments of characters, Mari and Zedka, who decide to get out of the Villette. They storm out with heightened confidence and revived and rejuvenated mindset to lead a completely different life. This reminds of the Feminist Utopian dream to free themselves from the society that has been imposed on them.

Self-realization is one of the very important and striking themes of the novel. The author, Coelho has made an attempt to preach and illuminate readers mentally and psychologically. The lead character of the novel, Veronica who is subjected to depression and decides to end her life turns out to be the symbolism of life and its challenges. Rather than thrusting the readers with loaded thoughts, Coelho has brilliantly inseminated the ideas through gripping characters like Zedka, Veronica and Mari. Through this stunning novel, the author has testified that, with self-realization, one can lead a positive and elucidated life. There is an instance in the novel where Mari helps Veronica to understand her receptiveness to sexuality. This helps her to look and analyse her own self. Veronica reflects her own thoughts and life to discover her inner desires. Furthermore, she follows her heart and goes seeking for love of her life. Her stay in asylum invokes her thirst to be a winner. She provokes warmth and affection for her life. She resurrects back to life by pursuing little things that make her feel blissful, to start with she gets back to play piano. She had always aspired to be one of the finest musicians but she made it to go as her mother disapproved of such fancy ideas. The author, Coelho symbolizes the act of rekindling to pursue her passion as symbol of realization and self-assurance. She steps out of all the shackles of self-doubt and the fear of being judged by the society. She decides to be a happy-go-lucky person and to go after the inclination of her hearts.

In the last days of her life, she had finally realized her grand dream to play with heart and soul, for as long as she wanted and whenever the mood took her. It doesn't matter to her that audience was a young schizophrenic he seemed to understand the music, and that was what mattered (113). The moods and interactions of Veronica through her life have taught her a thing of great significance. The need for self-realization she understands that the worldly life is short lived and there is no point in confining oneself of all desires. She behave in a way that the society expects her to be rather than following her heart.

She accepts the way she is and doesn't look for an acknowledgement. She makes sense that it is absolutely fine to express what she feels and doesn't have to feel bothered about what opinion people might carry about her. This simple understanding clears her mind and gives her the confidence to explore her unsatisfied needs. It dawns on her that the mere sentiment to keep satisfying others and lack of attention to own self has stimulated her to self-annihilate. Coelho further delineates the protagonist's self-realization journey as, stirring up the unconscious mind from the subjugation burdened by the society and other beings.

Initially, the protagonist Veronica confronts an asymmetry in her death instincts and life. She finds it hard to accept the way of life she leads. She finds the whole life existentialistic and caught in a boring loop of events. These suppressed struggles, finally pushes her to a stage of self-annihilation. She exalts death to be poetical, and believes it as the only way to escape such monotonous existentialistic life. The author subtly compares Villette to that of oppressed women and asylum constitutes to the male dominant society. Further the prison stands as a symbol of Feminist's Utopian dreams. The theme of self-realization is seen through the novel with gradual realization of Veronica about the fantasy of life and her recuperation from depression. She frees herself from the self-inflected cage with sexual desire and reliance as powerful keys and towards the end she walks out with confidence and a desire to expend a life like never before.

In *Veronica Decides to Die*, Coelho portrays four kinds of hegemony in the society in the novel and it affects the characters' life. A person that does not do the acceptable behavior will be isolated from the life of society. Furthermore, the four kinds of hegemony in society in the novel affect the four major characters in the *Veronika Decides to Die*. In Veronika's life, she has done something that could not be accepted by the surrounding community and so she tries to commits suicide. She was put into a mental hospital when she failed and survived from her suicide. She is considered to have a mental illness since she has done

unacceptable behavior. The old generations assume that Veronika is a mad person. Also, a mental hospital, which is considered as a healing place for a madman, lets it happened although they know that Veronika is not crazy at all. They take advantages from her case to gain more profit. Veronika also has to give up her dream in order to fulfill her mother's wish. Her mother wants Veronika to have a better life than her. This better life is measured by how much money she will have in the future. Veronika felt that her life was empty and her days were boring. She had no desire at all to do those things. The saddest thing, that she had realized is that she is diagnosed that her heart has broken and she will die within a week.

The second character is Eduard. He was sent to Villete by his father since he was considered to suffer schizophrenia. He suffered from the disease because he felt unable to meet the expectation of his parents. Both his parents consider that being a diplomat is the only right path he should take. Then, to get into a diplomat stage, he is required to get high marks in all lessons. Also, his parents are planning to marry him with someone with a background that can support his career later as a diplomat. Although they know that Eduard has a girlfriend in Brazil. His father was trying to influence his own son. He uses his position as a father, where he is more powerful than Eduard as his son. He tried to convince Eduard to do what he really wanted. In the end, he must leave his dream to be a painter to fulfill what his parent's expectation.

Mari is the third character who experienced hegemony in her life. She suffered from panic attacks because her inability to reveal what she dreamed to her husband. She also does not dare to take the risk to leave her comfortable job and life. Panic attacks made her unemployed for several months and she was afraid to go out of her house. She thought what she experienced was a strange thing and it was not normal. Then, she considered herself having mental disorder or insanity. She found herself in abnormal situation. This is reinforced by the words of her relative and co-worker at the office who said that she was crazy and had to get a treatment from mental hospital. Her assumption is also reinforced by the doctor who allows her to stay in hospital even though she did not have any mental illness. It makes Mari continually assume that she has mental illness and has to spend few years just to realize that she is not crazy at all. She also has to suffer from a loss of her husband and her work as a professional lawyer.

The last character is Zedka. She was admitted to a mental hospital for having a depression since she failed on her first love. She gained the hegemony effect from the public who thought that what the mental hospital does to patients is a form of treatment. This community-based trust is utilized by hospitals to get more profit by providing a cheaper and quicker treatment of insulin shock. However, it is very dangerous for the patient's life. Also, the treatment has been banned by the world of medicine but still used by mental hospital. From the result of the analysis, it can be concluded that the society, especially the old generations in the novel, practice ideas unconsciously and without questioning, the older generation do not understand the instincts of younger people and for them people who have mental illness should be isolated from the society. This makes the young generations in the novel very afraid to behave differently. Thus, the concept of insanity in the novel is like propaganda or ideas that are created to keep the young generation on the line to what the old generations expected to be in the society.

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Journey of Self Exploration in Jaishree Misra's *Ancient Promises*

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Abstract:

Indian Writing in English is defined as literature originally written in English by writers who are Indians by birth, heritage or nationality. It has developed into an important part of world literature in English. Jaishree Misra has joined the growing number of women writers from India, on whom the image of the suffering but stoic woman eventually breaking traditional boundaries has had a significant impact. Jaishree Misra's first novel *Ancient Promises* beautifully portrays about a woman how she thinks and behaves when it comes to love and marriage. Misra's protagonist are liberated women, they are educated and able to live individually they do not depend on men. She is not against marriage but against the compulsion of marriage. This novel depicts how Janu struggles after her marriage. She demands for an equal importance and some freedom in man and woman relationship. Misra wants men to treat their wives as their better half not bitter half.

Keywords: Love, marriage, divorce, self discovery, parenthood.

Jaishree Misra, this modern day woman author projects herself as the representative and perfect spokesperson of the women of the present time. The focus of this study is on the portrayal of the 'new woman' in the novels of Jaishree Misra. Misra expresses herself freely and boldly on a variety of themes adopting feminist postures. Her main focus is on the plights and predicaments, stresses and strains the tensions and anxieties the struggles and sufferings, the psychic traumas and hysteric conditions of women and on the men who remain either indifferent or dominant to the sufferings of women. She draws the attention of women to be on guard against such men characters in real life and discover their inner strengths through self-definition and self-discovery.

Misra's first novel, *Ancient Promises*, published in 2000, is semi-autobiographical. It is about her unsuccessful arranged marriage followed by a divorce ten years later. Janu, young and vulnerable, gives up Arjun, her first lover, to enter into an arranged marriage. Many years later, she is gradually shut out by the coldness of her husband's family and her husband's indifference to her and her daughter's needs. Janaki leaves for Delhi to give a scholarship interview and chances to meet Arjun. Old passions are aroused and the couple realizes they still feel deeply for each other. Janu promises to file for divorce to end the miserable marriage and flees with Riya to England and restarts a new life with Arjun. As if by magic, Suresh reconciles himself to a divorce, hands over Riya and all's well that ends well. It is a moving story about marriage, divorce and motherhood.

Janaki alias Janu, the protagonist of the novel, is a Delhi brought up teenage girl but her roots are from Kerala. At the age of eighteen she is married to a Maraar family in Kerala. The novel begins with the line of "My marriage ended today" that is the divorce of Janu from Suresh Maraar whom she was married to. Janu's mother Mani worried about her daughter's life and her granddaughter, Riya, who is mentally disabled. The base for the above incident is matched marriage, cross culture and the parent's immediate and instant decision about the marriage of their daughter at an early age.

In her *Ancient Promises*, Jaishree Misra highlights the ongoing struggle between the heroine Janu and her parents because of her love affair. It is a novel that gives equal attention to the fear that a young girl's parents feel and the desperate need for their parents to consider girls like Janu.

Janu's first meeting with Arjun took place with her classmate, Leena. After a few weeks of their introduction, Janu and Arjun began holding informal meetings. They had similar interests. Janu was concerned that she, a sixteen-year-old, was prepared to feel that beautiful feeling called 'love.' She wondered of her parents when she was a cat on the wall, unable to identify whether it was love or not. Never before had she hidden an unknown mystery from her friends. Today, But now, the secret of loving Arjun and shielding her from her parents was pure excitement.

Janu's father was absolutely resistant to the idea of love marriages. He never liked young people falling in love, nor did he want his daughter to be harmed by all the thoughts of 'love' surrounding her. It was incomprehensible to them, the thought of their child having a decision on her potential husband. They believed in children settling for their parents' most chosen gifts in life. Both Janu's mother and father left their parents to make the decision regarding their marriage. They felt deeply that their parents understood what the best would be for them.

I was fairly sure my parents would disapprove; I'd heard Dad harrumph loudly at love scenes in films, worried they would fill my head with silly notions. Love, for him, had been the stirring in his heart when his mother had shown him the picture of a fresh-faced girl she'd chosen for him to marry eighteen years ago. This running-around-trees business was for film stars and fools, he often said. (24)

As Janu's parents had fixed beliefs and values, Janu's world was an enigma to them. The kind of comrades and experiences Janu had was totally unheard of by her parents:

My world was a confusing one for them. They were so sure that I would be safest among my own people, marrying eventually into my own community. But I had all kinds of friends and all kinds of experiences that were alien and that couldn't be stopped. Arjun, unfortunately, would fall firmly into that category – he was the wrong age (too young), wrong community (not Malayali), and came at the wrong time. (26)

She is then taken to Kerala and her wish to continue her education after schooling is not fulfilled. During her visit to Kerala, fate plays rather a cruel game with her when Maheswari Maraar comes with a proposal for her when she has seen her in the temple. She does not completely disagree to her parents' wishes as she wants to compensate her secretive behavior which once had upset them. However, she puts forward petty reasons for not getting married. Arjun has secured admission at Hull University by that time and has decided to join his mother in England. She sends a letter to Arjun informing him about the proposal and gets married to Suresh at Guruvayur temple with the blessings of the members of the family. She has sacrificed her love for Arjun. Her decision to comply with the decision of the family members shows how patriarchal indoctrination has corrupted the rationality and objectivity of even educated women. She is not bold enough to tell her parents about her love and to say 'no' to marrying Suresh as it would damage the good name and reputation of her family. Her mother says "The reputations of families were carried on the shoulders of their daughters".

Janu would have kept this in mind when she had got the marriage proposal. This silent acceptance shows that Janu is born and brought up in a family which compels women to accept and internalize feminine virtues of meekness, obedience and modesty. There is a clash between traditional values and the modern concept of freedom. Even though Janu is a modern girl, she decides to become a meek and obedient daughter when she decides not to go against her parents. A woman is always allowed to stand behind the man, never in front of him to voice her opinions. Her expectations, when she enters the Maraar household, are shattered with a list of do's and don'ts. On the first morning, she wakes up early and enters the kitchen only after taking bath as her mother has instructed her to do so. As she is not fluent in Malayalam, she speaks in English to express herself. Her courteous exchange of "please" and "thank you" in return of every dialogue results in her getting snapped by her mother-in-law. She said: "Look, you're not in Delhi any more. Like it or not, you now live in Kerala, so I suggest you drop all these fashionable Pleases and Thank Yous. Here we don't believe in unnecessary style".

It's odd even on the day of her marriage, being covered up in the

Traditional Dress. The many regulations that a girl is supposed to follow after marriage teach her about the submissive role she has to play once she becomes a wife. Janu says:

While walking around the flickering vilakku [lamp] at the temple with my head bowed, I'd plenty of time to observe his feet as he walked ahead of me. I'd felt a sudden lurching realization that I was getting more time to familiarize myself with the feet of the man I was marrying than his face. (84)

Suresh married Janaki only for the name sake. He had no time to spend with her and enquire about her life. This shows that he has no individuality of his own. The family was a typical, traditional patriarchal family, where everyone was fighting for affections and acceptance. She was forced to resent her Delhi

background. They out casted her from all household duties and discussions. A few years rolled by and the family remains the same. She hoped that the arrival of child might change the family's attitude towards her. Nevertheless, the misery piles on her as she delivered a mentally challenged baby girl, Riya.

She does not get any support from her husband; he wants to escape from the suffocating conditions in the household. She contemplates, "If I did leave Kerala with a baby and no education to speak of, how far could I go?"(123). She evolves and uplifts herself as a person. Her mother-in-law says, "I'm not having people pointing at us and pitying us, our family is always admired in this town"(133). Suresh did not dislike her ,and it gladdenedher heart to watch on the rareoccasions that he took her into his arms are threw her into the air making her gurgle with pleasure. It was inconvenient, most of all, that he could make no sense of the future with a child her. But what Riya would need was unknown and far too frightening to contemplate. It was easier to pretend the problem simply didn't exist.Janu says, "Oh Suresh, how can you be so old-fashioned, children like Riya are not kept locked up any more, whatever your mother might think. There must special schools and specialist centers in Kerala"(135).

Riyagives her the strength to raise her voice against the rules and conventions and to fight back.Riya's schooling ends in a disaster as she gets expelled from her school for the reason that she is weak in studies. This problem gives her an idea to take her abroad for education. Unknowingly, Janu takes her destiny in her own hands and designs her future. She then offers to help the early intervention group at the under -staffed school. This was partly to keep an eye on Riya and to escape from the Maraars' control, and also to equip herself better to deal with Riya's problems.SheelaKuriakose advises her to go abroad to do a course in special education, and to take Riya with her. "As startled as I was, Ma turned to Ammumma at this unexpected response. There was still a quaver in her voice, 'You didn't hear her properly, Amma, JANU wants to go to AMERICA with Riya and WITHOUT SURESH!'" (159).

She leaves for Delhi to give a scholarship interview and chances to meet Arjun.Old passions are aroused and the couple realize they still feel deeply foreach other. Janu promises to file for divorce to end the miserable marriage, and flees with Riya to England and restart a new life withArjun.She makes up her mind to get a divorce from Suresh and decides to tell him after reaching home. Janu reveals her plans to Suresh. He becomes angry on hearing this and considers it an insult to his manhood. In order to stop her from going away, he decides to spread a rumor that she is mentally unstable. She is emotionally tortured by the Maraar family. When her mother comes to know about the torture in the Maraarhousehold, she decides to take her home and get a divorce. "I hope Suresh has told you, I've asked him for a divorce'. You might have thought I'd been saying that I'd asked Suresh for something as innocuous as a suitcase if you weren't listening closely to the words" (240).

Suresh does not agree for a divorce as it would mar the reputation of the family. He takes Riya with him and since she has no other choice Janu leaves for England with Arjun. After staying a few months there, she realizes that her daughter is her first priority. She returns to India and this time she gets a divorce and is allowed to be with her mother. Arjun had brought with him the kind of chances every life must be offered at least once."Tomorrow, the next chapter would begin"(305).

Misra conveys the message that parenthood is complex as it involves a relationship between two different generations. She brings to light how woman seek her fair share of happiness and how she does it through educationis in pursuit of her identity. Janaki still accepts all the pains. But when her daughter issufferings she is not in a position to accept the pain.

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Cult of Domesticity in Marilynne Robinson's *Housekeeping*

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Abstract:

The study of space was for a long time considered irrelevant to literary analysis. Nevertheless, in the Contemporary period, the relationship between Home Space, women, and domesticity has been the source of much critical debate in literary criticism. This paper presentation, therefore, aims to examine the ways in which the occupied spaces define concepts of domesticity, housekeeping, and feminine subjectivity in Marilynne Robinson's *Housekeeping* (1980). It explores on the one side 'housekeeping concepts' such as home, houses, and domesticity, and on the other side 'unhousing's concepts' like transience, homelessness, and border crossing. It also examines how female characters construct their identities and subjectivity through the different spaces they occupy. Such an examination leads way to a deeper understanding of the two models of female subjectivity Robinson offers in her novel: One is the settled, domestic female who makes sense of her oneness through the inside occupied social space of a house, and the other is the vagrant and transient female constructing an identity by crossing the borders towards an open and natural space. To achieve this, the research is carried out by relying on important concepts of Space Theories and Feminism.

Keywords: Home, space, Women, Domesticity, Transience, feminine subjectivity

Marilynn Robinson's *Housekeeping* is narrated by Ruth, who tells the story of her childhood in the fictional town of Fingerbone, Idaho. Ruth and her sister Lucille are raised by their grandmother after their mother, Helen, commits suicide by driving off a cliff into the lake. After their grandmother's death, the girls are cared for by their aunt Sylvie, whose odd interpretation of domesticity sparks a series of events that forever change both Ruth and the family house. Like in the Gothic novel, *Housekeeping* features women attentive in the house engaged by ghosts and, despite the absence of living male characters; they are still subject to patriarchal influence. In *Housekeeping* family, the very thing that makes the house "a place of refuge, comfort and rest" also becomes "the unfamiliar... that directly disperses [the familiar]" (Ng 2). As Andrew Hock Soon Ng explains in *Women and Domestic Space in Contemporary Gothic Narratives*, the fact that the house is capable of creating this dichotomy, and of being both the site of patriarchal authority as well as female empowerment, marks the house's function "as more than just a stage for narrative unfolding.... The subject of many gothic works is not just their principle character, but also frequently the house itself" (Ng 4-5).

In *Housekeeping*, Robinson creates a new American gothic; like her 19th century predecessors. Robinson (who was herself a housewife before she became a novelist) writes about the house in order to undermine the traditional understanding of domesticity that continued to constrain women through the end of the 20th century. Like the traditional gothic, *Housekeeping* features a "domestic space that has the power to unnerve, fragment, and even destroy its inhabitant unless something is done to arrest it and restore order and normalcy back to the house" (Ng 1). The house in the novel, as the domestic space, is built to be a sanctuary from the outside world but is instead a place of inescapable trauma. This trauma threatens the protagonist's well-being and, eventually, her very existence; to survive in it, Ruth, in the role of the artist figure, deconstructs the home and remakes the very concept of domesticity.

In writing about the house, Robinson joins a legacy of female novelists like Radcliff, Austen, and Woolf who worked to undo the constraint of separate spheres. Robinson's treatment of the domestic space differs from that of her predecessors because, as a woman writing during the height of second-wave feminism, she can envision a solution that was not feasible for the writers who came before her. Robinson's characters can actually leave the house; by the late 20th century, women could work outside the house. So she can conceive of a character like Sylvie, who spends the majority of her time in the public sphere. The problem lay in the residual ties from the rigid private and public sphere divide—though women could now work, they were still seen as somehow belonging to the house. As this tie had very real consequences for

women, such as lower pay, second wave feminists sought to free women from this chain.

However, this possible solution for the woman outside the house uncovers new difficulties that Radcliff, Austen, and Woolf did not encounter; second-wave feminist and novelists had to negotiate the problem of expulsion. In leaving the house, does the woman bar herself from returning? This, of course, would not be ideal, as the desired end is not the destruction of the separate spheres but simply the system that requires women to exist solely in one: “The private sphere [does not have] more intrinsic worth than the public sphere. Rather, there are certain important values that are generated in each realm. A disproportionate emphasis on one realm at the expense of the other impoverishes the whole of life” (Matthews 226). How might a 20th century woman exit the house without losing her access to it?

Similarly, Robinson’s novel asks the question, ‘does a rejection of domesticity require a similar abandonment of femininity? If we understand the traditional concept of domesticity to revolve around a peaceful, serene household created by the woman for her husband in the name of safety, what might domesticity look like if the woman is not bound by societal expectation to create it? Can a sense of domesticity created by the woman, for herself, be imagined?

Housekeeping seeks to answer these questions by destabilizing the traditional concepts of domesticity and the home. The reader will describe how the house engenders and maintains trauma rather than safety, despite the best intentions. Despite the lack of men, the house is still a place of suffering because the women still belong to the house and cannot leave even when there is no safety left and the very boundaries that define the houses are eroded. The paper will discuss Ruth’s journey out of this cycle of pain through her transformation into an artist figure. As a creative force, Ruth can undo the constraints of the house and construct a new form of domesticity.

The house at the heart of Robinson’s novel is built with a set of guiding principles in mind. Like the *Housekeeping*, in the Gothic novel, it is meant to be a safe haven for the family. When Ruth’s grandfather, Mr. Foster, decides to settle down in Fingerbone, he does so “trailing us after him unborn” his family, even before fully existing, guides the creation of the house (149). This focus on family does not fade over time, as Ruth begins the novel by introducing herself and her relatives through their relationship with the house: My name is Ruth. I grew up with my younger sister, Lucille, under the care of my grandmother, Mrs. Sylvia Foster, and when she died, of her sisters-in-law, Misses Lily and Nona Foster, and when they fled, of her daughter, Mrs. Sylvie Fisher. Through all these generations of elders we lived in one house, my grandmother’s house, built for her by her husband. (3)

“All these generations of elders” lived in the house; the structure is so tied to the Foster family history and identity that Ruth can neither begin her story nor introduce herself without first placing herself and her family lineage in the house. So closely tied are the Foster family and the house that Ruth offers the lineage of the house immediately after describing her own. Ruth’s introduction also shows that the house is meant, more specifically, as a safe haven for the women of the family. Thus the house, though built by her grandfather, is her “grandmother’s house” (3) Through all the generations listed, the house does not change hands because Mr. Foster builds it for her, it remains Mrs. Foster’s after his death, and even after hers. Mrs. Foster does not take this issue of ownership lightly, as she understands the perilous position of women in the mid-20th century: “Sell the orchards,’ she would say... “But keep the house. So long as you look after your health and own the roof above your head, you’re as safe as anyone can be” (27). Both grandfather and grandmother are well aware of the natural dangers outside the house, but Mrs. Foster here is referencing a different kind of safety. She tells Ruth she is ‘as safe as anyone can be,’ but the unspoken message is ‘as safe as any woman can be.’ As the women of her generation are relegated to the home, Sylvia understands the need to preserve and maintain that safe space for women; having uprooted herself to follow her own husband to Fingerbone, Ruth’s grandmother knows firsthand the benefits of a solid foundation. Her house ties her to Fingerbone, gives her roots and allows them to grow stronger, which becomes invaluable when tragedy strikes. Mr. Foster dies in a train accident that rocks the community and ends with the train at the bottom of the lake, after which no bodies can be recovered. Mrs. Foster has a reason and the luxury to stay, but the other two new widows of the town are not so fortunate both leave their old lives behind, “one to live with a married

daughter in North Dakota and the other to find any friends or kin in Sewickley, Pennsylvania, which she had left as a bride” (8). Without owning their own home, they are forced to leave their old lives and find shelter in the home of someone else—some other male presence. Mrs. Foster, however, owns her home and is thus able to maintain the integrity of her family after the loss of the father and head of the household.

In order to maintain the safety and independence afforded by the house, Mr. Foster builds the structure with some specific boundaries in mind. Firstly, the house must separate itself from the landscape surrounding it. Ruth’s grandfather “had grown up in the Middle West, in a house dug out of the ground...from without, the house was a mere mound, no more a human stronghold than a grave” (3). Though in execution, this first ancestral home is more reminiscent of a grave than anything else, the original intention is clear: the structure was meant to be a “human stronghold” against the elements. Ruth’s description paints this first house as a humble shelter daring to defy a barren, harsh landscape, an image that follows Mr. Foster as he makes his way from the desert to the mountains and finally to Fingerbone. Consequently, the house he builds for his own family is a prouder, improved stronghold against nature: it stands on a hill, far from the reaches of the lake’s yearly floods. Finger bone’s lake is not the only threat, however; in fact, all of the natural features and elements of the area seem to wage war against the house. During the winters, “limbs from the apple orchard flew against the side of the house” and “the wind [would] badger the house, throwing frozen rain against the windows” (36, 49). From the onset, then, the house must withstand, push against, and exclude the forces of nature.

This protection from the natural world becomes all the more important as Ruth starts to equate the lake with death. Mr. Foster and the other unfortunate train passengers lie at the bottom of its depths, as does Ruth’s mother Helen, and after Mrs. Foster’s death, Ruth places her in the lake as well. After reading her grandmother’s obituary, Ruth dreams that she walked on the surface of the lake, “but in the dream the surface I walked on proved to be knit up of hands and arms and upturned faces...The dream and the obituary together created in my mind the conviction that my grandmother had entered into some other element” (41). The hands and arms that she imagines are the bodies of all the lake’s dead. By adding her grandmother, who did not drown in the lake, to this “element,” Ruth imagines the lake to be a sort of purgatory: its inhabitants do not belong in houses with the living, but they remain present on earth.

The house was also built to be equally isolated from the town. As Ruth explains, “Our whole family was standoffish...That we were self-sufficient, our house reminded us always. If its fenestration was random, if its corners were out of square, my grandfather had built it himself, knowing nothing whatsoever of carpentry” (74). The Fosters prize their self-sufficiency over community, so the house is purposefully removed from the social center of the town, after a particularly bad flood that threatened to wipe Fingerbone off the map, Ruth notes, “[my grandfather] had the good judgment to set [the house] on a hill, so while others were pushing drowned mattresses out second-story windows, we simply spooled up our living-room rug and propped it on the porch step” (74). The family, already physically distant from the town, grows emotionally distant as well when Finger bone’s natural disaster leaves them essentially untouched, they cannot share in the suffering, and their relative wealth sets them apart from the newly destitute townspeople. This isolation results in a much-desired sense of privacy. Mrs. Foster, for whom the house was built, enjoys the peaceful, solitary existence of a housewife in a lonely house that her husband’s death has little effect on the life in the house, perhaps because it was “not altogether unanticipated. How many times had she waked in the morning to find him gone?” (10). If anything, his death heightens the most peaceful effects of the original founding principles. The house becomes intensely private because Mr. Foster’s death removes the family entirely from the public sphere:

With him gone they were cut free from the troublesome possibilities of success, recognition, and advancement. They had no reason to look forward, nothing to regret. Their lives spun off the tilting world like thread off a spindle, breakfast time, suppertime, lilac time, apple time...if immortality was to be this life held in poise and arrest...it is no wonder that five serene, eventless years lulled my grandmother into forgetting what she should never have forgotten. (13)

With the loss of the only male member of the household, the remaining members of the Foster family

are released from the worries of the public world. Free from the demands of success and advancement, Mrs. Foster and her three daughters seem to fall away from the course of history. They do not belong to the world now, but only to themselves, and out of this intense privacy, Mrs. Foster creates her own little paradise. The new living circumstance is described as a kind of heaven, with “immortality” and “serene, eventless years,” free from “troublesome possibilities” and regrets.

The Foster women also fall away from time. Life continues in the house, but time has somehow stalled; nothing develops or changes, but neither does it end. Their life becomes an endless dependable routine: “breakfast time, suppertime, lilac time, and apple time.” Having lost ties to, and therefore the influence from, the masculine outside world, the house is feminized. The girls abandon the standard measurements of time in favor of chronological markers that reflect domestic yet poetic activities. For Mrs. Foster, this simplicity marks a “resurrection of the ordinary,” a return to the stability and comfort she had felt before her husband’s death (18). Built originally to provide safety, the house also provides stability, and continues to do so even after Mrs. Foster’s death. When Lily and Nona, the two maiden aunts who come to care for Ruth and Lucille, consider asking Sylvie to care for the girls instead, they discuss her unconventionality and then consider how to fix them:

“Perhaps some attention from her family...”

“A family can help.”

“Responsibility might help.”

The spoons went round and round in cups until someone finally said,

“...a sense of home.” (39)

Lily and Nona have heard some rumors about Sylvie’s eccentricities; she is difficult to find as she is constantly moving and her address is perpetually changing. Sylvie is, then, unstable—a condition which might be helped by attention, family, and responsibility. Ultimately, though, the only antidote to her variability is a matched stability created by a sense of home; the house itself can act as an influencing factor and a method for stability. Either Lily or Nona pronounces this answer, but the text reads ‘someone,’ as though a collective voice has spoken some eternal truth. Just as Mrs. Foster enjoys the simplicity of the isolated house, she revels in the routine created after Mr. Foster’s death. It is she who craves the “resurrection of the ordinary,” the “dear ordinary” (15). Out of this pervasive routine comes an equally pervasive silence: Her girls were quiet...because the customs and habits of their lives had almost relieved them of the need for speech. Sylvie took her coffee with two lumps of sugar, Helen liked her toasts dark, and Molly took hers without butter. These things were known...perfect quiet had settled into their house after the death of their father. (15)

Routine, then, erases speech and the house becomes silent and still. The silence, too, persists after Mrs. Foster’s death. Lily and Nona never wished to care for children, but they accepted the care of Lucille and Ruth because

“I’m sure they’d be quiet.”

“They’re very quiet.”

“Girls always are.” (37)

Girls are always quiet, even in the house—because the house itself is quiet. This silence contributes to the serenity that Mrs. Foster craves. So the house, built by Mr. Foster as a safe haven for his family and specifically for his wife, relies on the boundaries between itself and the surrounding environment, both natural and social, to protect that safety. It appears that his efforts have not gone to waste, as after his death, Mrs. Foster and her daughters are left alone to create their own private feminine space. Consequently, the house becomes serene, timeless, routine, and quiet. So the physical structure of the house is built to ensure the safety of its inhabitants, particularly its women. Through isolation and enforced boundaries, the house achieves this desired peaceful existence, but because *Housekeeping* follows in the Gothic tradition, we might foresee that this safety is but an illusion that will soon fall.

Ruth shows that the house, which was earlier peaceful and harmonious during the life of her grandmother, becomes ineffective with the coming of her aunt Sylvie. In discussing how Robinson



epitomizes the meaning of dwelling as well as homelessness, she shows how the characters relate to their domestic place, both physically and psychologically. The readers illustrate the powerful relationship between the individual dweller and the space he/she inhabits. In so doing, they use the theory of 'genius loci' or The Spirit of Place that the Norwegian architect Christian Norberg-Schulz conceptualizes in relation to the existence of a place as a being. By using this theory as a way to provide a fresh look at Robinson's novel, they discuss *Housekeeping* as a narrative about spatial crisis. They show how the domestic place metamorphoses from meaningfulness to meaninglessness.



Queer Struggles in Jeet Thayil's *Narcopolis*: A Psychosocial Reading

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Abstract

This paper, entitled “Queer Struggles in JeetThayil'sNarcopolis,” attempts to grasp how the eunuch named Dimple struggles to maintain her identity. Thayil beautifully portrays how this character underwent various struggles as a hijra and also brings to light the dark side of the hijracommunity. He also explains how poverty changes the life of a person and how society treats the hijra.

Keywords: Queer struggle, hijra, gonadectomy, poverty, marginalisation, gender differences.

“For there are eunuchs who have been so from birth, and there are eunuchs who have been made eunuch by men, and there are eunuchs who have made themselves eunuchs for the sake of the kingdom of heaven” (Bible, Matt.19:12) these are the words of Jesus Christ. The reference to “eunuchs” in Mathew has yielded various interpretations. The word eunuchs is mentioned many times as “saris”, in the *Book of Isaiah* (Bible, 56:4). Dimple is neither a woman nor a man. She is twenty-five year old hijra, (the eunuch) whose relinquished life in the light of addiction to drugs, sex, perversion, love, and death is dealt with by the narrator.

The first chapter of *Book One*, “*The City of O*”, begins with the narration of the life of Dimple, whose job is to prepare opium pipes and be a full-time sex worker rather than a worker. The question of differences between the sexes is discussed at length by her in this novel. She takes greatest pleasure in talking about the sexes and genders. When the narrator, Dom Ullis, asks her, if she is a man or woman, she answers as,

Woman and man are words other people use, not me. I'm not sure what I am. Some days I'm neither, or I'm nothing. On other days I feel I'm both. But men and women are so different, how can one person be both? Isn't that what you're thinking? Well I'm both and I've learned some things, to my cost, the kind of thing you're better off not knowing if you mean to live in the world. (11)

Through these words of Dimple, one comes to know her lack of sense of identity and her hatred for men and women, when she is questioned about her sex. James Day quotes Anna Marie Jacose's ideas about queer struggle in the review of the life of the third gender in Bombay city. She calls the sense of identity as “an identity category that has no interest in consolidating or even stabilizing itself. . . . [Q]ueer is less an identity than a critique of identity” (798).

Castration is a huge part of identity in the Hijras community. The severing of the male organ is not only hugely significant in a social and biological context, but also in a religious context. Hinduism as well as Christianity obviously accept the eunuchs among humans. Each calls it by a different name. In Hinduism, the castration is called Nirvan, and in Christianity, they used the word ‘saris’. And in Greek mythology, the place given to eunuchs is noteworthy. JeetThayil's novel *Narcopolis* plays a remarkable role about eunuchs and their identity crisis using a character called Dimple.

JeetThayil presents Dimple, as a very bold and practical character. She was a boy by birth and had gone through gonadectomy in her childhood in a most brutal way. Like Tiresias in Greek mythology, Dimple has known both universes. Tiresias was drawn into an argument on the theme of who had more pleasure in sex, as he had experienced both as a man and a woman. Likewise, Dimple is the only character who has experienced both sexes and is best for making a commentary on man and woman at the same time. When the same question is asked to Dimple she says, “Genuine union is impossible; all we can hope for is cohabitation”(18). She prefers to be a woman to hold a conversation and certainly has a disdain for men and this is evident from the dialogue, when the narrator Dom Ullis asks her, “Is it better to be man or a woman? Dimple said: For conversation, better to be a woman, for everything else, for sex, better to be a man” (11). She believes woman to be more evolved biologically and emotionally, and she relates men to dogs. Though the thought of Tiresias and Dimple are in contrast here they are related, to give commentary over both sexes.

Dimple, is a multifaceted deep, and also a sad and lonely woman. She almost haunts the environment she dwells in and converses in, as one whose identity is taken away from her. The identity she carries in the word is none of her own, rather it has been thrust on her. While Mr. Lee, a Chinese drug dealer asks Dimple about the heinous way of her penis amputation, she casually replies “as if she were talking about a haircut or school outing” (66). She further narrates to him about how she got into prostitution: “My Mother gave me to a priest, who brought me here to 007 and sold me to the tai. I was seven or eight. I don’t remember much about my mother or my life before I came. I don’t want to remember” (67).

Even during her days in the brothel, Dimple used to read a lot. She has an unending quest for learning and excellence. “She’d learned English by conversing with customers and she was teaching herself to read”(12). She reads whatever she gets in her hands and tries to educate herself. She not only reads the newspapers, film magazines, or paperback novels forgotten by her customers at the khana, but also reads the print on detergent packets and toothpaste tubes too. “She read the way an illiterate person reads.”(12). Hence, she makes her readings in secret because she never wants others to watch the way she reads. She was a story addict.

Thayil presents Dimple as a simple, poor and pathetic woman, who underwent a painful castration, even at the age of eight and it was at that age she took opium for the first time to forget her pain. “She was getting aches in her shoulders and her back and she woke up sometimes with the pain” (54). The pain haunts her till the end of her life. Dimple visits Mr. Lee in order to relieve her pain.

Mr. Lee is a father figure to Dimple. He rescued her from the tai and sheltered her till his death. From there he introduces opium as an antidote of pain to Dimple. He was the one who introduced her to the ever solacing remedy – the opium through his opium pipes. Hence she adopts the habit of opium, because it was the thing which contributes as a remedy for her to recover from everyday troubles of nights. Dimple promised Lee to rebury him in China after his death. “She was learning to live with pain. It was always there, on her shoulders and her back. The opium reduced it to something manageable, but she woke with pain” (63). Besides intoxication ‘forgetting’ is a social process of frustration and suppression, because all transgenders sustain their pain and suffocation inside their own personal premises. She says: “Forgetfulness was a gift, a talent to be nurtured” (57). “‘Best. Forget is best’. ‘Why remember and make yourself sad?’” (67). She also believes in fate, ghosts, and bad luck. She says: “If this made her doubly a eunuch there was nothing she could do to change it. It was Fate” (76). Thayil portrays Dimple as a distinct character. Though she faces many problems in her life she never wants to die. She used to say, “I don’t want to die” (199).

Sex and drugs are the prime factors for earning money in cities like Bombay. It became a part of life which could not be separated. But for Dimple, it is totally different. Dimple said that she is doing such work only for money. She says, “The only incredible thing in the world was money and the mysterious ways in which it worked”(39). And as like other eunuchs Dimple also has the fond of looking good. “She thought: If I lose my looks I don’t want to live. I don’t want to be like the tai whose only joy in life is money”(130).

Dimple made various changes in her own body after coming to the Hijra’s brothel. This was explained by Thayil. One day, while taking opium, she realized that her arms were getting longer. Though her gonadectomy was not done by a doctor, it was done in a very cruel way by the people of the Hijra’s brothel, as like the emasculation method of ancient Imperial China. An article by Marcelo Duhalde talks about the emasculation process. In Imperial China, the process of emasculation was done in a small hut near the Forbidden City, called a Ch’angtzu. A daozi Jiang, or “knifer”, was responsible for the castration throughout the process, including the healing stage. The local anaesthetic during the late Qing dynasty was hot chilli sauce. The parts to be removed were disinfected by washing them three times in hot pepper water. The surgeon would approach with a small, slightly curved blade in his hand. Facing the prospective eunuch, he would ask: “Will you regret it or not?”. If the man showed any doubt, the operation would be haunted. But if he gave his consent, the knife was put to work. Both, the scrotum and the penis were removed generally with a single slash. But in Dimple’s case they did not ask anything to Dimple. Without knowing if she was willing to do it or not. They simply castrate them in a brutal way. They gave her opium as anaesthesia to forget her pain and poured hot oil on her wound to stop the bleeding. But this time she did not want to risk her life. So

she went to see the real doctor.

He told her that the lengthening of her arms was a biological change brought about by her gelding. He said You were castrated so young there have been hormonal spikes in your physiology. In a way, the growth of your arms is a compensation for the profound change a human system can experience short of dying. (63)

Dimple thought that if her arms got longer, she could make pipes easily. The doctor examined her without touching her. “He didn’t touch her at all, not even to shake hands . . . but he washed his hands with soap at a sink near his desk” (64). The doctor trespasses the doctrine ethic of his profession by treating Dimple in an untouchable way, only due to her transgender as identity.

Dimple became the heroine of hijra’s brothel. She was a compassionate listener who hears everyone’s grief. She was a good and kind natured eunuch. Though she is the lover of the den, she has hatred towards Xavier, because he was the one who used the word ‘eunuch’ to address her and she thinks that it was a word to disparage her. He was the one who had violent sex with her and who always reminded her of her intrinsic male nature. Though she was an androgynous, she loved to wear trousers and found some sort of comfort in wearing them. “It allowed her to act like a man when she wanted to” (57) but she hates when Xavier talking about the surgery to pee like a man. She did not want to talk about him. She expressed her hatred towards him by saying the words: “To speak of evil is to invite it into your life”(46).

After the death of Lee, Dimple goes to see Rashid, the opium den owner of Shuklaji Street. She got a job there as an opium pipe maker and many used her body too. She became the lover of Rashid. He has an affection for Dimple and he takes her out occasionally to movies and all. To mark her new situation, he renamed her, “Zeenat”, the name of his favorite movie character and also insists she wear aburkha whenever she goes out. As a prostitute, she was good at wearing saris and knew how to expose her intimate parts. Though there is nothing glorifying or satisfying, Dimple is quite happy to stay with Rashid in the beginning. She liked wearingburkhas. She felt something very different and thought her eyes or mouth became tremendous and powerful while wearing burkhas. She varied her costumes depending on whether she wanted to be a Hindu or Muslim, as Dimple or Zeenat. Dimple moves from brothel to Rashid’s home to find a better future but she crashes out of the track by the new choice of drug in the city.

Dimple is an emotional and good person, as described in the novel, in spite of her gruesomeness’. She is a sweet, tender, quiet and adorable person with an antique “tart-with-a-heart”(28). Dimple also understands the situation of society and adapts to those indifferences. She leads her life with such recognition. Dimple exaggerated the reality of transgender isolations and sufferings. She also understood the exact nature of Janice’s suffering. If one is unloved by his/her parents, it is a wound that will never heal. Dimple did not forget her early life could change this fundamental fact. She was always under the sway of it. It never went away. She would think she was okay, but she was not. If she was not sleeping enough or if she was anxious, it would catch up with her, as fresh and wet and red as it had ever been.

In the movie scene when brother and sister are finally reunited in a village in Kathmandu, Dimple made no effort to hide her tears. Others were crying too, men and women, entire families weeping together as they munched their popcorn and sucked noisily at bottles of Thumps Up and Fanta. Out of hallucination, Dimple dreams of a house she had never lived in and of a family she did not know.

Dimple enjoyed Dom, the narrator, who posed numerous inquiries. She comprehended there was just a thin veil that isolated one from one’s dreams:

On the other side of the mirror, our hands are resting against the glass, trying to touch your face. Only a veil separates us from you, a transparent veil as flimsy as the one that separates you from your dreams. If you want to talk to us you only have to dip your hand beneath the surface of the water. (20)

Before leaving the city, he makes his last effort to save Dimple by dropping her at the rehab centre, better known as “Safer”. The new life at Safer was governed by the clock. There she took the pills and tried to live through detox from the drugs. The medicine made her hallucinate so heavily and for four or five days she suffered from pain, panic and diarrhoea.

The portrayal of Dimple’s character by Thayil is related to some of the protagonists of the transgender literature, from the year 1993 to 2014. Leslie Feinberg’s semi-autobiographical novel, *Stone*

Butch Blues (1993), talks about the protagonist Jess, who undergoes pain and trauma like Dimple. She is also related to Dimple for being bold as she says:

I didn't want to be different, I longed to be everything grownups wanted, so they would love me. I followed all their rules, tried my best to please. But there was something about me that made them knit their eyebrows and frown. No one ever offered a name for what was wrong with me. That's what made me afraid it was really bad. I only came to recognize its melody through its constant refrain: Is that a boy or a girl? (13)

In Kate Bornstein's *Gender Outlaw* the protagonist Kate says, "I know I'm not a man... and I've come to the conclusion that I'm probably not a woman; either..... The trouble is, we're living in a world that insists we be one or the other" (1). In Julia Serano's *Whipping Girl: A Transsexual Woman on Sexism and the Scapegoating of Femininity*, the author writes about trans-sexuality from her unique perspective. She sees trans-women as being in a distinctively powerful position because of their experiences with living as males and as females.

Susan Stryker in her *Transgender History* says:

Because "transgender" is a word that has come into widespread use only in the past decades, its meaning is still under construction. I use it in this book to refer to people who refer to move away from the gender they were assigned at birth, people who cross over (trans-) the boundaries constructed by their culture to define and contain that gender. (1)

Dimple becomes the scapegoat of a brute society that denies her identity and right to life. In the beginning, she served the industry by producing high quality opium. In the course of time, as the market crashes, she is stripped off her livelihood and place to live by the same industry. She lends the novel the proverbial silver lining in the otherwise overpowering dark clouds that have been purposefully made to overcast the entire plot. Despite the bleakness of her surroundings, she continues to search for beauty in all places surrounding her at the movies, in pulp magazines, and even in a new burka-wearing identity. It is through Dimple's eyes that the reader is able to see the layered vision of something as elemental in the novel as,

Drugs are a bad habit, so why do it? Because, said Dimple, it isn't the heroin that we're addicted to, it's the drama of the life, the chaos of it, that's the real addiction and we never get over it; and because when you come down to it, the high life, that is, the intoxicated life, is the best of the limited options we are offered. (231)

Thayil effectively captures the complexity of the collective minds of almost all the characters in the novel with whom Dimple has had any interaction with.

As time passes, Dimple's name changes, as did Bombay's, and other identities were lost in the harsh new world. Thayil has no hesitation in talking about these things which could kill the image of India on a global level. Literary critic Nirmal Verma defines this novel as a dark one. He says, "a body of literary fiction which seems to have found a niche in the market, writing as it does of the underbelly of Indian society: its slums, poverty, deprivation, and destitution" (2).

Jeet Thayil even portrays this in his own beautiful way, so that we find sympathy in our hearts for these characters and through Dimple's insight, we hear the echo of Judith Butler who, in *Gender Trouble*, states that, "gender is also the discursive/cultural means by which "sexed nature" or "a natural sex" is produced and established as "pre-discursive," [...] a politically neutral surface on which culture acts" (9).

The boldness, clear cut knowledge, and best commanding sense makes the character Dimple to stand unique in the minds of the readers. Dimple did not get any care or pity from any one at her young age. She never pondered about it. In turn, she herself became the care giver to people who needed real care like, Mr. Lee.

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Multicultural Conflicts in Kiran Desai's *The Inheritance of Loss*

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Abstract:

This paper aims to bring forth Kiran Desai's concept of multiculturalism as depicted in her Booker Award winning novel *The Inheritance of Loss*. This paper seeks to explore the backgrounds of social, psychological, religious and spiritual events that are steadily moulded into Kiran Desai's fictional art. The craze for the western values, manners, language, style, impact of modernization and globalization is manifested in all walks of Indian life. In Desai's narrative, she deftly shuttles between the First and Third Worlds, illuminating the pain of exile, the ambiguities of Post Colonialism, and the binding desire for a better life where one person's wealth means of another's poverty. Political freedom and cultural slavery are directly manifested through these characters. Desai gives a clear picture of cultural conflicts that people from various sections of life undergo. It portrays the suffering of migrants and their struggles to live unbearable and subaltern lives.

Keywords: Colonialism, Multiculturalism, Immigrant, Identity, Cultural clashes.

Kiran Desai's *The Inheritance of Loss* is an authentic study of human relationship bedeviled by exile and cultural encounters. Those human beings who are not enjoying their life seem to adhere to their cultural instinct and they are detached from their real nature. This makes a negative impact in their whole life and leads to cultural deformity when these people happen to live in a new world. It is set against the backdrop of the agitation for Gorkhaland in the North Eastern hills of Darjeeling; close to the borderland with Nepal. There is much ethnic strife which has existed when the British took control of India and redrew borders to the discontent of the different ethnic people of the area. Multiculturalism incorporates the diversity of racial population composed of indigenous immigrant with regard to languages, cultures and social organization. According to C.W. Watson "Multiculturalism compels us to think through the social and collective dimensions of diversity" (107). Each character portrays the feeling and thoughts to the readers which give physical and emotional closeness. Multiculturalism is associated with a situation where people cannot find themselves in a specific location but because of its egalitarian perspective, the new and distanced reality advocates inauthentic since it loses the defining cultural legacy of the marginalized people.

Multiculturalism is a state of cultural and ethnic diversity within the demographics of social space. When different cultures grow in the same space in harmony then the society is called multicultural. Multiculturalism is not a political doctrine or any philosophical view but it is a perspective of viewing human life. Human beings are culturally embedded so that they grow up in a culturally structured world where they organize their lives and maintain social relations in terms of a culturally derived system of meaning and significance.

The first multicultural conflict in Desai's novel takes place in 1986, in Kalimpong, high in Northeastern Himalayas. The main characters living here are the judge, the cook and the Sai. At the beginning of the story, it is rumoured that the insurrection in the hills changed into a resistance movement stockpiling men and guns, "It was the Indian-Nepalese this time, fed up with being treated like the minority in a place where they were the majority. They wanted their own country, or at least their own state, in which to manage their own affairs" (9).

The peaceful atmosphere is suddenly disrupted by young boys who come to get judge's rifles. They are guerrilla soldiers and one of them bears a gun. The one with a gun starts to speak to the judge. He says, "No Nepali?" (5). The Judge doesn't understand him so he continues in Hindi and asks them if they have any guns. The Judge says that he doesn't have any and orders them to leave but they want to kill them one by one until they get what they want. Sai is scared and decides to bring the guns. However seizing their guns, the

boys still doesn't seem to leave, so they steal their food, rice, sugar, matches and plenty of other stuff. Before leaving they humiliate and insult them. "Say, 'Jai Gorkhas,'" they said to the judge. "Gorkhaland for Gorkhas" (7). Finally the soldiers leave by laughing and carrying off two bags. Sai and the cook avert their look away from the judge because they know that humiliation of a proud man can be a reason to kill. Desai describes the humiliation and helplessness of their characters against aggressor behavior. They are involuntarily involved in the struggles over "the drawing of borders" (9). The clash between the two cultures of Hindus and Nepalese clearly declares the fact that violence and injustice are skillfully disguised under false pretenses of freedom.

Multicultural conflict is one of the most perspectives in Post-Colonial theory. Desai describes the humiliation and helplessness of their characters against the aggressor's behaviour. Biju is an Indian immigrant living in America. He left India with a dream of having a better life in America. In this multicultural conflict, Biju works in a restaurant called Brittany. He washes the dishes with one Achootan man in the kitchen and listens to his swearing.

"These white people!" said Achootan, a fellow dishwasher, to Biju in the kitchen. "Shit! But at least this country is better than England," he said. At least they have some hypocrisy here. They believe they are good people and you get some relief. There they shout at you openly on the street, 'Go back to where you came from.' (134)

Desai points out the difference between America and England from the immigrant's point of view. It is apparent from his speech that immigrant suffer from racial prejudice in both countries. The Brittany restaurant offers menu consisting of steak that poses a problem to him. "Holy cow unholy cow. Biju knew the reasoning he should keep by his side" (135). The visitors of the restaurants were not only Americanas but also Indian businessman eating steaks. He held them in scorn and they knew they didn't care about it. Biju thought that "One should not give up one's religion, the principles of one's parents and their parents before them. No no matter what. You had to find your dignity" (136). In this conflicting situation, Biju decides to hold on to the Hindu religion and quits his job.

The relationship between Sai and the cook gives rise to another multicultural conflict. Sai spends plenty of time with the cook but both of them are aware of the fact that their social status is different. After the incidents in Cho Oyu, the cook's hut is ransacked by the police. Sai witnesses thoughtless attitude of the police towards the cook. "Here they felt comfortable unleashing their scorn, and they overturned his narrow bed, left his few belongings in a heap" (13). The cook is a poor man without any dignity. He even agrees to approach of the police. "How are they to know that I am innocent? Most of the time it is the servant that steals" (18).

Another multicultural conflicting situation is what the judge experience in this novel that deals with judge's experience abroad. Desai describes the judge as someone who is strongly affected by his experiences. He leaves his home for the first time at the age of twenty. In 1939, he departs from Piphit and reaches Liverpool first and then he leaves for Cambridge. He leaves his hometown with strange feelings. He knows nothing about the world outside. Homi Bhabha rightly said that "The powerful influence of a different culture will cause a tension between desire of identity status and the demand for a change in identity and mimicry represents as a compromise to their tensions" (86). When Jemubhai arrives in Liverpool, he notices that a porter carrying passenger's bag is white. He doesn't understand that a "white person to pick up a brown person's bags! (38). Desai wants to point out the Jemubhai's innocence. As an offspring of colonial legacy, it seems that he believes that white people are superior to the browns.

The life in England surprises him, "It took him by the surprise because he'd expected only grandness, hadn't realized that here, too people could be poor and live unaesthetic lives" (38). He isn't much impressed by the new atmosphere, but he doesn't make a good expression either. Nobody wants to rent him a room. He had to visit twenty-two homes before he finds accommodation. He experiences for the first time the feeling of being an immigrant and that it is inescapably forms his personality. The racial tension he feels gradually leads to Jemubhai's retreat within himself. He studies twelve hours a day and talks to nobody. He starts to feel uncomfortable. His mind had begun to warp: he grew stranger to himself than he was to those around him,

found his own skin odd-colored, his own accent peculiar” (40). This experience ruins him for the rest of the life. Sumitha Parmar says that “Jemubhai crosses the borders to return to his native country, he actually never returns. He banishes his innocent wife to her home where she gives birth to a daughter, languishes and finally dies tragically” (103). These years spent in England made him an angry and arrogant man who pretends to be English gentleman but in the fact he is an Indian who never finds his identity.

The conflict arising between Sai and Gyan appears to be another multicultural conflict. Desai asserts that India is a land of multiculturalism. Sai is a product of multiculturalism who fails to keep the relationship with Gyan, who hates western style. As virtually torn between two cultures and Indian heritage, all the characters in the novel remain as dispossessed soul. Sai, who is living with Anglophile grandfather loves Nepalese Maths-tutor who accuses her of being like a slave. Desai’s characters have been stunted by their encounters with the west. Their background and style in which each of them is brought up in causes them many troubles. Their love affair carries the upcoming political dissatisfaction. The Nepalis call for their own state and they start revolution. The revolution gradually results in a series of strikes and roadblocks. Finally, people in Kalimpong are terrorized by the GNLF, they live without the supplies of water, gas and electricity. Desai describes how these riots influenced the behaviour of people against each other. Thus the relationship between Sai and Gyan comes to an end.

People immigrate to an alien country for multiple reasons. Due to immigration, each character in this novel has to face cultural conflict. The two Bengali sisters Noni and Lola who returns from France, are suffering from the encroachment of their land by GNLF. They rushed out: “This is our land!”/ “It is not your land. It is free land,” they encountered, putting down the sentence, flatly, rudely. /“It is our land” (240).

Noni’s complaint was not taken as a serious one and Pradhan mocked them as they had French names for their house. Another victim who has suffered in cultural conflict is Father Booty, the Swiss Christian. He runs a milk diary for his livelihood and helps in the development of the hills in locals. He did not intend to return to his native, but he is compelled by the Gorkhas to run away from depriving his properties to a mere account. They threaten Father Booty by saying, “I have arranged it and you have no choice. You are lucky to get what I am giving you. You are residing in this country unlawfully and you must sell or lose everything” (222).

Desai focuses on many westernized Indians like Jemubhai, Sai, Cook, Lola and Noni and Father Booty. The culture of the West has penetrated into the lives of Indians as well as traditional Indians. Desai’s characters are stubborn and arrogant, often refusing to cast off the culture, yet continuing to struggle with loss, poverty and trapping s of their social class. The characters are felt and unmoored, struggling to survive in the modern world, unsure of whether they will ever see the benefits and profits of globalization. The meeting of the East and the West brings change but not always progress.

Thus the cultural conflict results in the discord of the lives of the characters in the novel *The Inheritance of Loss*. Jemu lost his wife, daughter and family to the excessive obsession of the white, which torments him into pieces. Sai and Gyan are separated by the faith in the superiority of one culture over another. Lola and Noni becomes the victim of the borrowed culture. But Biju, the inheritor of his own culture, is rewarded with the reunion of his father.

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Memory and History: A Study on Kazuo Ishiguro's *The Buried Giant*

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Abstract:

Kazuo Ishiguro's challenging novel, *The Buried Giant*, showcases an example to many contemporary writers and readers to discover the voices buried in our history. Ishiguro ventures into retelling myth, transfiguring historical facts and reveals what has been forgotten in the process of establishing history and creating mythology. Ishiguro imposes his mission of criticizing the repeatedly occurring yet easily-forgotten history of a dictatorship and a slaughter on mythology based on King Arthur and its related heroes and myths in Britain. He critiques the reign of King Arthur in England and the Arthurian chivalry. Ishiguro also throws light on the memory which is inevitable to build, sustain and nurture relations both public and private.

Keywords: Memory, History, King Arthur, Knighthood, Chivalry, Sir Gawain

Kazuo Ishiguro, a Japanese-born English novelist holds a unique place in the contemporary literature for his lyrical tales of regret fused with optimism. All his novels are written as first-person narratives with unreliable narrators and most of them deal with post- second World War societies, either Japanese or English. Ishiguro's themes include the unreliability of memory, existential concerns in relation to feeling of guilt, intergenerational familial relationships and a deep reflection on art forms and their function in society. One important recurring theme in all his novels has been the role that memory plays in shaping characters' understanding of themselves. *The Buried Giant* (2015) follows an elderly Briton couple, Axl and Beatrice, living in a fictional post-Arthurian England in which no-one is able to retain long term memories. After dimly recalling that the might years earlier have had a son, the couple decide to travel to a neighbouring village to seek him out. This paper analyses how memory plays an important role in writing and rewriting the history of a nation and also displays its inevitability in an individual's life. This paper also discusses *The Buried Giant* as the critique of the Arthurian reign and his chivalry.

Memory is one of the recurrent themes of Ishiguro's novels. YuginTeo in *Kazuo Ishiguro and Memory* (2014), explores the theme of memory in Ishiguro's novels in the light of Paul Ricoeur's work on memory. Teo argues "the process of looking back on the past and the burden of unresolved events play a crucial role in the narrative structures of Ishiguro's novels". This paper deals with the theme of memory explored in *The Buried Giant* by Kazuo Ishiguro and how he portrays the memories of the past as the buried giant.

Set in sixth-century Britain where a fragile peace exists between the Saxons and the Britons after the death King Arthur, *The Buried Giant* follows the journey of an elderly Briton couple, Axl and Beatrice. The couple live in a burrow, not unlike those that hobbits live in in J.R.R. Tolkien's *The Lord of the Rings*, from where they set off to find their son and venture across treacherous landscapes of monsters, men of questionable moralities and a perpetual mist. The mist seems to cause in everyone a severe but selective amnesia and it is responsible for Axl and Beatrice to barely remember they even have a son. Along the way, they find companions: a warrior called Wistan and a boy, Edwin, believed to have been bitten by an ogre. The couple also encounter Sir Gawain, one of King Arthur's knights, tasked with the slaying of a dragon. The couple also find out that the mist that makes them forget, originates from a sleeping dragon called Querig, the same dragon Gawain thinks he is supposed to kill.

The novel opens by the narrator's description of Britain:

You would have searched a long time for the sort of winding lane or tranquil meadow for which England later became celebrated. There were instead miles of desolate, uncultivated land; here and there rough-hewn paths over craggy hills or bleak moorland. Most of the roads left by the Romans would by then have become broken or overgrown, often fading into wilderness. Icy fogs hung over rivers and marshes, serving all too well the ogres that were then still native to this land. (3)

The subsequent clues in the novel help the readers to deduce that the year is approximately 450 A.D. Despite

our unnamed narrator's anthropological tone, readers can understand that they are not in England as it actually was then. But it is the England that was imagined seven centuries later by Geoffrey of Monmouth and the other mythologizers who gave us King Arthur, Sir Gawain, and the wizard Merlin. Our guides through the craggy hills and bleak moors of the medieval countryside are an elderly couple named Axl and Beatrice. They live in poverty, ostracized by the rest of their village, and appear to have sunk into a grim senility. They cannot remember basic facts about their past: Have they always lived in this village? Did they have children? We soon learn that this smothering forgetfulness does not afflict them alone. Their entire village is amnesic: In this community the past was rarely discussed. I do not mean that it was taboo. I mean that it had somehow faded into a mist as dense as that which hung over the marshes. It simply did not occur to these villagers to think about the past—even the recent one. (7)

The couple often get into argument when Axl tries to share his vague memory of having children of their own. Axl has a vague picture of certain incidents of the past. For instance, the woman with long red hair, the fight between the villagers regarding the story told by the two shepherds, regarding which he has only a hazy memory. However, Beatrice does not have the memory of such incidents. For most of the novel, though, we are with the old man Axl, sharing in his thoughts and his struggle to remember. Axl cannot quite recall how he became the isolated creature who shares an unlighted hovel with his wife, Beatrice, though he does know that he once had a son and a life outside the miserable hillside warren where they live. Axl and Beatrice are old enough to feel a sense of a history beyond the daily life of their community of Britons, even if they cannot articulate it, and they set off on a journey – ostensibly to visit their son, but really in search of their own past.

When the couple travel along with Wistan, a Saxon warrior, to the mountain road, Axl gets the fragments of memory of the incidents of the past. He remembers the day when he met Beatrice in the market place, how he fought with a man who flirted with Beatrice. Master Wistan often puts on a scrutinizing look on Axl's face. The narrator says that he restricts himself from speaking of his thoughts about Axl. Through this the readers can guess that there is something about Axl that Master Wistan knows and also puts the question for what reason does he refrain to ask it to Axl. The narrator's hint about the significance of Axl's past is highlighted when Sir Gawain also guesses who Axl was and refrains to tell it. When Master Wistan and Sir Gawain is questioned by Beatrice, Wistan answers as follows:

Forgive me mistress. This awakens so many memories, though each seems like some restless sparrow I know will flee any moment into breeze. Your husband's face has all day promised me an important remembrance, and if truth be told, that was a reason for my proposing to travel with you, though I sincerely wish to see you both safely through these wild roads. (123)

In this novel, *The Buried Giant*, Kazuo Ishiguro addresses the question of whether the past and its wrongs are best left forgotten in the interest of peace, or if it's better to rediscover bad memories to uncover the truth and achieve justice. Axl and Beatrice know that having their memories restored means they will remember all the bad parts of their marriage as well as the good, but they're confident that their love is strong enough to survive remembering the bad. Without their memories, Axl and Beatrice only know what they feel for each other from one moment to the next, and because that love is strong, they want to remember everything else they've shared. Beatrice says, "Axl and I would remember our lives together, whatever its shape, for it's been a thing dear to us," which shows her willingness to accept the bad memories along with the good. Furthermore, Axl accepts that there will be bad memories, but for him those bad memories are made beautiful by being part of the greater good, shown by his assertion that "black shadows make part of its whole". Even so, Axl insists that Beatrice make him a promise: "keep what you feel for me this moment always in your heart". Although they both accept that not everything will have been perfect between them in the past, what they most value and fear losing is the present.

Axl and Beatrice are confident in the strength of their love to withstand regaining all of their memories. At the same time the couple also worry about what restoring memories will mean for the positive relationship between the Saxons and Britons. Speaking of England's landscape, Sir Gawain tells Axl England is a fine green valley and it is not far beneath the daisies and buttercups lie the remains of old slaughter.

Similarly, one need not dig far into the pasts of the Saxons and Britons to find treachery, hatred, and violence, even though they now live in peace. However, that peace was only achieved by forcing forgetfulness on the people. When Sir Gawain pleads with Wistan to leave this country to rest in forgetfulness, he also means that Wistan should not bring back memories because forgetfulness is the only way to ensure continued peace. Wistan, however, scorns the Britons for achieving peace only by forcing forgetfulness and allowing wrongdoers to go unpunished after the massacre. For Wistan, memory is the surest road to winning justice for the slaughtered.

Ishiguro writes about a time that remains a mystery to historians – a matter of archaeology and legend. In an interview with Alex Clark in the *Guardian*, Ishiguro makes explicit that he is interested in the moment before the Saxons fought and conquered the Britons, and interested in speculating about how that war might have emerged from Arthur's previous conquest. The absence of recorded history opens a space for speculation, even fantasy. In *The Buried Giant*, the Saxons – Wistan and Edwin – represent the future, while their Briton travelling companions – Axl, Beatrice and Gawain – have only that dimly-remembered Arthurian past. The release of the Buried Giant carries with it, resentments, knowledge of past atrocities and hatred, which we know will be directed at the Briton oppressors.

Ishiguro sets his novel *The Buried Giant* in the Arthurian England. He describes the landscapes, the unsettled places of the Britons and the Saxons, and the destruction the Britons caused in the Saxon villages. Unlike many other texts that celebrate King Arthur's reign, valour, bravery and the nobility of knighthood, this novel criticizes the chivalry of Arthur. It throws a vivid picture of the massacre caused by King Arthur in the Saxon villages by breaking the treaty. This chapter discusses Ishiguro's critique of Arthurian chivalry in *The Buried Giant*.

The code of chivalry defined the standards to which knights must hold themselves. Full of ideals regarding honor and bravery, the moral code extended beyond the rules of mortal combat to include guidelines for general behavior and conduct. Knights must have not only been courageous, honest, and merciful, but must have also carried themselves with dignity, loyalty, and gallantry towards women. The chivalric code was rigorous, and to fail to maintain the code meant to lose all honor and forfeit one's title as knight (Geoffrey; Nennius). In *The Buried Giant*, Ishiguro explored knighthood and the code of chivalry in the final, peaceful days of the unified Britain brought about by King Arthur's rule. Ishiguro rendered two contrasting representations of knighthood and warrior culture in the characters Sir Gawain of Arthurian legend (in this version, he was King Arthur's nephew) and Wistan, a Saxon soldier. Throughout the novel, these characters remained in conflict with one another, and an examination of their contradictory actions provided Ishiguro's thesis on knighthood: the code, impossible to maintain in war, was hypocritical and unjust.

With regard to the characters of Wistan and Sir Gawain, it was made evident immediately (and repeatedly) in the novel that one was a knight and the other merely a warrior. Sir Gawain referred constantly to himself (and was indeed referred to by others) as a knight of Arthur. He refused to be known as anything else and demanded that others acknowledge his status: "I am a knight and a Briton... This sword and armour I carry only out of duty to my king, the great and beloved Arthur" (104). "I'm Gawain, right enough, nephew of the great Arthur who once ruled these lands with such wisdom and justice" (107). "Sir, let me remind you, I'm a knight of Arthur" (119). Further, the very use of his title "Sir" was indicative of his status as a knight. Yet, Wistan, who eventually defeated Sir Gawain in combat, never referred to himself as a knight, only once or twice describing himself as a warrior: "The name is Wistan, sir, from the fenlands in the east, traveling these parts on my king's errand" (106). "I'm Wistan, sir, a warrior from the east" (118).

Ishiguro painted Wistan and Gawain as polar opposites. Whereas Gawain held the title of knight, it was Wistan who was, ironically, the nobler of the two. Ishiguro's condemnation of Gawain as a knight of Arthur stemmed from the irreconcilable nature of war and the code of chivalry. The realities of the war between the Saxons and Britons were such that there was no honour involved. At the monastery, which was once a Saxon hillfort, Wistan revealed to Axl the hidden traps and defenses which were once used against the invading Britons. There were two gates, and,

[t]hrough this watergate would be let past, quite deliberately, a measured number of the enemy. Then the watergate would close on those following. Now those isolated between the two fates, in that space just there, would find themselves outnumbered, and once against, attacked from above. They would be slaughtered. (141)

Wistan informed Axl that the Saxon villagers, having fled their homes, would have watched the British slaughter with delight, for they had suffered gravely at the hands of Arthur and his men. The Saxons had witnessed “their children and kin mutilated and ravished,” their infants “bloodied toys kicked about these cobbles” by the Britons who took “turns to rape young girls even as they lie dying of their wounds” (141). Wistan described the trap set by the Britons to get the Saxons slaughtered with much hatred for them: “I’ve seen dark hatred as bottomless as the sea on the faces of old women and tender children, and some days felt such hatred myself” (162). These horrible actions—all performed by knights and soldiers of Arthur’s court—exposed the hypocritical nature of knighthood. There was no honor or mercy in the massacre of innocents, no bravery in fighting those who could not defend themselves. Moreover, it was later unveiled that Axl, as a knight of Arthur, had sworn a truce with the Saxons to spare their innocents on the legendary king’s behalf—a truce which Arthur and Gawain knowingly violated.

Sir Gawain’s monologues laid bare a man who was deeply disturbed by his past and by his own actions. Even though he boasted of the honour of his position as a knight of Arthur, he couldn’t boast of his actions. Since his actions were disgraceful, he was defensive. Gawain’s knowledge of this disgrace and shame was evident in the fact that he protected the she-dragon as its breath erased the memory of their horrible actions in the past. This in itself was a further act of cowardice as Arthur and his men refused to face the consequences of their deeds. Instead, they chose to hide what they had done not only from the Saxons, but also from their fellow Britons. This dishonour, the savage massacres of Saxon innocents, and Sir Gawain’s guilt and shame all illustrated the contemporary faults of the code of chivalry. The realities of war were such that maintaining such a code was impossible. Yet the knights who failed to do so could not face their disgrace and chose to falsely retain the status and air of a noble knight, in spite of their dishonorable actions. In toto, the code of chivalry, Ishiguro claimed, was not a code of honour, but rather a code of hypocrisy and deceit. Hence, this paper has discussed the inevitable role played by memory in both an individual and a nation. This paper has also highlighted the Arthurian critique of Ishiguro in *The Buried Giant* and the transfiguring of Arthurian history.

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The Dichotomy of Love and Disdain in Kathryn Stockett's novel *The Help*

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Abstract:

Kathryn Stockett's *The Help* explores the ways in which racism pervaded every aspect of social life in 1960s Jackson, Mississippi from Jim Crow Laws that sanctioned discrimination and segregation as official policy to casual conversations between middle class white women and black maids. *The Help* deals with the historical background of the African American race and showcases the biography of Kathryn Stockett and her debut work *The Help*. It deals with racial discrimination which affects all black characters, especially Aibileen and Minny who lived in the deeply prejudiced society of Mississippi during the Jim Crow era. It also focuses on the events connected with the daily lives of Mississippians and demonstrates how strong is the bias of the Whites towards the Black residents of Jackson by means of numerous examples of racist behavior. It concentrates on the stereotyped images of the black women - mammy, black matriarch, welfare mother, and black lady presented so effectively from the very beginning as lower and inferior group of people.

Keywords: Racism, Segregation, Stereotypes, Discrimination, Inequality, Social Injustice, White Superiority

The Help, a historical fiction by the American writer Kathryn Stockett, is about the African Americans working in white households in Jackson, Mississippi during the early 1960s. Despite the author being a white American, Stockett focuses on the issues of racism in the Southern United States by portraying the relationships between the White and Black Americans from the late summer of 1962 to 1964 in Jackson, Mississippi in her novel. She brings out the hidden facts of the black maids who work for white employers. Stockett was very bold enough to voice out the difficulties of the Black maids. The purpose of writing this novel is to bring out the facts to light, that two different norms were practiced in the America. The novel has the classic elements of a crowd pleaser and it features a number of feisty women enmeshed in a page-turning plot, clear villains and a bit of a history lesson.

Stockett demonstrates racial discrimination which affects all black characters who lived in the deeply prejudiced society of Mississippi during the Jim Crow era. She presents the unbearable living conditions experienced by the black inhabitants of Jackson and the cruel treatment met out by the Blacks who take part in protests fighting for equal rights, and humiliating black workers by white Americans. She puts the main emphasis on portraying the suffering of black maids who work for white families looking after their children, cooking and serving food, and cleaning their houses. As Yanick St. Jean states in his book, "for an African American it takes great strength and courage to 'do tough' in the face of discrimination and misrepresentations, misconceptions, and distortions of black women at the hands of white Americans" (Yanick 1998: IX).

With its intimate portrayals of the maids' relationships with their employers and the children they care for, *The Help* appeals to readers who feel they are getting a behind-the-scenes peek into a dark period in the country's history. In pitch-perfect voices, Kathryn Stockett creates three extraordinary women whose determination to start a movement of their own. A deeply moving novel filled with poignancy, humor, and hope, *The Help* is a timeless and universal story about the lines we abide by, and the ones we don't.

The Help garnered instant attention due to its unusual and rarely addressed subject matter: the relationship in the South between white families and the domestic servants, who were primarily black, whom they employed in their homes during the 1960s. Having grown up during this period in Mississippi, Stockett was familiar with the dynamic but controversial subject. In an interview with a writer for Book reporter Web site, Stockett explained her attitude as a child:

Growing up in Mississippi, almost every family I knew had a black woman working in their house—cooking, cleaning, and taking care of the white children. That was life in Mississippi. I was young and assumed that's how most of America lived.

Only after she moved North did Stockett realize that she had grown up in a microcosm, and that her memories of her childhood were not of a universal experience. She found herself reminiscing with other

Southerners she met in New York, trading stories about growing up with black domestic help. Gradually, those memories began to spark an idea and she decided to write a story about her relationship with her family's maid when she was a child. Early on in the writing process, Stockett chose to frame her narrative from the point of view of a black maid. It seemed logical, and she had no doubts about her choice because at the time she did not believe anyone else would ever read the story.

The novel, set in the segregated South of the 1960s, provides a detailed description of the events connected with daily lives of Mississippians. Stockett demonstrates how strong is the bias of the Whites toward Black residents of Jackson by means of numerous examples of racist behaviour. Apart from fictional events, the novel also demonstrates events which actually took place, thus adding authenticity to the work. The main characters are the white journalist, Miss Skeeter, and the two black maids, Aibileen and Minny. These women decided to risk it all and tell their stories in an effort to show what was really like for them. *The Help* illustrates how these women fought racism and prejudice by becoming unified with one another. Three ordinary women are about to take one extraordinary step.

The novel is told primarily from the first-person perspectives of three women: Aibileen Clark, Minny Jackson, and Eugenia 'Skeeter' Phelan. Aibileen is a maid who takes care of children and cleans. Her own 24-year-old son, Treelore, died from an accident on his job. In the story, she is tending the Leefolt household and caring for their toddler, Mae Mobley. Minny is Aibileen's friend who frequently tells her employers what she thinks of them, resulting in her having been fired from nineteen jobs. Minny's most recent employer was Mrs. Walters, mother of Hilly Holbrook.

Skeeter is the daughter of a wealthy white family who owns Longleaf, a cotton farm and formerly a plantation, outside Jackson. Many of the field hands and household helps are African Americans. Skeeter has just returned home after graduating from the University of Mississippi and wants to become a writer. Skeeter's mother wants her to get married and thinks her degree is just a pretty piece of paper. Skeeter is curious about the disappearance of Constantine, her maid who brought her up and cared for her. Constantine had written to Skeeter while she was away from home in college saying what a great surprise she had awaiting her when she came home. Skeeter's mother tells her that Constantine has quited and went to live with her relatives in Chicago. Skeeter does not believe that Constantine would leave her like this; she knows something is wrong and believes that information will eventually come out. Everyone Skeeter asks about the unexpected disappearance of Constantine pretends it never happened and avoids giving her any real answers.

The life Constantine led while being the help to the Phelan family leads Skeeter to the realization that her friends' maids are treated very differently from the way the white employees are treated. She decides, with the assistance of a publisher, that she wants to reveal the truth about being a colored maid in Mississippi. Skeeter struggles to communicate with the maids and gain their trust.

Eventually, Skeeter wins Aibileen's trust through a friendship which develops while Aibileen helps Skeeter write a household tips column for the local newspaper. Skeeter accepted the job to write the column as a stepping stone to becoming a writer /editor, as was suggested by Elaine Stein, editor at Harper & Row, even though she knows nothing about cleaning or taking care of a household, since that is the exclusive domain of 'the help.' The irony of this is not lost on Skeeter, and she eventually offers to pay Aibileen for the time and expertise she received from her.

Elaine Stein had also suggested to Skeeter that she find a subject to write about which she can be dedicated to and passionate about. Skeeter realizes that she wants to expose to the world in the form of a book the deplorable conditions the maids in the South endure in order to barely survive. Unfortunately, such an exposé is a dangerous proposition, not just for Skeeter, but for any maids who agree to help her. Aibileen finally agrees to tell her story. Minny, despite her distrust of whites, eventually agrees as well, and she and Aibileen are unable to convince others to tell their stories. Skeeter researches several laws governing what blacks still can and cannot do in Mississippi, and her growing opposition to the racial order results in her being shunned by her social circle. Yule May, Hilly's maid, is arrested for stealing one of Hilly's rings to pay her twin sons' college tuition after Hilly refused to lend the money. The other maids decide that they are willing to take a chance with their jobs, and their safety, and join the book project.

The thrust of the book is the collaborative project between the white Skeeter and the struggling, exploited 'colored' help, who together are writing a book of true stories about their experiences as the 'help' to the white women of Jackson. Not all the stories are negative, and some describe beautiful and generous, loving and kind events; while others are cruel and even brutal.

Of the three narrators two are black housekeepers, Aibileen and Minny, who work for white families in Jackson; the third is Skeeter, a young white woman who aspires to be a writer and break free of the Junior League expectations of her childhood friends (one of whom employs Aibileen) and her starchy mother. It is narrated as if Miss Skeeter wants to write a book about the relationship between the black maids and their employers from the point of view of the help, something no one has ever done before. For her assistance Aibileen and Minny tell her their stories. Throughout the novel we get to know the women, both in their own words and from the point of view of the others, since each chapter is narrated by one of the three.

Miss Skeeter is in many ways described as an innocent and well-meaning person. In the beginning of the book she says, "by sixteen I wasn't just not pretty, I was painfully tall. The kind of tall that puts a girl in the back row of class pictures with the boys. The kind of tall where your mother spends her nights taking down hems, yanking sweater sleeves, flattening your hair for dances you hadn't been asked to" (57). By picturing herself as not pretty and tall could give the reader a harmless view of her, although it could also indicate her as weak, and in need of saving, as Jones says many readers interpreted her to be (18-19). In addition, her behaviour towards her friends exaggerates the feeling of her as weak. For instance, when Miss Skeeter and her friends Hilly and Elizabeth are talking and Aibileen comes to serve them salad, she starts to notice things she had not done before. "Hilly raises her voice about three octaves higher when she talks to colored people. Elizabeth smiles like she's talking to a child" (157). However, as Jones mentions she never confronts her friends about their bad behaviour and does not stand up for the coloured people. Consequently, she is well aware that her friends are othering Aibileen and by not confronting them she lets them continue with their "belief in the natural superiority of white people" (Weedon 15).

Furthermore, Miss Skeeter is described as naive. When she asks Aibileen if she wants to help her write the book, Aibileen answers "'Miss Skeeter', and I say it slow, try to make it count, I do this with you, I might as well burn my own house down" (103). Miss Skeeter does not seem to realise how dangerous it can be for coloured people telling their perspective in the relationship between white and black people. Instead, she thinks about the irony of the relationship between the maids and their employers: "I'd like to write about this showing the point of view of the help. The colored women down here' ... 'They raise a white child and then twenty years later the child becomes the employer. It's that irony, that we love them and they love us, yet...'. I swallowed, my voice trembling. 'We don't even allow them to use the toilet in the house'. (106-107)

In addition, Miss Skeeter simplifies the relationship, which results in neglect not only of the reality of racist violence but also of the individuality of the black women. Thus, she amplifies the mechanism of othering. Another example that shows this is when Miss Skeeter tells the reader about her childhood. "Sometimes two girls from next door would come over to play with me, named Mary Nell and Mary Roan. They were so black I couldn't tell them apart and called them both just Mary" (62). This indicates that Miss Skeeter has fallen into the trap of treating black people as icons and not as individuals, something Foster-Singletary says that Stockett's text does in places" (106).

It is a racist utterance where Miss Skeeter, the one who is supposed to fight for the coloured people, shows her patronising attitude towards people who are not the same as she is. At the end of the novel Miss Skeeter thinks for herself "wasn't that the point of the book? For women to realize, we are just two people. Not that much separates us. Not nearly as much as I'd thought" (418). By saying this she confirms that she still has prejudices towards black people. All people are different, but not because of their colour or race.

Clearly, it is an improvement to realize that "not that much separates us", but the borders do still exist. Black people are still narrated as different and remain as the other. As Ashcroft et al argue, the other is different from the self, but the self needs to identify with the other in order to have control over it (103). At the end of the novel the conditions for black people are in some cases even worse than when she started to

write the book, while she gets the opportunity of a lifetime. Of course she is the good-hearted white woman “awakened and transformed by black stories arguing for their common humanity” (45) as Donaldson says many readers interpreted her to be. However, this is where her heroic efforts end.

The next character Minny is pictured in many situations as the other. The beginning of Minny’s first chapter indicates this. She is waiting outside Celia’s house, hoping to get a job. “Standing on that white lady’s back porch, I tell myself, Tuck it in, Minny. Tuck in whatever might fly out my mouth and tuck in my behind too. Look like a maid who does what she’s told” (30). Furthermore, the reader gets to know about her “terrible awful” already before Minny’s presence in the first chapter. However, the meaning of the “terrible awful” is not revealed until later. Still, what the reader could figure out is that she did something with Miss Hilly’s pie. A few pages in the novel Minny calls Aibileen and tells her “‘I ain’t telling. I ain’t telling nobody about that pie. But I give her what she deserve!’ ... Ain’t no game crossing Miss Hilly. ‘I ain’t never gone get no work again, Leroy gone kill me’” (21). This is probably also the reason why she tells herself to tuck it in at Celia’s porch, since she is afraid not to get work ever again. These two examples confirm what Foster-Singletary says: “She is too much – too much woman to be a lady, too much mouth for a maid, too black for her own good” (100). Moreover, the last sentence, “I ain’t never gone get no work again, Leroy gone kill me” (21), indicates that Minny is portrayed as victimized, as Mohanty says coloured people are imagined to be (337). In the end through Minny’s actions she both obeys and resists the hegemonic white culture. Her act with the pie shows her resistance against the white system and its values, but she also tries to conform to the white norm by telling herself “to tuck it in”.

As Edwards says, “these system and values were something the hegemony of white culture forced the coloured people to follow” (24). Nonetheless, Minny succeeds to get the work. She begins to work for Celia, although Celia’s husband, Mister Johnny, is not allowed to know she works there. This is because Celia wants him to believe she is the one who cooks, and cleans the house. However, one day Mister Johnny comes home early and finds Minny in the house. Minny sees Minster Johnny with an axe in his hand and does not know what to do. “I do the only thing I can do. I wrinkle my face as mean as I can and pull my lips across my teeth and yell: ‘You and your axe better get out a my way’” (137).

Again, Stockett puts Minny in a position where, as Foster-Singletary mentions, she represents wild blackness (100). This is also an example of why *The Help* is a narrative of difference and as Singh and Schmidt state “these narratives of difference are narratives of the American nightmare rather than the American dream” (8). The fact that Minny is portrayed as “too black” makes her represent “the other” more and enhances differences. This way of marking her with “cultural and /or genetic traits”, as Singh and Schmidt say, makes her a “threatening alien” (8). This could be the reason why she is treated badly throughout the novel by some of the white people. Consequently, it might not be surprising that she does not trust white people. There is an example, in particular, that show this and it is when Miss Skeeter, Aibileen and Minny are discussing the book. “‘What makes you think colored people need your help?’ Minny stands up, chair scraping. ‘Why you even care about this? You white’” (164). The book becomes a powerful force in giving a voice to the black maids and causes the community of Jackson to reconsider the carefully drawn lines between white and black.

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Ethos of Childhood in Johanna Spyri's *Heidi*

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Abstract:

Johanna Spyri was a Swiss author of novels, children stories and is best known for her book *Heidi*. She is popular all over the world. Her psychological insight into the child mind, her humour and her ability to enter into the childish joys and sorrows give her books appeal and lasting value. Her love for homeland, feeling for nature, cheerful wisdom and unobtrusive piety gave both her work and her life their unique quality. Like many writers of the time, Spyri believed in letting children be children, away from the restraints of adult rules. Her books include *Ein Blatt auf Vronys Grab* ("A Leaf from Vrony's Grave"), *Heidi, 2 vol., Heimatlos and Gritli*. *Heidi* is published in two volumes in 1880–81. First publication consisted out of two separate books, *Heidi's Years of Learning and Journeys*, and *Heidi is using her knowledge*. *Heidi* is a very touching story which depicts the way Heidi, the little girl manages to cope with her primary tears and the anxiety of a parentless child. *Heidi* introjects the message that one must be grateful with the price of letting go of one's own needs. She tends to play the role of the rescuer. Although only a child of five, she is concerned with Clara's health, with Peter's grandmother's health, with her house and she is preoccupied that Peter's grandmother should have fresh bread at all times. Interspersed in the narrative of Spyri's story are frequent lyrical passages. These convey Heidi's overwhelming joy at being alive and at the beauty of the world around her.

Key words: Caring, Values, Family, Friendship and Society.

In the eighteenth century, with the development of the concept of childhood, that a separate genre of children's literature began to emerge, with its own divisions, expectations, and canon. Pre-modern children's literature, therefore, tended to be of a didactic and moralistic nature, with the purpose of conveying conduct-related, educational and religious lessons.

Johanna Spyri is famous for her children's stories including *Heidi*, a fictional character living in the Swiss Alps. Johanna Heusser was born and raised in a small village named Hirzel, situated on the prealpine hills above Lake Zurich. Johanna Heusser grew up in a sheltered upper class family environment, but also deeply rooted in a small rural community. Spyri's personality is multifaceted. Spyri did not, however, quit her faith and turn into a viperish social critic, but rather believed in personal development and in accepting challenges. Her books include *Ein Blatt auf Vronys Grab Heidi, 2 vol.* (1880–81), *Heimatlos* (1881), and *Gritli* (1882). *Heidi*, a book for children, is popular all over the world. Her love of homeland, feeling for nature, unobtrusive piety, and cheerful wisdom gave both her work and her life their unique quality. *Heidi* is a book that assures familial and friendship bonding.

This paper entitled "Ethos of Childhood in Johanna Spyri's *Heidi*" analyses how the nature and the human nature nurture and regenerate the lives from the perspectives of the child protagonist of the novel. How Heidi's charming innocence, kindness and caring nature act as a therapeutic force.

Family structure and upbringing determine the social character and personality of any given society. Family is where people all learn love, care, compassion, ethics, honesty, fairness, common sense, reason, peaceful conflict, resolution and respect for ourselves and others, which are the vital fundamental skills and family values, necessary to live an honourable and prosperous life in harmony, in the world community. The more binding in the family, the better the family will be. It not only gives pleasure or entertainment but also all reality in life; for better or for worse, for richer or for poorer, in sickness and in health, till death do people apart, people need a family and family needs too.

In *Heidi*, the authoress Spyri specifies the importance of familial and friendship bonding. There are four reasons where the familial and friendship bonds are given importance in the novel. The first is the novel has a first-rate social story; it is about the events in the life of a young girl in her grandfather's care, in the Swiss Alps. It also tells the readers about her journey to find the meaning of family. The second reason is about the

value of the family. To have a sense of family values is to have good thoughts, good intentions and good deeds, to love and to care for those whom people are close to and are part of our primary social group, our community, such as children, parents, other family members and friends. And to treat others with the same set of values, the same way people wish to be treated. The third is the novel has a character feel, it demonstrates a wonderful sense of setting, plot and occasion but what makes this novel so absorbing, and so masterful, is her sense of character. In some magical way, Johanna Spyri manages to make reader feel what it is like to be both a parent and a child, both old and young, both bitter and hopeful. The fourth reason is this novel is easy to understand for any readers. When people read this novel, people understand the story with all its significant familial and friendship bonds. People not only enjoy reading the novel but also take many messages since this novel also presents the social conflicts.

The story is about a girl named Heidi who first lives with her aunt Dete, but Dete would like to concentrate on her career. So she brings Heidi to her grandfather, a queer old man living in an alpine cottage far from the next village. He is therefore called Alm-Uncle. Alm-Uncle is good-hearted but mistrusts anybody and wants to keep the child from all evils of the world. So he refuses to send Heidi to school; instead she goes to the pastures, together with Peter, a shepherd boy looking after the goats. He is taking a rather good care of Heidi. Rough and inaccessible at first glance, he does everything within his possibilities to provide her all the essentials, but also teaching her about the harsh life in the mountains.

Heidi enjoys living with her grandfather because she is receiving enough of love and affection, also enjoying the nature around her and the comfort of her home. This (all too harmonious) alpine idyll finds a sudden end when aunt Dete comes in again and brings Heidi to Frankfurt (Germany) where she shall stay with Clara, the paralysed daughter of a rich family, and is supposed to learn something. Thanks to the grandmother of Clara, Heidi learns to read and write, but she can't get acquainted to the strict discipline in a bourgeois upper class house. Heidi is very lonely and gets depressed by the gray anonymous city. She becomes ill of homesickness and starts to walk in her sleep. When the doctor sees Heidi walking around in her sleep, he finds the right diagnosis and sends her back to the Alps.

Back on the mountain again, Heidi renews her friendships. She is now happily able to read to Peter's blind grandmother, a source of great joy for them. She also encourages her grandfather to again be social, even persuading him to move down to the village during the wintertime so that Heidi may attend school. Her grandfather is accepted back into the village and the church community. He gradually becomes happier within himself. Heidi's return and her newfound enjoyment of reading prompt Alm-uncle to partially restore a ruined house down in the village where they retire the following winter so that Heidi can start going to school. Over the course of the season, Heidi and Alm-uncle become friendly with the villagers. Heidi and Clara continue to keep in touch and exchange letters.

Friendship means familiar liking of each other's mind. People who are friends talk to each other and spend time together. They trust one another and also help each other when they are in trouble or being hurt. Friends are people that can be looked up to and trusted. Usually friends have similar interests. A friend is the one who admires a person's skill and helps or encourages them to make the right choices and do not get into any trouble at all. By being kind, generous, loyal, and honest and by having fun, one can truly enjoy the bliss of friendship.

Because of the loyal friendship between the two girls, Clara missed Heidi a lot. She was longing to see Heidi. The doctor is sent to the Alps in her place, to inspect the area and determine whether it is an appropriate environment for a crippled, sick young girl. Heidi, Peter, Alm-uncle and the limitations of the terrain convince the doctor that this may be just the place for Clara to try her legs again.

Her father made arrangements to visit Heidi in the next summer in the mount Alps. Clara was glad to see Heidi. They go to the pastures and Heidi shows Clara all the beauty of her alpine world. Peter gets terribly jealous, and in a moment when he feels unobserved, he pushes the empty wheelchair down to the valley so it gets smashed. Clara wants to see the flowers and is forced to walk - and her desire is strong enough that she overcomes her handicap. After having established that Clara's legs are capable of functioning, the children and Alm-uncle begin to work on Clara's physical therapy. Eventually, Clara is able to walk without

assistance and returns home with her father and grandmother, Healings at body, spirit and soul in that healthy Alpine world.

Heidi and Clara are two contrasting characters. With all those differences between Heidi and Clara, the writer is interested in making a deeper study to find out how they make friendship with each other. The writer is interested in figuring out the reasons they have in determining their relationship while they have different characters and backgrounds. It is also interesting to see that friendship is able to change someone's life.

As "The Guardian" says *Heidi* is a brilliant book. The caring, courageous and funny Heidi, inspired everyone to be more open to and caring for others. The part where Heidi saved up all her soft, white rolls for Grandma so that she wouldn't have to chew the hard bread or when the housekeeper screamed after seeing the basketful of kittens which Heidi had rescued from the top of the clock tower depict Heidi's caring nature. Spyri writes about relationships and feelings between the characters, which we all experience. The relationship between Heidi and her grandfather was undoubtedly strong, while the relationship between Heidi and Peter was strong too until Clara came along. When Clara came, everything changed for Peter who became jealous because he felt that he was not getting Heidi's complete attention. Peter misses Heidi terribly, and there's a part in the book where we are not sure if they will ever be best friends again.

Heidi taught an important lesson that if one wants a friend, one has to be a friend first. *Heidi* was written over 130 years ago, but children can relate to her story today just as easily as they did when the book was first written. Heidi and Clara soon form a close friendship and have many scrapes and adventures. Throughout the novel, Heidi cares for others. Knowing that granny (her friend Peter's blind grandmother) has trouble eating and can only afford hard, stale bread, Heidi hoards the soft, fresh white rolls that are available in her new home. She wants to take them back to granny.

Towards the end of the novel, Clara comes to visit Heidi on the mountain. Clara's stay on the mountain, and exposure to healthy air wholesome food and Heidi's caring enable her to learn to walk. By the end of the novel, Heidi's naturally sunny and positive disposition and her gentle friendship, help heal Clara and also her grandfather's bitterness. Having enjoyed great success with the publication of *Heidi*, Johanna Spyri is reunited with her old friend Betsy Meyer, who encourages her to write a sequel, telling what happens when Clara visits Heidi in the mountains.

The social life in the society is the real source of an author in making his or her art work to be reflective to the condition he or she feels in the real life. Hence, explanation or conclusion or to the culture and phenomena happened in the society will be articulated within the artwork of the author. For this reason, the responses he or she undergoes in the society will be reflected well in the artwork of the author as the responses of the author. Therefore, the society will recognise and be aware of the things that happened in the society where they live in.

Heidi's main theme is the restorative and healing power of nature. Up on the mountain peak where the grandfather lives, all is pure. The air is crisp and invigorating, and the discerning goats saunter about picking the finest herbs to eat, thereby ensuring they produce the choicest milk. The sun always shines and it never seems to rain. Every moment Heidi spends on the alp is a guarantee of mental and physical health, qualities that anyone who ascends can enjoy.

By the end of the novel, the two themes – God and benevolent nature – have been virtually wound up into one. The healing powers of nature – sunshine, fresh herbs and sweet goat's milk – are really the sublime workings of God. The reader who can't accept these basic precepts, or can't at least appreciate their aesthetic sense, will struggle with Heidi.

Glowing images also celebrate abstract forms of light, such as the light of joy, peace, faith, and understanding. Even the blind grandmother finds that Heidi's exuberance and the hymns she reads often make it so bright for her that she is quite happy again. The original religious verses that Heidi reads reveal Spyri's poetic talents and convey a deep faith in God that goes beyond any particular denomination. One's heart must be open.

Madame Spyri, like Hans Andersen, had by temperament a peculiar skill in writing the simple histories of an innocent world. In all her stories she shows an underlying desire to preserve children alike from



misunderstanding and the mistaken kindness that frequently hinder the happiness and natural development of their lives and characters. Heidi introjects the message that one must be grateful with the price of letting go of one's own needs. Heidi no longer belongs to Johanna Spyri. She belongs to the whole world.

Johanna Spyri through *Heidi* tries to give orientation in a world shaken by rapid social change, a world in disorder that makes people feel insecure and this is exactly what makes the story attractive today in view of neoliberalism and globalization.

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Search for Identity in Manju Kapur's *Difficult Daughters*

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Abstract:

Manju Kapur is a feminist writer. Through her novels she brings out the sufferings of women in the male chauvinistic society. *Difficult Daughters* is Manju Kapur's debut novel. It received incredible international acclaim and won the Commonwealth Writers' prize. The story is about the protagonist, Virmati, who has been searching for her identity lifelong. Her hardships continued all throughout her life. As the eldest daughter, she has duties towards her family but she wants to educate herself for her freedom. Ida, her daughter, narrates the past life of her mother to the readers. This paper explores the struggles of Virmati in her search for identity.

Key Words: feminism, chauvinism, appealing, self-identity.

Identity suggests our thoughts and feelings, our psychic presence, our place of habitation, and even our longings, dreams and desires. The individual identity, like the national identity, is formed through a series of random and frequently strange growths. In the formation of individual identity, several factors come into play. One is the growing offspring of all these diverse and divisive forces.

The psychological term 'Identity Crisis' is defined as 'a period of uncertainty and confusion' in which a person's sense of identity becomes insecure, typically due to a change in their expected aims or role in society'. Ericson, a German born psychologist and psychoanalyst known for his theory on the 'psychological development of human beings,' coined the term. The search for and discovery of identity has been a repeated journey throughout humanity's history, defined and explored in literary works.

Difficult Daughters presents the tragedy of a female protagonist, Virmati. The pursuit for freedom and identity, form the core of Virmati's tragedy. She is divided between family duties, a desire for education and illicit love. The major portion deals with Virmati's love affair with a professor and the rest deals with her struggle for freedom. In her search for individuality, she rebels against tradition. She is provoked by the inner need to feel loved as an individual rather than as a responsible daughter. As a daughter, she turns difficult for the family and society when she sets out in search of her uniqueness.

Born in 1940, Virmati, the daughter of a traditional mother, seeks human relations that would allow her to love herself. Her desire for self-expression and self-realization is condemned to failure by her own family as well as the man she marries. Through Virmati's character, Manju Kapur has dealt with the theme of constructing self-identity via socio-cultural identity. Virmati symbolizes the country's struggle for independence on a macro level. Psychologically, she reveals her rebellious nature against deep-rooted conventions of morality, especially for a girl. She undertakes her journey to the path leading to one's individuality, but to her, it leaves her in the midway with no achievement. But her image is unbound. The new woman arises full of confidence. She speaks eloquently and thinks independently, full of strength.

Women protagonists of Kapur are a personification of a new woman who struggle to throw off the burden of inhibitions she has carried for ages. They crave for self-sufficiency and a separate identity. Trapped in the passion of their self, they also yearn to be a part of the political and intellectual movements of the day. Her protagonists are mostly educated. Their education leads to independent thinking for which their family and society become intolerant of them.

Things become difficult when the daughters learn to dream, to consider their identity and assert their individuality. Virmati is the insignia of the new woman. She needs to walk as an inseparable unit with men. She refuses to be clay in the hands of others. She attests to the requirement for women's education and autonomy. She rejects the sort of life lead by her mother, and battles for woman's freedom and economic wellbeing.

The novel traces Virmati's desperation for a space of her own to study, and her desire to shed the surrogate motherhood forced on her. Being the eldest daughter she is burdened with family duties because of

her mother's incessant pregnancies. "Ever since Virmati could remember she had been looking after children. It wasn't only baby Parvati to whom she was dispensable; to her younger siblings she was second mother as well" (6).

Virmati finished her B.A and her marriage date was fixed. For the sake of the family's name, Virmati was forced to sacrifice her studies and her freedom. R.J. Kalpana, in her article "Feminism and Family," writes: "The family is at once the source of women's affirmation as well as their subordination. They are heralded as martyrs of the struggle and as a source of regeneration and yet they are denied leadership position" (30).

She was against the arranged marriage with an engineer and fell in love with Professor Harish, who was already married. She reproached him with harsh words when she heard the news of his wife's pregnancy as well as his confession of love for her. When Virmati found no solution to her problem, she finally tried to commit suicide, thinking that death would bring a solution to her worries: "Now that she was actually going to merge her body with the canal she felt her confusion clearing" (76). But she was saved. She revealed her desire to study further. She decided to do her Bachelor of Teachers' Training in spite of several hurdles. During her search to find an individual space, she faced many obstacles.

Virmati was caught in a psychological conflict as on the one hand there were family customs, norms, and traditional values, and on the other was her illicit love for Professor. Her decision to go to Lahore was prompted by her desire to forget him. But she failed in her mission. She yielded to the Professor's passions in her loneliness during her stay at Lahore and helplessly succumbed to the temptations of the body. Consequently, she realised that she had become pregnant and was left with no other alternative but to go in for an abortion. She knew that the professor would not render any support for her and was left with no alternative. She decided to take action to save her family from shame. She regretted the fact that she had come to Lahore to expand her mental horizons but ended up in a meaningless love relationship.

She wanted to do something meaningful in her life, like her roommate, Swarnalatha. She was moved by Swarnalatha's words. She asked Virmati to wake up from her stale dream and told her how plenty of married women were also involved in the freedom movement. She participated as a freedom activist, but failed to transcend her underlying need for love and emotional dependence. But Virmati found herself locked in new prisons even as she broke old ones. She silently endured her pain and frustration and failed to get out of her emotional craving for the professor.

The novel represents the turmoil of the protagonist, who tries to overcome her cultural identity and her attempt at self-identification leaves her hard-hearted and desolate. She had to fight against the power of her mother as well as the oppressive forces of patriarchy symbolized by the mother figure. Virmati struggles between the physical and moral, the head and the heart. Finally, she gives way to her heart and body. The rebellious nature in herself might have actually exchanged one kind of slavery for another. But towards the end, she becomes free, free even from the oppressive love of her husband. Once she succeeds in doing that, she gets her husband all by herself, her child and reconciles with her family.

Simon de Beauvoir's ideology about the identity of women in *Second Sex* is "One is not born but rather becomes a woman. No biological, psychological or economic fate determines the figure that the human female presents in society; it is civilization as a whole that produces this creature" (140). Similarly this novel represents the changing image of women; moving away from traditional portrayals of enduring women, self-sacrificing women towards self-assured, assertive and ambitious women making society aware of their demands and in this way providing a medium of self-expression.

The Indian woman is caught in the change of tradition and modernity loaded with the burden of the past, which results in discarding her aspirations. The women in this novel goes through a transitional phase where they become different from traditional women and want to tread new paths. The modern woman does not find any sense in such self-sacrifice and yearns for self-expression, individuality and self-identity. A woman is never regarded as an autonomous being since she has always been assigned a subordinate and a relative position. Simon de Beauvoir says "Man can think of himself without woman. She cannot think of herself without a man" (142).

For centuries, women were always back staged by the patriarchal world. Literature, art and scriptures too, consider women as gentle and submissive. If a woman appears to be against this ideological framework, she is considered immoral. On one hand, there are certain examples in Hindu mythology, well known characters like Sita, Savitri revealing Pativarta and, in contrast, if one goes against these conventional norms, they are blamed. *Difficult Daughters* represents the emergence of a new woman who is no longer the “chaste wife whose suffering can only make her more virtuous, the nurturing mother who denies her own self, the avenging Kali or a titillating strumpet” (242). Partially based on the life of Kapur’s own mother, the novel movingly evokes the multiple frustrations encountered by the central character, Virmati, in her efforts to educate herself and establish a domestic space, she can call home.

The novel spans around three generations of women – Kasturi, Virmati and Ida. Sunita Sinha in her article “Discovery of Daring and Desire in Manju Kapur’s Fiction” writes:

The three generation of women symbolize the three stages of Indian independence. Kasturi the mother represents pre-independence period and is shown as victim of the offensive control of Patriarch Virmati her daughter, represents the country’s struggle for independence Ida, Virmati’s daughter, is the product of the post-independence era and she established herself as an independent woman. (162)

The theme of the novel describes the independence acquired by the nation and the independence desired by the protagonist as well. Her life is described in a realistic way. The aspiration of the girl to be free is linked with the values of a traditional middle-class joint family; a very significant aspect of Indian social life. Virmati rebelled against the patriarchal set up to pursue higher studies and marry Professor Harish. Thus Singh writes,

Manju Kapur dives deep in to human emotions and passions of modern life and presents different colours with minute observation and detail also. She seems to be the novelist of modern Indian woman who is in the state of transformation in woman’s voice I modern Indian English writing. Her novels are able to present the picture of human life in detailed manner. (10)

The Indian middle-class values and culture are prominently depicted in the background of Arya Samaj. Education is the only source she can turn to in all her crisis. The expedition for self is another important feature of Kapur’s novel. Yael Tamir writes, “The quest for identity exhibits a basic human need, the need to structure one’s personal identity in relation to others, to identify oneself with what lies outside the self, to find roots and establish connections to the past as well as to the future” (175).

The three generations of women - Kasturi, Virmati and Ida symbolize the three phases of Indian independence. Through these three female protagonists, the author has revealed the life cycle of a woman from the beginning of her life. As a child, a girl has to do house hold works as Virmati does. After marriage, she has to bear pain to give birth to a child, as Kasturi's condition reveals. After having 11 children her whole life is dedicated to her family. Kasturi, the mother, represents the pre-independence and is shown as a victim of patriarchy. Virmati, the daughter, symbolizes the country's struggle for independence. Ida, Virmati's daughter, is the product of the post-independence era and establishes herself as an independent woman.

In her young age, Virmati wished not to live like her mother and wanted to study in Lahore. She rejected her mother's world which revolved around family life, marriage and child bearing. She was burdened with family duties because of her mother's continuous pregnancies and was constantly suffering to be independent, defiant, and assertive as her cousin Shakuntala. Shakuntala symbolizes modernity and encourages Virmati to be independent and fight for equal rights for women. The new woman breaks the customs of the tradition bound society. Both Shakuntala and Virmati came out of the ideological framework of being a typical Indian woman. Shakuntala takes part in the political Gandhian movement, whereas Kasturi's ideology is confined to patriarchy and she remarks “Hai re, beti! What is need to do a job? A woman's shaan is in her home. Now you have studied and worked enough shaadi. After you get married, Viru can follow” (16).

Shakuntala sowed the seeds of freedom in Virmati. She encourages her to fight for independence and for equal rights for women, thus epitomizing the post-colonial uncontrolled ‘New Woman’. This new woman breaks the customs of the tradition bound society. Since the establishment of the society, woman were

deprived of social security, political awareness and economic liberation. In this context, Simon de Beauvoir comments, “The situation of woman is that she - a free and autonomous being like creature – nevertheless finds herself living in a world where men compel her to assure the status of the other” (144). Both Shakuntala and Virmati come out of the ideological framework of being typical Indian women.

The most successful moment in her life was the episode at Nahan, when she became the headmistress of a girl's school. J.L. Styan writes,

... man was a lonely creature of anxiety and despair living in a meaningless world, and that he was merely existing until he made a decisive and critical choice about his own future course of action. By such a choice, a person would acquire an identity, a purpose and dignity as a human being. For preference, existential man should adopt some social or political cause in order to acquire this dignity and purpose (128)

She attained the autonomy over her life, which she had craved all along and eventually discovered her own space to live. Gur Pyari Jandial points out that it is a mistake to devalue Virmati's struggle just because she failed, for what mattered was to have made the attempt “to break the patriarchal mould, and for Virmati to have tried to do that in the forties was a great achievement” (47).

The women of India have indeed achieved success in half a century of Independence but if there is to be true female independence, too much remains to be done. The fight for autonomy remains an unfinished combat. Vinita Singh Chawdhry in her article, “Acculturation, Identity, and Adaptation in Manju Kapur's Writing” centres on what has frequently been called an ‘identity quest’. “It is identity that differentiates individuals; identity is constructed on an individual basis – but within a given social structure. The alienation from one's own society could lead to a corresponding alienation of identity” (8).

Virmati's history is reconstructed by her daughter Ida who undertakes a journey to know her mother's past. The name Ida implies, as Prasad says “a new state of consciousness, a fresh beginning” (163). The novel opens with the declaration of the narrator, Ida, “The one thing I had wanted was not to be like my mother. Now she was gone and I stared at the fire that rose from her shrivelled body, dry-eyed, leaden, half dead myself, while my relatives clustered around the pyre and wept” (1).

In the end, Virmati's story disappears and becomes irrelevant. It is only after her death that her daughter, Ida sees her as a lonely woman who had committed the unforgivable sin of craving an identity of her own. She is considered a sinner to the backbone. Even her daughter doesn't justify her mother's ways. The novel speaks not only of Virmati but of other difficult daughters who succeed better than she did in their parallel struggle for independence in their lives. Ida is shown as leading a free life than her mother in external terms, yet inside her she feels the same anxieties as her mother. She is the narrator through whose voice Kapur speaks in the novel. Virmati couldn't speak out, being certainly situated at the juncture of two oppressions: colonialism and patriarchy. What we have is her daughter's reconstruction and representation. Though at the center of the narrative we see a woman who fights, but falls and fails, Kapur's novel shows that what happens to Virmati is the representative destiny of an Indian woman.

In the first phase, women's demand developed basically in the framework of the identity crisis of the new cultivated middle class. Kapur's female characters are mostly cultivated, ambitious individuals captive within the restrictions of a traditional society. Their education leads them to self-governing ideas. It is their individual struggle with family and society through which they pitch an enthusiastic determination to shape an identity.

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Traumatic and Harrowing Experiences: A Psychological Reading of Emma Donoghue's *Room* **A. Maria Deenu Steniza**

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Abstract:

Emma Donoghue, an Irish-Canadian author's famous and prominent work, *Room* talks about the female protagonist Ma, who is locked up in a room for years. This paper projects the struggles of the female character against oppression. It also explains the effects of tyranny and the way she overcomes her trauma in the Room. Trauma literature literally speaks about the distressing, emotional conflict which involves a single event or experience. It can be found that the female protagonist faces many forms of oppression that is caused by the patriarchal society. Emma Donoghue's *Room* portrays the isolation and the overwhelming sense of freedom in her book. This novel was short listed for Man Booker prize and Orange prize. The significant meaning of Ma's struggle is that, women can gain their independence, intelligence and courageous attitude.

Key words: tyranny, patriarchal, oppression, trauma, isolation.

Trauma or stress means a traumatic event involving a single event or experience. It includes emotions and feelings. In addition, the trauma of psychoanalysis has serious long term negative consequences. Previous trauma and traumatic memories ultimately influence the character's mind confusion. The typical cause of psychoanalysis includes sexual abuse, job discrimination, police brutality, harassment, domestic violence and in particular childhood experiences. Childhood trauma can significantly lead to violent behaviour. Trauma to psychoanalysis is caused by catastrophic events, war, treason, betrayal and sexual abuse. The main point is that different people will react differently to similar happenings. In other words, not everyone experiencing the same traumatic event will get traumatized by psychoanalysis. Inter disciplinary trauma has a close relationship to other disciplines such as neuroscience, anthropology, cultural conflict, politics and literature in a significant way. The traumatized female is at the novel's center. The feminine characters are apparently dominated by patriarchy. At present, it is important to reflect on the opposite positions of executer and defeaterto achieve a continuum of self- awareness and self- actualization.

In *Room*, a book published by Emma Donoghue, the protagonist points out how the feminist philosophy portrays itself. *Room*, tells a story about a woman, in patriarchal society fighting oppression. The female protagonist faces another form of oppression in every room, which disables her to be her own personality and imprisons her. Oppression originates from different backgrounds within the society. The same is true for anyone who doesn't suffer oppression. Subjugation, according to its cause has many different forms and classifications. Another serious problem of injustice is the disruption of systematic violence to psychological effects. The person who is a victim of violence feels shame and loses self-esteem. It makes the victim incapable of handling society.

Ma is the leading female character and is the focus of discussion. She is classified and dynamic in character, because during the story, her character changes. People around her influence the change in her character and how they treat her. Before her captor, locked up in a place called *Room*, Ma is just an ordinary 19- years old college girl. "Old Nick- I didn't even know him, I was nineteen, He stole me" (116). Old Nick had fooled her when she's in the college library. Ma is also an adopted infant. In this novel, the writer does not mention her real name until the end of the story. Ma is locked up in the *Room*, she does not look depressed and appears to be a normal mother to her child, and a lady who is loyal to her man. Ma is also caring and compassionate towards Jack. She doesn't allow anyone to take him off her, even for a minute. She does not give up on the guy quickly.

She is very courageous about confronting her captor and surviving in the room. She is very responsible as a mother and dedicates her life to her son. She plays with her son in room, educates him and breastfeeds him even more. In *Room*, she is too barely angry. The change in her character happens gradually when she is out of the room and is meeting other people. Ma starts having a problem managing her anger and becoming quickly angry with people who treat her like a sick person. She becomes depressed later and rude,

which puts her son as the object of her anger.

Ma's shoving so hard, I suddenly come loose, her shove hits my head on little table craaaaaack.

She has her hand on her mouth.

I'm screaming. (287)

Ma is described as having multiple conflicts within her. The story's internal conflict concentrates on Ma, as a female protagonist. The female protagonist's inner struggles are the tension between Ma and Ma's history of injustice. No one requires culture to decide and evaluate. No one requires culture to decide and judge. While she is in a TV interview with the interviewer, she gets a number of inquiries and judgments. This unexpectedly leaves her in pain, while she is in an interrogation session.

Why does everyone go on about fairs? Ma's voice is all hoarse. When I was a kid I hated fairs.

The woman does a little laugh.

Ma's got tears coming down her face; she puts up her hands to catch them. (297)

The first external conflict is between men and society. Ma faces conflicts with the society with which she sticks. She lived in 11 by 11, where she was locked up for years. Ma meets with the larger society, as she expects to be free after Room. The fact that she continues to nurse her son is different from her surroundings. Today's society is the society, where the parents put their kids into day care while they get to work. The society is starting to get to know Ma and Jack as paparazzi are beginning to follow them and make them famous. They are on the newspaper and television. In the other scene of conflict comes when the interviewer ask her if she likes being behind the locked door and eventually answers the interview with the comment like "Is she allowed to ask me such stupid questions?" (299).

The ideology of social feminists centers on the link between women's oppression and other discrimination within culture. The democratic feminist however assumes that the origin of injustice is in the patriarchal society. In this case, Ma as the character of a female protagonist faces oppression in many different forms. She is the victim of false imprisonment, when a man fulfills his sexual desire by kidnapping her and rapping her. She has to stay in the room without seeing the outside, it is also quite depressing. She can only see a glimpse of the outside from the skylight. This situation is similar to Rapunzel's story from the children's fairy tale, where she is imprisoned in a high tower and can only look from a window to the outside. She faces the bigger society, where she had been left for seven years, after facing sexual exploitation in Room. In the Room, she confronts a smaller change in a patriarchal society and a larger patriarchal society in the Cumberland Clinic as well. As the news, the show plays a major role in how society views the female protagonist. Television is very much affecting people's lives in the first half of the twenty first century as do newspaper. It's also an implication of capitalism which has power to control the society.

One of the most important reasons, Ma wants to get out of 'Room' is because she wants to be free, but after getting out of the Room, Ma is confronted with a bigger patriarchal society. She couldn't express herself to discover her new environment which wouldn't allow her to be free. She encounters Dr. Clay, a psychiatrist who supports her recovery at Cumberland Clinic. Dr. Clay appears to be the embodiment of a man who has a status in society. He is a mental health patient's psychiatrist. In addition, as a doctor, his task is to assess his patient's condition. As a patient with mental health, Dr. Clay often makes a judgment about Ma. So she couldn't get healed easily, but she gets oppressed. As a Cumberland Clinic patient, Ma needs to obey what the doctor is saying. She is treated like a person, who is mentally ill, which she refused to be treated like that. This situation places the female protagonist as being weak and unable to do anything. This limits the activities of the female protagonist. The doctor prohibits Ma from meeting too many people and thus becomes isolated from the outside world.

The subjective oppression is centered on the judgment, the female protagonist receives as the oppressed and concerns about the feelings she felt. Ma feels very scared when she arrives for the first time at a place where she called Room. She can't cope with the room situation and is trying to escape until it hurts herself. She can recognize her sensation of being imprisoned easily. She wants to discover Room but it makes her 'crazy' and she tries everything to overcome her feelings, and it can be seen that she uses television as her companion. Yet, for her, all she can't get is becoming such an illusion and she can only eat what her captor

brings.

You're a basket case, you know that?"

I can be quiet, she says, she's nearly whispering, I hear her breath all scratchy. You know how quiet I can be, so long as you leave him alone.

It's all I've ever asked.

Old Nick snorts. You ask for stuff every time I open the door.

It's all for Jack. (102-103)

The question above indicates that Old Nick is harassing Ma and he calls her 'a basket case'. A basket case means something is four legged and does not work well or is disabled. As a woman in this case, she has no freedom to herself and is underestimated. She is a basket case for Old Nick, who then puts her as someone who is incapable and who is unable to do anything because she can only surrender herself to the situation. Her position as a woman is undesirable and is aligned within an object. Another restrained source of material is limiting the daily needs. One can see that on a Sunday treat, Old Nick brings their daily needs. They will have only a few goods to purchase or they will have no treat if the goods are not easy to find "I just mean, he might have to go to two or three stores, and that would make him cranky. And what if he didn't find the impossible thing, then we probably wouldn't get Sunday treat at all" (29). They couldn't get what they really want to eat. Even for their physical health they couldn't get the medicine.

Society and culture make the female protagonist express her psychological burden. After 7 years, the first scenario is represented when the first moment that Ma encounters her adopted father. Her father could not accept Jack as Ma's son in this case, because Jack would remind him of a person who had kidnapped and jailed Ma in the Room. As a mother, she feels that she has not been accepted and supposed by her closest person. In this situation, where she should be encouraged to adapt to the new environment, the fact that her parents are divorced and her father cannot accept Jack as her son, gives her psychological burden. As a result, the female protagonist is marginalized, which diminishes her own identity and sense of existence. The female protagonist suffers as the result of injustice.

From the psychiatric illness, psychological wellbeing, a post traumatic disorder which causes her to commit suicide. Ma commits suicide at the Cumberland Clinic. There are several factors that influence a person to commit suicide in accordance with what Loue and Sajatovic says in the *Encyclopedia of Women's Health*. Aside from the forced treatment, Ma also gets a false judgment from society. Denial of Jack as her son by people around her, affects her psychological health. Ultimately, she starts showing a depressed attitude and losing control. Ma undergoes a time of recovery after witnessing the suicide, where she's far away from people like her family. The element of being alone is the time when she is seeking to recover and redefine herself. She refuses to stay any longer in Cumberland Clinic and she doesn't want to stay with her mum. The stage in which the female protagonist opts to live an independent living shows that she objects being a victim of oppression.

Experiencing several forms of oppression, Ma as a leading role is facing many repercussions. Some of the effects of oppression on Ma are unstable emotions, incapable of coping with society, feeling humiliated, and experiencing post-traumatic stress. Ma is kept away from other people, in order to overcome her oppression and recover from the condition. She gets intensive care from the clinic with her physician and nurse. Ma can make her child a great mother. It is proof that women can gain independence. She can be a single parent to her son. It does not matter to live in the tiny room, without help from others, even from doctors. Ma was able to give birth to her son by herself. She did it primitively but she was successful in giving birth to her son.

A woman should be able to emerge out of the oppression she has experienced and make her life powerful without defining the people around her, especially the men. Finally, the female protagonist has the determination to demonstrate her power as a woman who has had enough of patriarchal system and oppression. Fortunately she recovers successfully and returned home to meet her son, Jack. She makes her strength and attempts to forget her past vulnerability and pain. Ma demonstrates power and determination as a woman and stands up against the patriarchal system and oppression. She wants to give Jack a better life, and it



succeeded. Mothers' devotion to their child is the theme of this novel.

Harmonizing two very different sentiments about *Room*, Donoghue unites an entirely imaginative tale about survival, escape, and readjusting to a new world. Donoghue impresses the readers most with her refined writing style. Thus, theme of the novel *Room* is how a mother's love will still keep going on. Throughout the novel, we know that Ma is going to do something for her guy and that she loves him. Through Ma's struggles, Donoghue highlighted several ways for mothers to solve their problems. Moreover, Ma's has an important significance for gaining her own independence.

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Reflections of East-West Cultures in Anita Desai's *Bye-Bye Blackbird*

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Abstract:

Anita Desai is one of the most significant fiction writers. Her novel *Bye-Bye Blackbird* deals with the tropical problem of adjustment and is the story of Indians who immigrated to England for better prospects of life. Some critics consider the present novel as an autobiography as it describes Desai's own experiences as well as the experiences of all immigrants. In a true sense, the novel reveals the alienation encountered by Indian immigrants in England. In the novel, the identity crisis is portrayed through these three characters named Dev, Adit and Sarah. There are so many situations in which the characters feel uncertainty. They become nostalgic about India.

Key Words:

Search of Identity, carving for motherland, longing, emotional imbalances

Anita Desai in *Bye-Bye Blackbird* describes the life and experiences of Indian immigrants in England, where they are treated as others. Just like the United States of America, the United Kingdom has also attracted Indians as a destination of educational and financial richness. Adit, the chief protagonist, has settled in London, the land of opportunities. He faces existential problems which have cropped up from cultural and racial differences, and discloses sickness, nostalgia and longingness to the native land but at the end of the novel he comes to the conclusion that this English identity has been vanishing and disappearing. In order to attain his true identity and to have a real life Adit has to go to India, his native place.

Adit, born in a middle class family, goes to England to enjoy his freedom. He falls in love with an English girl, Sarah, and gets married to her. It is love at first sight and in the very first meeting itself he expresses his love for her. He changes himself wholly to the expectations of England and completely accepts the lifestyle of the Britishers. Their life is running smoothly when a young man of twenty-two, Dev, comes from Calcutta to seek admission in London School of Economics. Dev, who is aware of British colonialism, comes to England and wants to go back as an England-returned teacher. Adit is proud of his blind appreciation of England. He feels that he has every right to enjoy and have a good time there. He treats the insulting comments of the natives as small inconveniences and turns a deaf ear to them as he has developed a love for the Western style of living and even tolerates being called a wog. He contrasts England with his own native land and bluntly criticizes his motherland. He tells Dev that he is very much contented with his life in England, "I love it here, I'm so happy here I hardly notice the few drawbacks...like being called a wog" (19-20).

Ironically, Adit's efforts to change himself as a Westernized person do not last for long. Wherever he sets off, he happens to be upset by racial discrimination and is frequently looked at as a second grade citizen in his overwhelming future. He has to get on with it as long as he desires to stay in England. He recognizes that in spite of his best efforts he cannot achieve the top post in his office for the reason that he is an Indian, an unwanted expatriate in an alien country and his fate is to listen to the mocking comments of the Britishers. The Indian culture in which he has been brought up gradually overpowers his consciousness and develops in him a longing to return to his motherland.

Desai sensitively portrays the psychological effects on Sarah, Adit's Anglo-Saxon wife who has to suffer and face discrimination for getting married to an Indian, in an effort to acculturate herself to her husband's way of life, grows almost alienated from her own people. When Adit asks her whether she would be able to go to India leaving England she says she could leave at once. Adit longs to escape from England where he has been tagged as an Indian immigrant. In spite of his love and respect for England, he feels himself as an alien and the Indianness which is deep-rooted in him pours out and makes him nostalgic, "Our lives here, they have so unreal, don't you feel it? Little India in London. All our records and lamb curries and sing-songs, it's all so unreal. It has no reality at all . . . I've got to go home and start living a real life" (198). He

attempts to raise funds during India's war with Pakistan and it is during the war that he takes the major resolution that he has to go to India along with Sarah. With enormous expectations and desires, he moves to India, his own land where no one can call him a wog or look down upon him. The circle of his migration comes to an end from India to England and again to India.

Dev is another immigrant who comes to England to pursue his higher studies. On his first day in England, he notices the difference between his country and England. He realizes that unlike India, England is an unsympathetic country. The first lesson that he learns there is that one must do one's work as nobody does anything for anyone. He feels alienated in London by both Indians and Englishmen. He finds it very difficult to adjust himself to the new surroundings. He constantly condemns Britain and the Britishers. The cultural differences widen and Dev moves out in search of a job. He undergoes various experiences and cultural shocks. The difference between expectation and reality disturbs him and makes him feel self-conscious. He thinks that it is pity for him to have to come all the way to London for a proper education. He further sees that the neighbours are rather silent.

If this were India...I would by now know all my neighbours even if I had never spoken to them. I'd know their taste in music by the sound of its howling. I'd know if the older children were studying for exams by the sound of lessons being recited. (58)

In London, the circumstances are different. The people live silently and invisibly which is a rare scene in India. Though in the beginning, he is determined that he cannot stay in England where he has to bear all the insults and tells vehemently to Adit, "I wouldn't live in a country where I was insulted and unwanted"(19), there is a slow hidden change in his thoughts.

Anita Desai confers an opportunity for deep access into his awareness. She observes, "At that moment England had ceased to be an aggressor who tried to enmesh, subjugate and victimize him with weapons of the Empire and he no longer sees it with the eye of a member of a once conquered race...but of someone before whom vistas of love success and joy had opened" (223). Instead of quitting the job and going back to India with Adit, he stays in England and joins the tourist bureau where Adit was previously working. Instead of grasping that he also has to go through all the abuses, hurts and mental torture, which Adit has been facing, he thinks that with his joining in the new job, the chances of his return to India have been lessened: To quote: The characters moving from one country to another imposes to get use to a new way of life and very often they are seen under pressure to merge with the new culture. Dislocation from the native country to another is characteristics feature of the novel. Adit who undergoes dislocation tries utmost to be one with the new culture and relocates when he realizes the grim reality of being an alien in England. "The people of diaspora therefore, all carry to varying degrees an opposition...between a state of alienation and a desire to return.... A conjunction of past and present: the exotic and everyday, in a radically destabilized from." (Hodge 389)

Anita Desai, who is recognized for her novelty and wit, is one of them. Her women characters are real flesh and blood protagonists. She has covered all sphere of social institutions like relationships, development, structure and interaction. She has left no corner unturned to explain how people relate to each other, as well as how much the society is responsible to shape a man's behaviour and attitudes. She has knitted her thoughts equally well about the world of men. She holds a significant place in modern Indian English novel. Desai achieves that difficult task of moulding the English Language and idiom to her purpose without a self-conscious Attempt of sounding Indian. Known for her sensitivity in the Structuring of the pattern of her novels, integrity of artistic Vision, imaginative mind, keen observation, sharp awareness, And competent craftsmanship, she has become a much sought After writer-sought after by publishers and readers alike.

Anita Desai's novel *Bye-Bye Blackbird* (1971) portrays the plight of Indian immigrants in London. The novel explores the 'Arrival', 'Finding and Recognition' and 'Departure'. It describes cultural and cross-cultural encounters in the lives of three major characters, namely, Adit, his British wife, Sarah and his friend, Dev. Dev arrives in England for higher studies, and stays with Adit and Sarah. He is puzzled when he finds Indians humiliated in both public and private places. In the second part, he is changed. He begins to feel a charm for the country. In the third part Adit develops homesickness for India. Dev stays on there.

Adit comes to England and marries an English lady, Sarah. Having a job and wife, he leads a happy

life there. After some time, his friend Dev comes to England for higher education but he does not like the pomp and show of England. Adit faces racial discrimination and cosmopolitanism. From the beginning of the novel, he likes the western way of life but while living in England he shows his disgust towards the way of European life and particularly of England. Adit tries to be sensible about the country he inhabits and he exists for his future. Having a flat, a middle job in a travel agency and a white well-matched wife, he seems content with his fascination with the white cultural mores. Desai sensibly describes his narrow-minded conceit in acquiring a white bride: “These English wives are quite manageable rally, you know. Not as fierce as the look – very quiet and hardworking as long as you treat them right and roar at them regularly once or twice a week” (31).

Dev comes to England only for his education. As a matter of fact he observes the basic distinction of social and educational factors between the East and the West. He becomes eager to be an England-returned teacher and at the same time shows his abhorrence to the social system of England. He hates the men and manners of England; but his stay there for a while intensifies his leanings to the country. England changes his Anglophobia extreme fear into an anglophile. He develops a great fascination for the English people. Adit on the other hand becomes nostalgic about his childhood memories and longs intensely for his native country India.

Sarah, wishes to keep her Indian association a secret in the place where she works because of her marriage to Adit sen. She has a fear syndrome of her marriage with him. She is a poor conservationist, reserved and self-conscious of touch and contact, and violently turns away from those who glance at her, and keeps to the loneliest path. She is struggling against the odds. Dev and Adit encounter racial discrimination, but Sarah’s estrangement is much more complicated. By marrying a non-white, she has broken the social code and all the more so, having married an Indian, one from the country which was once a British colony. She is ridiculed by her colleagues.

Adit is puzzled by the plight of his wife’s refusal to meet her old friends and acquaintances. Her desire to remain alone causes trouble for Adit. After marriage, she starts to undermine her past life. She has a dependency syndrome and she fears the world, their looks and enquiries. She feels secure once she enters her room at school. At school, she moves comfortably assured of performing her duties smoothly. Her anxiety, her fears, all vanish once she takes up her role as the Head’s secretary. To know India and to become Indian are her secrets. When Adit decides to go back to India, she consents to follow him like a typical Hindu wife. Before marriage, Adit once remarked: “You are like a Bengali girl.... Bengali women are like that Reserved, quite. May be you were one in your previous life (74).”

Adit has an obsession for his native land, India. The treatment given out to the Indians in England has forced him to take a sudden decision and to make a brave effort to go back to India. However, Sarah’s decision to go to India with her husband is born of an illusion. Her people do not encourage her. Even the Indians talk about the problems she may have to face, but she is not at all terrified about her future. She decides in favour of a happy home. She prefers the real world, English or Indian, she does not care much. She has resolved to adjust to the new environment. Her English self draws back and dies a slow death. In fact Adit’s resolution to return to India comes as a blessing in disguise, as it makes her solve the crisis that confronts her. Before her departure to India, she pays a visit to her parents in the England countryside but spends an uneasy time there.

The war between India and Pakistan makes Adit nostalgic and awakens in him a desire to be in India. The love of his motherland shakes the latent feelings. He decides to come back to his country immediately. Earlier he was in a dilemma whether to leave England or not. Ultimately he listens to the call of his conscience by which he realizes his social responsibility. He knows no more artificial life of England. He candidly confesses to Sarah. Sarah dedicates herself to her husband. Though she had to face problems during the long journey from England to India.

Similarly, Dev undergoes a drastic change in his mind. He is an example of dissimilarity. Dev abhors Adit’s mind and prepares himself fully to settle down in England for its luxurious life. The novelist proves that the love of motherland is supreme. Finally, he realizes his social responsibilities and returns back home.

He gives up all the pomp and show of a materialistic life. He also undergoes a transformation in his character and strikes a comparison and contrast with Adit in existential pursuits. The problems and complications established in the life of emigrants merged as a major theme in the novels of twentieth century authors, crossing the barriers of caste, creed and nationality. The authors are clear enough in narrating the plights of life of immigrants. Desai is one who dives deep in the unconscious and subconscious mind of the emigrants and their nausea, nostalgia and longingness for their native land. Adit weighing the merits and demerits of foreign land. He comes to the conclusion that when his English self is fading and dying to achieve his real self and to have a real life he must go to India, his native place. Desai feels that all these immigrants are free to live or not live in England. Adit leaves England for good and Dev remains behind once. Adit's fascination for his foreign land, to everything about London, is fascinating and, expresses unreservedly: "I love England. I admire England. I can appreciate her history and poetry as much any Englishmen (160).

Dev feels disgusted to see a couple hugging each other under a lamp-post and remark about the obscenity of these people as a bunch of exhibitionists. Adit is proud of his blind admiration for England. Love, admiration and loyalty have much to offer in England, and in return he feels like enjoying and celebrating. Ironically, in all his assessments, worship, land of liberty, individualism he realizes that England can provide him with none of these. Wherever he goes, he becomes a victim of racial discrimination and is constantly regarded as a second grade citizen. His irresistible destiny goes on as long as his wishes to stay in England.

Despite his love and admiration for England, he feels himself as an alien and a stranger. His heart is full of nostalgic dreams of his native land. He longs for many things, especially food items in his home. He closes the circle of his migration complete from India to England and again to India but Dev who comes for studies criticizes the Britishers, laughs at Adit about his love for England. In the beginning he is fully determined that he will not stay in England. He appreciates England's green and grisly life. It is the beginning of his predicament.

Dev has hatred towards England because England once overpowered his motherland and ill-treated his countrymen. He shows hatred toward England and its people. He hates Indians who support the Western culture. Anita Desai describes Dev's patriotic emotions that he imbibed from the history of Indian freedom. He considers Englishmen as his enemy but at the end of the novel he decides to settle in England which shows another end of his state of mind. The psychic changes of the protagonists and their plight in alien countries have been candidly shown here. In *Bye-Bye Blackbird*, Adit and Dev share the major parts of the novel. Both of them are the two poles of the thematic burden of enchantment and disenchantment of England. Adit analyses his fascination for England thus: "I like the pubs, I like the freedom a man has here – economic freedom/social freedom..... and I like the Thames. I like old Ma Jenkins who cleans my rooms..... And I like weekend at the Seaside" (20-21).

The dark aspect of Adit's love and the bright aspect of Dev's hatred are not discernable here see here but the aspect of their cheerfulness is easily recognizable: "Pack up all my care and woe, Here I go singing low' Bye-Bye Blackbird. Where somebody cares for me, Sugar is sweet and so is she, Bye – Bye Blackbird" (21). Both Dev and Sarah are in search of Identity. Dev is a stranger in an alien land. Whereas Sarah is an exile in her own native land. Fascination for India is also portrayed by Anita Desai. Adit feels nonbelonging to England. The same feeling was felt by Dev in the early part of the novel. Adit has much emotions for his motherland in the later part of the novel. At the end of the novel, he rejects the western culture and society. Adit wants to escape from the unreal and artificial life, which he is leading. The Indo-Pak war is the last stroke to finalize Adit's decision to return his own clan. Therefore, Adit, with his wife Sarah leaves England and goes to India. Both Dev and Sarah are caught in the conflict of acceptance and rejection, which leads them in to intense suffering.

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A STUDY ON CONSUMER PERCEPTION AND SATISFACTION TOWARDS FAST MOVING CONSUMER GOODS IN THOOTHUKUDI

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ABSTRACT

The demand for fast-moving consumer goods (FMCG) is increasing day by day. Today we are witnessing a lot of brands of Fast Moving Consumer Goods products in the market. But the question is how much these brands are satisfying the customer's needs in the market. Keeping this point in view, the paper endeavours to highlight how much the customers are satisfied with the brands of Fast Moving Consumer Goods products. Existing literature shows that product quality, service quality, perceived value and financial benefit actually affect customer satisfaction. The study is carried out in Thoothukudi, Tamilnadu with the total sample size of 80respondents. The Fast Moving Consumer Goods sector is a very dynamic sector. A major goal is to satisfy the needs and wants of consumers. This article highlights the consumer perception towards fast moving consumer goods in Thoothukudi. Creating awareness regarding products is essential to grab the market in the competitive world. As we know that when customer's are satisfied the purchasing level of the customer would gradually increase by that the sales of the company will increase. Here in this research work researcher is trying to find out differences in the opinion of consumers on the basis of Age, educational qualification, location and gender regarding consumer perception towards fast moving consumer goods in Thoothukudi.

Key words: Fast Moving Consumer Goods

INTRODUCTION

Consumer Perception

In marketing, 'customer perception' refers to customers' awareness, their impressions, and their opinions about your business, products, and brand. Customer perception is shaped by multiple variables, including direct and indirect interactions with your offerings.

Consumer Satisfaction

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

Fast Moving Consumer Goods

Fast-moving consumer goods are products that sell quickly at relatively low cost. These goods are also called consumer packaged goods. Fast Moving Consumer Goods have a short shelf life because of high consumer demand (e.g., soft drinks and confectionery) or because they are perishable (e.g., meat, dairy products, and baked goods). These goods are purchased frequently, are consumed rapidly, are priced low and are sold in large quantities. They also have a high turnover when they're on the shelf at the store. The Fast Moving Consumer Goods sector is one of the booming sectors of the Indian economy. This sector has experienced an outstanding growth in the past decade. This sector comprises of four main segments, which include personal care, household care, food & beverages, and health care products. Personal care products are oral care, hair care, toiletries, soaps and cosmetics; household care are fabric wash and household cleaners; and food and beverages include health beverages, soft drinks, cereals, dairy products, bakery products, chocolates and so on. Health care products include over the counter products as well.

STATEMENT OF THE PROBLEM

Fast Moving Consumer Goods, are the products that are sold quickly at a low price. The profit from these products is relatively very small and the selling is in large quantities and hence the cumulative profit on such products is large. The companies which produce of Fast Moving Consumer Goods has massive competition and they are forced to find new strategies to sell their Fast Moving Consumer Goods. They try to do this by learning the customer's common needs and buying motives and consequently to develop a solution. This is very difficult because the consumers have different needs, attitudes and expectations due to vast changes in the standard of living and life styles.

REVIEW OF LITERATURE

Rajasekaran, B and Saravanan, P. A. (2014) highlighted, "Consumer Satisfaction on Fast

Moving Consumer Goods” . The study throws on the attitudes, values, beliefs and perception of the consumers with regards to the consumption of fast moving consumer goods. To study the brand preference of fast moving consumer goods, the preference and opinion of consumer towards popular brands have been taken into consideration. A five point scale was used to analyze the consumer satisfaction. The respondents have been classified into three categories namely those holding high level, medium level and low level of opinion. The relationship variables have been analyzed by means of Chi-square test. The study found that the quality is the major driver to prefer a particular brand of FMCGs. If the marketers target the consumer with high quality goods at affordable price, certainly they will succeed in their business.

Prabha.C and Baranidharan.K, (2013) “Online FMCGs Advertising”, FMCGs sector in India is one of the four largest sectors in Indian economy. The FMCGs (fast moving consumer goods) companies have faced tough competition among themselves over the years, which is continuously increasing. This is due to the increase in per capita income among individuals and various developments in rural economy. The FMCGs sector has changed its strategies and has opted for a better-planned marketing of the products to penetrate both the rural and urban markets. FMCGs brands to come up with something of great value online for their brands. However, there have been instances where brands have been launched online before being introduced directly to their end customers.

Ranganathan (2006) Chairman and Managing Director, CavinKare, India (Pvt) Ltd, in his article pointed out that in the last decade, increased competition has driven down margin for all the FMCGs players. He further added that it is time for FMCGs players to innovate not just in products, but in distribution, packaging, pricing, consumer promotion, communication and supply chain to gain a distinct advantage over competition and fuel their growth. He concluded that the future for the FMCGs sector is very bright John Mano Raj (2007)³³ in his paper covers the attractions for the FMCGs marketers to go to rural and the urban markets and uses a suitable marketing strategy with the suitable example of companies and their experience in going rural. Thus the rural marketing has been growing steadily over the years and is now bigger than the urban market for FMCGs. Globally, the FMCGs sector has been successful in selling products to the lower and middle income groups and the same is true in India. Over 70% of sales is made to middle class households today and over 50% of the middle class is in rural India. But the rural penetration rates are low. This presents a tremendous opportunity for makers of branded products who can convert consumers to buy branded products. The marketers need to develop different strategies to treat the rural consumers since they are economically, socially and psycho-graphically different from each other. This paper covers the attractions for the FMCGs marketers to go to rural, the challenges, the difference between the rural and the urban market and the suitable marketing strategy with the suitable customers.

OBJECTIVES OF THE STUDY

To identify the factors that influence consumer’s buying behaviour and consumer’s decisions making process.

To study the consumer’s perception towards brand awareness and knowledge.

To understand the preference of the consumers towards the fast moving consumer goods.

To understand the overall satisfaction level Goods from various parts of Thoothukudi was selected on a random basis. The questionnaire was distributed to collect the primary data.

INFLUENCING FACTORS

Factors Influencing	Respondents	Percentage
Personal factor	45	56.3%
Commercial Factor	26	32.5%
Public factor	3	3.7%
Brand	6	7.5%
Total	80	100%

Source: Primary data

Inference: From the above table it is inferred 56.3% of the respondents are influenced by the of respondents using Fast Moving Consumer Goods product.

CONSTRUCTION OF TOOLS

Based on the discussion a questionnaire was prepared. Then it was pretested and necessary changes were incorporated. 80 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 80 respondents using Fast Moving Consumer personal factor, while 32.5% are influenced by commercial factor, 7.5% are influenced by brands and 3.7% of the respondents are influenced by public factor. Thus the major proportion of the respondents i.e 56.3% feel that they are influenced by personal factor.

FACTORS INFLUENCING THE CHOICE OF PRODUCT

Factors	Respondents	Percentage
Past experience	33	41.3%
Advertisement	25	31.2%
Seeing feedback	16	20%
Good word of Mouth	6	7.5%
Total	80	100%

Source: Primary data

Inference: It is evident from the above table that 41.3% of the respondents choose the products through their past experience, while advertisement helps to choose the product for 31.2% of respondents, 20% of the respondents choose the product by seeing the feedback and 7.5% of the respondents feel that good word of mouth helped them to choose the product. Thus most of the respondents i.e 41.3% feel that past experience help them to choose the product.

ASPECTS WHICH INFLUENCE CONSUMER’S PURCHASING DECISION

Particulars	Respondents	Percentage
Price	31	38.8%
Packaging	7	8.6%
Brand	27	33.8%
Ingredients	15	18.8%
Total	80	100%

Source: Primary data

Inference: From the above table it is inferred that 38.8% of the respondents look at the price of the product first while purchasing of fast moving consumer goods, while 33.8% of the respondents look at the brand, 18.8% of the respondents look at the ingredients and 8.6% of the respondents look the packaging of the product first while purchasing of fast moving consumer goods. Thus major proportion of the respondents i.e 38.8% look at the price while purchasing the product.

FACTORS INDUCING THE CONSUMER TOWARDS THE PURCHASE

Factors	Respondents	Percentage
Discount	22	27.5%
Latest trend	16	20%
Need for the product	40	50%
Advertisement	2	2.5%
Total	80	100

Source: Primary data

Inference: From the above table we can find that the major proportion of the respondents (50%) feel that they are induced by need for the product to buy the product, while 27.5% of the respondents are induced by discount, 20% of the respondents are induced by latest trend and 2.5% of the respondents are induced by the advertisement.

TYPES OF PRODUCTS PREFERRED

Products	Respondents	Percentage
Ayurvedic	67	83.8%
Chemical based	13	16.2%
Total	80	100%

Source: Primary data

Inference: From the above table it is inferred that 83.8% of respondents prefer ayurvedic product and 16.2% prefer chemical based products. Thus majority i.e 83.% prefer Ayurvedic products.

CONSUMER AWARENESS AND KNOWLEDGE ABOUT PRODUCT

Particulars	SA	A	N	DA	SDA	Total
Knowledge on discrimination of brand	24	36	19	1	Nil	80
Exposure to the brand	24	36	18	1	1	80
Brand recognition	31	27	20	2	Nil	80
Brand knowledge	25	34	18	2	1	80
Brand comparison	31	28	28	5	1	80

Source: Primary data

Inference: The above table clearly indicates that the majority of the respondents have more awareness and knowledge on brand recognition and is ranked as first, followed by brand comparison, knowledge discriminate of brand, exposure to the brand and then brand knowledge.

OVERALL SATISFACTION

Response	Respondents	Percentage
Highly Satisfied	19	23.7%
Satisfied	39	48.8%
Neutral	18	22.5%
Dissatisfied	2	2.5%
Highly dissatisfied	2	2.5%
Total	80	100%

Source: Primary data

Inference: From the above table we can find that 48.8% of the respondents are satisfied with the fast moving consumer goods, while 23.7% of the respondents are highly satisfied, 22.5% of the respondents are neutral, 2.5% of the respondents are dissatisfied and 2.5% of the respondents are highly dissatisfied with the fast moving consumer goods. Thus major proportion of the respondents 48.8% are satisfied overall with the Fast Moving Consumer Goods

FINDINGS

The following are the findings from the study on consumer perception and satisfaction towards Fast Moving Consumer Goods.

It is found that around half of the respondents 51.2% feel that father/mother initiated the need for purchase.

It is observed that 38.8% of the respondents prefer price off in the sales promotional schemes.

It is observed that a majority of 83.8% of the people prefer Ayurvedic products.

The majority of the respondents have more awareness and knowledge on brand recognition and is ranked as first.

The study discloses that majority of the respondents have purchased food products followed by personal and then household products.

The majority of 48.8% of the respondents are satisfied with the fast moving consumer goods.

It is observed that 41.3% of the respondents feel that past experience is the foremost important factor influencing the choice of product.

The study reveals that half of the respondents i.e., 50% of them feel that they are induced by the need for the product to buy the product.

SUGGESTIONS

The following are the suggestions made:

Companies should enhance their product standard and take more effort to increase sales through sales promotion methods.

Companies have to create awareness to purchase the domestic products.

Companies must focus on quality, service and positioning to have a better brand recall value.

The advertisement has to be created in a way that the brand recall value has to be effective.

In today's market performing community service will have positive impact on brand image.

The brand has to focus on consumer engagement activities.

CONCLUSION

The study reveals the perception and satisfaction of the Fast Moving Consumer Goods with particular reference to Thoothukudi from the point of view of the customers. The experiences of the customers are the major source for the study that emphasizes the entry of the number of outlets at an easy reach. Health is important for the growth of Fast Moving Consumer Goods products. The sales outlets and their service with good facts attract more customers. The customers are to be provided with all details of the products sold either at outlets or retail shops. In this view, the researcher has concluded the study with the inferences and suggestions. This work is carried due to the increasing competition of the retail markets and outlets. Fast Moving Consumer Goods consists of those goods that are purchased frequently by the consumer. Therefore, consumer retention is an important concept of the marketing function. Also Fast Moving Consumer Goods need to sell through the outlets that



provide continuance of purchase. Thus it is very important to frame marketing strategies in these companies taking different aspects into consideration. In order to sustain in the market it is imperative for every organisation, which are engaged in the business of Fast Moving Consumer Goods, to develop and sustain an effective marketing strategy. The goal of any marketing strategy is to create and retain a satisfied customer through the process of value addition.

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RAJA RAM MOHAN ROY – HARBINGER OF MODERN AGE

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ABSTRACT

Raja Ram Mohan Roy was known as 'Father of Modern India' and 'Father of Indian Renaissance'. He was a prominent Indian social reformer and the founder of the Brahmo Samaj. He is considered as the Pioneer of Modern Indian Renaissance for the remarkable reforms he brought in the 18th and 19th century India. Though Roy was modernist in his approach, he always tried to link modernity with tradition. He attempted the creative combination of secularism and spirituality of Western and Eastern philosophy. He wanted to present the concept of universal religion by combining the best features of all leading religions of the world. He was of the opinion that rationality and modernity needed to be introduced in the field of religion and that 'irrational religion' was at the root of many social evils. Raja Ram Mohan Roy was not only a great social, religious reformer but was also a great educational thinker. He was a great scholar, independent thinker and a multilingual person. He believed that education was prime necessity for upliftment of Indian society. In Bengal Renaissance, Raja Ram Mohan Roy is regarded as one of the most important figure. His efforts to protect Hinduism and Indian rights by participating in British Government earned him the title 'The Father of the Bengal Renaissance'.

Keywords: Renaissance, Brahmo Samaj, Universal Religion, Social evils

Introduction

Raja Ram Mohan Roy was the first Indian who founded a reformist movement in India. He wanted to modernize India as early as possible; therefore, he was called the 'representative of the modern age'. Raja Ram Mohan Roy played a significant role in the progress and development of social and religious movements.¹ He was a polyglot and well versed in many languages like Bengali, English, Sanskrit, Arabic, French, Latin and Hebrew. He studied in depth many religions like Christianity, Islam, Hinduism, and felt the need to eradicate many abuses that had crept into Hinduism to restore its pristine glory. He believed in the unity of God, opposed idol - worship, ritualism and caste system. He sought to improve the vigorous campaign for the abolition of 'Sati' or self-immolation of widows.²

Aims and Purpose of the Study

The aims and purpose of the study is to know about, "**Raja Ram Mohan Roy – Harbinger of Modern Age**" is an attempt of presenting Raja Ram Mohan Roy's multifaceted life and works. As a tireless social reformer and liberal reformist, he inaugurated the Age of Enlightenment and the modernisation of India. Henceforth, he was known as 'Father of Modern India', who had a broad range of interests throughout his life, covering a wide range of political, social, religious and educational reforms. Through this project, the researcher has also tried to establish the relevance of Raja Ram Mohan Roy's philosophies and activities in the present day scenario.

Objectives of the Study

The main objectives of the study are as follows; to examine Raja Ram Mohan Roy's biography, paying special attention to his religious education and his experiences in Calcutta, his religious writings, fight against social evils, to study the various factors which contributed in making Raja Ram Mohan Roy as a social reformer.

Pioneer of Modern Indian Renaissance

Raja Ram Mohan Roy³ (1772 -1833) was the first great modern reformer⁴ is popularly known as the 'Maker of Modern India'. Raja Ram Mohan Roy was given the title 'Raja' by the then Mughal Emperor Akbar II of India in 1831. Ram Mohan Roy was against idol worship and orthodox Hindu rituals. He stood firmly against all sort of social bigotry conservatism and superstitions. He campaigned for right for women to hold property.⁵

Ram Mohan Roy's Education

Roy had mastered Arabic, Persian, Hebrew, Greek, Latin, Bengali, Sanskrit and 17 other leading languages spoken in the world. Roy's familiarity with such diverse languages exposed him to a variety of cultural, philosophical and religious experiences. He studied Islam thoroughly. He also, studied the teachings of the Buddha Dhamma. Roy admired the Bible as much as, he did the Vedanta and the Quran.⁶ His comparative study of the various scriptures led him to discover the

fundamental unity of all religions in their doctrines and principles, mainly the belief in monotheistic religion and universal brotherhood of man.

Eradicating Superstitious Beliefs

Raja Ram Mohan Roy lived in a period when child marriage and Sati was highly practiced among the people in the society. Wives were burnt along with the dead husband whether she was willing or not. Girls were married off when they were five or six years old. Ram Mohan was sick and tired of these practices. Though he had high regard for Hindu religion, but he felt that Hindus had yet to know about the religion correctly. He preached for equality among men and women and said people should also give up superstitious beliefs.⁷

Believe in One God

Roy himself had now come to believe that the ‘Omnipresent God’, who is the only proper object of religious veneration, is one and undivided in person. He claimed this was the message of the Vedas, and of the Bible and the Quran as well. Seeking to promote inter-religious understanding, Roy wrote a book on the ‘Precepts of Jesus’, and began work on a life of Muhammad.⁸

As a Social Reformer

Ram Mohan Roy as the ‘First Modern Man’ of India realized early that, social reform was the precondition for the regeneration of the people of our country.⁹ Social reforms by Raja Ram Mohan Roy have helped India to come out of the jinx of social taboo and malpractices. When the practice of Sati was legally abolished in 1829, the credit for its abolition was given to the Governor General Lord William Bentinck.

Roy’s great contribution towards this reform was to demonstrate that Sati was not a religious duty sanctioned or upheld Hindu scriptural tradition. Through the 1820s, Roy’s ideas were being propagated through his Bengali newspaper, which was called the ‘*SambadKaumudi*’, or the ‘*Moon of Intelligence*’. Nine years later, London magazine described the *SambadKaumudi* as ‘*the Morning Chronicle of India*’, advocating freedom, civil and religious, opposed to corruption and tyranny.¹⁰ Roy’s aim was the creation of a new society based on the principles of tolerance, sympathy and reason, where the principles of liberty, equality and fraternity would be accepted by all, and where man would be free from the traditional shackles which had enslaved him for ages. He yearned for a new society which would be cosmopolitan and modern. Roy’s methods of social reform were multifaceted.¹¹

Ancient Classical Literatures

Ram Mohan Roy’s career as an active religious reformer began only after he had settled permanently in Calcutta in his mid-thirties, though the ‘*Tuhfat-ul-Muwahhiddin*’ was written in 1804. The year 1815 is the most remarkable period in his life. He attacked against the prevailing practices was launched at this period as by this time, he had studied the ancient classical literature of Sanskrit and Arabic and became acquainted with new forces that were emerging in the West. Roy established the ‘*Atmiya Sabha*’ in which verses from the Upanishads were discussed and hymns composed by him and his friends were sung.

Literary Works

Between 1815 and 1819, Roy translated the original works of the Vedanta and the Upanishads in Bengali. A Bengali translation of the Vedantasara of Badarayana according to Sankara’s commentary was published in 1815. The Vedantasara in Bengali, ‘*the Abridgment of Vedanta*’ in English and Bengali and the English translation of ‘*Kena Upanishad*’ were published in 1817. He wrote against idolatry and priesthood and in favour of monotheism. At that same time, he started publishing a Bengali weekly ‘*SambadKaumudi*’ which was followed in 1822 by a Persian weekly – the ‘*Mirat- ul -Akbar*’. It covered topics like freedom of press, induction of Indians into high ranks of services, and separation of the executive and judiciary.¹²

Brahmo Samaj

The Brahmo Samaj (1828 - The Society of God) was the first attempt by Indians in the 19th century to reform Hindu society. It is a cosmopolitan religious organization based on the positive sides of all the prevailing religion. Initially, the reform was named as ‘Brahmo Sabha’ in 1820, but later in 19th century, it was renamed as ‘*Adi Brahmo Samaj*’ meaning the society of men believing in the worship of supreme power in spirit form but opposing the idol worship of the Almighty.¹³ The core of the Brahmo Samaj was to understand that all human beings were related at a human level and hence no discrimination should be practiced, at the level of caste, religion or

gender. The Brahma Samaj propagated the oneness of God, brotherhood, morality and charity and was against idol worship, polygamy, caste system, sati, child marriage and other meaningless rituals.¹⁴

Division in Brahma Samaj

After the death of Raja Ram Mohan Roy, Brahma Samaj divided into many sects Maharishi Devendranath Tagore (Father of Rabindranath Tagore) established the “*Adi Brahma samaj*”.¹⁵ Devendranath Tagore took over the leadership of the Samaj in 1843. The younger members of the Sabha led by Keshab Chandra Sen began to advocate more radical social changes, child marriage and polygamy. Emancipation of women and widow marriage was strongly advocated. Finally in 1866, Keshab Chandra Sen and his follower left the parent body and formed the “*Brahma Samaj of India*”. There after the parent organisation came to be known as “*Adi Brahma Samaj*”. But a second schism took place in 1878 and a new organisation named “*Sadharan Brahma Samaj*” was formed.¹⁶ The Brahma Samaj, Roy founded south to liberate society from the shackles of practices like Sati, child marriage and infanticide.¹⁷

Champion of Women Liberty

Raja Ram Mohan Roy was a champion of women’s rights in India. He revolted against the subjection of women and pleaded for the restoration of their rights. Besides abolishing Sati, he advocated in favour of widow remarriage. In 1822, Roy wrote a book entitled brief remarks regarding ‘*Modern Encroachments on the Ancient Right of Female*’. He argued that like the sons, daughters have also their right over parental property.¹⁸

Advocate of Western Education

Raja Ram Mohan Roy was a great scholar having sharp intellect in the Vedas, Upanishads, Quran, Bible and several other holy scriptures. He very well realized the importance of English language. He could visualize the need of a scientific, rational and progressive education for the Indians¹⁹

Modernizing Education System

The western education in India spread mainly due to the efforts of the progressive Indian elements that promoted the social reforms. Social reforms of Ram Mohan Roy not only liberated India from the shackles of superstitions, but also introduced a new system of education in India. Ram Mohan Roy was the chief advocate of the modern process of education and the scientific learning.²⁰ His ambition was to change the educational system completely. In modernising Indian antiquated system of education, he shines as one of the founders of Hindu college.²¹ Thus Raja Ram Mohan Roy promoted the western education and India during that time witnessed a great progress in the field of education.²²

Freedom of Press

The other area for which the role of Ram Mohan Roy was decisive was the articulation of the demand for the freedom of press.²³ The demand for freedom of press was a significant development in the growing through limited democratisation among the indigenous elites in India.²⁴ Raja Ram Mohan Roy was described by Jawaharlal Nehru as a ‘*Founder of the Indian Press*’. His efforts to liberate the press were made with the aim to educate Indians about the affairs of the nation in their true perspective. He himself published newspapers in English, Bengali and Persian for the purpose of creating mass consciousness as a veritable check against the British authoritarianism.

Besides being a great social reformer, Ram Mohan also made a valuable contribution to Bengali literature and he is regarded as the ‘*Father of Bengali Prose*’. Roy believed in the freedom of expression and ushered in a new era of journalism by starting the publication of a number of weekly magazines in Bengali and English and so he was rightly been designated as the ‘*Father of Indian Journalism*’. Roy pointed out that a free press acted as a safety valve and did not give any scope for sudden outburst. Freedom of press was helpful to both the Government and the people. A free press acts like a channel of communication between the two and solves many problems. People come to know about the plans, programmes, policies and intentions of the Government through it. People also express their reactions and grievances through it, thus making the governance more effective. A free press helps disseminate knowledge and boosts intellectual improvement. It allows creativity, gives literary, cultural and artistic knowledge and pleasure.²⁵

Champion of Internationalism

Raja Ram Mohan Roy was the champion of internationalism. He wanted universal religion, synthesis of human culture and ideas end of imperialism and peaceful co-existence of nations. Thus, he became the ‘*Harbinger of a Modern Age*’. He really advocated the principle of collaboration of mankind. Rabindranath Tagore commented that, “Ram Mohan was the only person in his time to realize completely the significance of the modern age. He knew that the ideal of human civilization does not lie in isolation of independence but in the brotherhood of interdependence of individuals and nations”. Raja Ram Mohan Roy was one of the most outstanding personalities of the 19th century, as a pioneer of modernity and a visionary of Liberal Democracy. It became the dominant ideology of the first phase of religious and social reform in India.²⁶

Tribute to Raja Ram Mohan Roy

Raja Ram Mohan Roy is still remembered through various educational institutions, roads, museums which were established as a tribute to the legend. Those can be witnessed as: 1) Raja Ram Mohan Roy Library Foundation, 2) Ram Mohan Library and 3) Raja Ram Mohan Roy Memorial Museum: The memorabilia in the museum consists of photographs, sketches, paintings and excerpts from the writings of Raja Ram Mohan Roy. Following Schools and Colleges were named: 1) Ram Mohan College, 2) Raja Ram Mohan Roy Mahavidyalaya and 3) Raja Ram Mohan Roy College of Education. Following Roads are Dedicated to the Name of Raja Ram Mohan Roy: 1) Raja Ram Mohan Roy Road, Bengaluru, Raja Ram Mohan Roy Road (Charni Road) Mumbai and 2) Raja Ram Mohan Roy Sarani was earlier named as Amherst Street after Lord William Amherst. But it was renamed as Ram Mohan Sarani after Raja Ram Mohan Roy.

Stamp Issued by Government of India

Government of India has issued stamp in the name of the great reformer, Raja Ram Mohan Roy in 27th September 1964.

Statues of Raja Ram Mohan Roy were constructed and situated in various places of the world

1) The statue of Raja Ram Mohan Roy is situated in College Green, Bristol, UK. The tomb was built in 1843, located in the Arnos Vale Cemetery on the outskirts of Bristol. 2) The statue of Raja Ram Mohan Roy still adorns Bangalore city and Raja Ram Mohan Library of Kolkata also has a statue.²⁷

Untimely Death

Raja Ram Mohan Roy on 19th September suddenly fell ill with meningitis. He passed away on 27th September 1833. He was buried at the Arnos Vale Cemetery in Bristol itself, with a tombstone whose inscription notes his scholarship and mastery of language, and his belief in the unity of the godhead, before summarizing his life work as follows:

*“HIS UNWEARIED LABOURS TO PROMOTE THE SOCIAL, MORAL AND PHYSICAL CONDITION OF THE PEOPLE OF INDIA. HIS EARNEST ENDEAVOURS TO SUPPRESS IDOLATRY AND THE RITE OF SATI AND HIS CONSTANT ZEALOUS ADVOCACY OF WHATEVER TENDED TO ADVANCE THE GLORY OF GOD AND THE WELFARE OF MAN, LIVE IN THE GRATEFUL REMEMBRANCE OF HIS COUNTRYMEN”.*²⁸

Epitaph of Raja Ram Mohan Roy

The Epitaph on the late 19th century stone at the tomb reads: “*Beneath this stone rest the remains of Raja Ram Mohan Roy Bahadoo, A conscientious and steadfast believer in the unity of Godhead, He consecrated his life with entire devotion to the worship of the divine spirit alone*”.²⁹ His death was deeply and widely mourned and rich tributes were paid in his memory. He was truly and deeply religious and firmly believed in oneness of life and divinity of all men. He was also truly modern with a scientific bent of mind and a major sharper of modern India.³⁰

Conclusion

Raja Ram Mohan Roy a social, political, economic, religious, educational reformer came with his scientific temper, broad outlook, championship of freedom, liberal and fundamental reforms and equality and humanism. He is hailed as “the Father of Modern India”. He attempted to combine the Western and Eastern philosophy. His writings and ideas are an example of a synthesis of ancient Indian ideas with modern western political principles. Hence, Raja Ram Mohan Roy is regarded as the ‘Innovator of Modern India’. Really, both Raja Ram Mohan Roy and Brahma Samaj played a significant role in the making of the modern India. Raja Ram Mohan Roy was called as ‘Bharat Pathik’ by Rabindranath Tagore.



In the context of present day, to the society and to the education, contributions, thinking and activities of Raja Ram Mohan Roy are still significant. The institutions, roads, library and museum which were established after his death in keeping alive his memory are highly appreciable. Raja Ram Mohan Roy will still be adorned and honoured and long cherished for many years to come.

End Notes

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JUSTICE PARTY:THE VOICE OF THE VOICELESS

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Abstract

Justice party was a well conceived political party with definite social and political ideologies. Politically it aimed gaining the power of the government transferred to the hands of Non-Brahmins. Socially it was a revolt against Varnashrama Dharma. It was a political party started with a manifesto which proclaimed its objectives.¹ The Justice Party represented not only the aspirations of the non-Brahmin communities but also symbolized their long smouldering fear and suspicion towards the Brahmins. It was a well organised attempt by an elite group who were politically articulate to establish the identity of the Non Brahmin communities. Its policies and programmes make it evident that it was a party organised on the liberal British tradition' with a tinge of French radicalism. It believed in the principles of parliamentary democracy and social equality of all sections of people. Hence it challenge to the preponderance of Brahmins.

Introduction

The 19th century witnessed an enormous transformation in almost all spheres of life, religious, social, economic, political and cultural. But India was still in the grip of traditions, detrimental to its progress and growth. None the less the foreign rule was in a way a blessing in disguise to the Indians. It influenced their life through many channels. As a result two revolutions took place in India namely, the National Revolution and the social revolution. The former made India to emerge as a new nation whereas the latter brought about enormous social changes, challenging the stagnating traditional culture.

In Madras there was a wide gap between Brahmins and non-Brahmins in the social hierarchy and glaring disparity in the matter of employment in government departments. The educational backwardness of Madras until the middle of the 19th century may have been responsible for the lack of effective leadership. There was no personal initiative in the field of reform in the Madras Presidency till the first decade of the twentieth century.¹

Emergence of the Dravidian or non-Brahmin politics in the second decade of the twentieth century constitutes a land mark in the history of south India. The long smoldering discontent, hatred and suspicion of the elite non-Brahmins of the Madras Presidency towards the Brahmins got institutionalized under the nomenclature of the South Indian Liberal Federation. Its primary aim was to promote the political interests of the non-Brahmins and its watch words were "equal opportunities for all and injustice to none"² Further Dravidian leaders had devoted themselves to the intellectual awakening and the development of the people. They spread the ideas against tradition and customs and preached for rationalist approach. They also created spiritual awaking through rationalism. Dravidian leaders criticized the authoritarianism and traditionalism and denounced superstitious practices and caste divisions. Further they also sought to reform Hinduism within.³

Formation of Madras Dravidian Association

A few aggrieved non- Brahmin officials of the Revenue Board and other government institutions who suffered from the partiality and unfair treatment of the Brahmin superiors formed an organization called 'The Madras United League'. Prominent among those non-Brahmin officials were Saravana Pillai, G. Veerasami Naidu. Duraisamy Mudaliyar and Narayanasamy Naidu. Through the initiative was taken by a set of government officials to form an association for the cause of non-Brahmins, the leadership and guidance came from Dr. C. Natesa Mudaliyar, a non- official and

¹ Ralhan, O.P., *Encyclopedia of Political Parties Series: Non-Brahmin Movements*, Anmol Publications Pvt.Ltd., New Delhi, 1998, p.143.

service minded Doctor of Triplicane.⁴ Many prominent citizens of Madras including C.Karunakara Menon, the Editor of Indian Patriot an English daily and P. Ramarayananingar (Rajah of Pangal) lend their support to such an effort. Before this League blossomed into a full- fledged non- Brahmin organization, its nomenclature was changed into Madras Dravidian Association at its first annual meeting. It started functioning from 10th November, 1912 with new rules and regulations. P. Ramarayananingar, the Rajah of Panagal, was elected as the president of the Association, Dr. T.M.Nair as vice- president and Dr. C. Natesa Mudaliar, as the Secretary. This organization tied to safeguard the political, social and economic interests of the Dravidian people. It's declared aspiration became the establishment of a Dravidian State under the British Raj and the formation of a Government of by and for the Non- Brahmins.⁵

Dravidian Home

Dr. C. Natesa Mudaliyar, then a medical student in Madras founded "The Dravidian Home" in 1914, a hostel for non- Brahmin students at Akbar Sahib Street in Triplicane. He founded this Home for the reasons that the non- Brahmin students were unable to find hostel accommodations, they were not allowed to eat in Brahmin hotels in Madras because of caste banders and had the difficulty in pursuing their higher studies. To strengthen non-Brahmin unity at that time, he began the Dravidian Association hostel which was aptly named as the Dravidian Home with the purpose of advancing non-Brahmin political power. The establishment of the Dravidian Home was the first practical step of a small but influential group of non-Brahmins in Madras city to organize themselves.⁶

The Defeat of Non- Brahmin Leaders

The election to the imperial legislative council took place in 1916. The Madras Legislative Council had to elect two members to the imperial Legislative council. There were seven contestants. The majority of the council members were Brahmins. The congress fielded V.S Srinivasa Sastri for the South Districts and B.N. Sharma for the Northern Districts. Non –Brahmin leaders had fielded Dr. T.M. Nair against the Brahmin candidate V.S. Srinivasa Sastri.⁷ Ramarayananingar was defeated by K.V. Ponusamy Iyengar, a Zamindar of Tiruchirappalli, K.V. Reddi Naidu faced a similar defeat in the council election. This defeat of non- Brahmin candidates in the election of 1916 not only brought about disappointment among non- Brahmin leaders, it also aggravated the feeling of communal minority between Brahmins and non- Brahmins. It was also felt that unless the political power of the Brahmins was broken, there would be no opportunity for the resurgence non- Brahmin communities.⁸

Non- Brahmin letters

The more important of the two Dravidian Association publications is a series of 21 letters concerning in the position and the desires of certain non- Brahmin caste groups in Madras Presidency. Many of which were to become the principal aims of the non- Brahmin Movement. The letters are addressed Dear Govinda Rajalu , Dear Mudaluai, Dear Naidu and so on.⁹ The letters emphasized that non- Brahmins were disunited and jealous of one another that they were unwilling to take advantage of education but instead remain attached to their traditional occupations as business men on dubashas (clerks). Non- Brahmins are badly treated by non-Brahman employers and Brahman fellow workers alike but they themselves are not to be blamed for not aspiring to influential positions in the government service. Non-Brahmins mesmerized by the scriptures of manu are the victims of their own sense of inferiority. If they were even to become important in the public life of Madras Presidency, they must organize a movement to unite the Dravidians and must establish a "national" college employing the Dravidian vernaculars.¹⁰

South Indian liberal federation

Following the publication of Non-Brahmin letters successful attempts were made by Natesa Mudaliyar, the secretary of the Madras Dravidian Association to reconcile two non-Brahmin leaders Dr.T.M.Nair and Thiagaraya chetty, who were both important figures in the Madras city. The party differences were forgotten and decided to cooperate with each other. Finally on 20th November 1916

by a group of about thirty non-Brahmins, including P. Thaagaroya Chetti and Dr. T. M. Nair, Natesa Mudaliar, Raja of Bobbili and C.Sankaran Nair met at the Victoria Hall in Madras city.¹¹ It was resolved to start a company for publishing newspapers advocating the cause of the non-Brahmin community in this meeting. The idea to bring out daily newspapers came foremost in the minds of the non-Brahmin leaders because of the Brahmin control of the two of the three leading dailies in Madras city. The English daily Hindu, started in 1878 as a weekly and was turned into a tri-weekly in 1883, and into a daily in 1889 was published by S. Kasturiranga Iyengar, while the only Tamil daily Swadesamitran, started in 1882 as a weekly and became a daily in 1889 was published by A. Rangaswami Iyengar.

Both were highly nationalistic in spirit and both vigorously advocated Home Rule. The Brahmin hegemony over journalism stemmed from two factors: first, as pointed out earlier, the Brahmins constituted an elite group in society, and secondly, their recognised position of leadership in society enabled them to assert themselves as protagonists of the nationalist movement. Therefore the non-Brahmin leaders founded the South Indian People's Association primarily for conducting daily newspapers to guide, define and publicise the views of the non-Brahmins on public questions. The first issue of the Association's English daily Justice appeared on 26 February 1917. The Tamil daily Dravidian was started in June 1917 and for Telugu readers Andhraprakasika, the well Telugu weekly was started.¹²

Later the South Indian People's Association was named as the South Indian Liberal Federation.¹³ Its purpose was to promote the political interest of non-Brahmins. It was the real beginning of the non-Brahmin Movement.

Non- Brahmin Manifesto

On 20 December 1916, in The Hindu, the non-Brahmin party group made its public announcement in the form of Non-Brahmin Manifesto. It was addressed to non- Brahmin gentlemen under the signature of P. Theagaraya Chetty. It marked the inception of the non- Brahmin movement. The Manifesto laid emphasis not in favour of any measures which was designed to undermine the influence and authority of the British rulers, who also in the present circumstances of India were able to hold the scale even between creed and class to develop that sense of unity.¹⁴ It went on to claim that the Non-Brahmins constituted forty million out of forty and a half million population of the Madras Presidency. They were the bulk of the tax payers including a large majority of zamindars, agriculturists and landholders. They had little or no power to influence the masses for general political advancement of the country. The non-Brahmins had no political organization or spokesmen or a press to protect their common interest. It argued with the convincing statistics quoting evidence of Sir Alexander Cardew, then chief Secretary to the Government of Madras before the Public Service Commission, that the Brahmins were overwhelmingly predominant in the public services in the University of Madras, in the High court and in all political appointments. The Brahmins formed 'a small rigidly exclusive caste'. In the provincial Civil Services, held between 1892 and 1904, out of sixteen successful candidates, fifteen were Brahmins giving a ratio of ninety four per cent Brahmin successes. In the competition for the appointment of Assistant Engineers, during the same period, seventeen Brahmins and four non-Brahmins were selected as successful candidates. Similarly in the competitive examination held for the Account Departments, out of 140 Deputy Collectors in Madras at that time, seventy seven were Brahmins, thirty non-Brahmins and the rest others. In the Subordinate Judicial Service, the major portion of the appointments was in the hands of Brahmins. Again in 1913, out of 128 permanent District Munsiffs, ninety three were Brahmins, twenty five non-Brahmins and the rest others. The Brahmins monopolized all Government services and this led to the practical exclusion of the non-Brahmin classes. It concluded with an appeal to the non- Brahmins who formed not less than 40 million out of 41.5 million of the population of this Presidency to do everything

possible to ensure the general development of their community on a broad and enduring basis and to quit their attitude of silence and inaction and definitely assert and press their claims against the virtual domination of the Brahmin caste.¹⁵

Birth of the Justice Party

Dr.Nair took the job of framing up the rules and regulations of the South Indian Liberal Federation. He borrowed the ideas not only from the liberal British tradition, but also from French radicalism. Indeed even the name of the party organ was adopted from Clemenceau's 'Justice' Opponents of the SILF referred to it as "the Justice Party" and the SILF itself felt that this somehow captured the spirit of its movement and adopted the label as its unofficial name.¹⁶ In due course it officially came to be known as 'the Justice Party' after the name of its English daily Justice.¹⁷ Nair soon became the most prominent spokesman of the party. He defined its object as justice for all Dravidians through the establishment of a separate State under the watchful guidance of British rule. According to him, the Justice Party would support every act of government beneficial to the people and oppose any which would be injurious to their interest.

Objectives of Justice Party

The Objectives of Justice Party were embodied in a constitution issued in 1917. They were:

- "(a) to create and promote the education, social, economic, political, material and moral progress of all communities in Southern India other than Brahmins,
- (b) to discuss public questions and make a true and timely representation to Government of the views and interests of the people of Southern India with the object of safeguarding and promoting the interests of all communities other than Brahmins and
- (c) to disseminate by public lectures, by distribution of literature and by other means sound and liberal views in regard to public opinion ".¹⁸

The formation of Justice Party was a turning point in the history of Tamil Nadu and it emerged to fight monopoly of Brahmins in almost all spheres of humanity and to secure social Justice for the non-Brahmins. When this party was organized, the term 'non-Brahmin' provided the broadest base for unified political action, because it included the muslims, all depressed classes and the Anglo-Indians. Due to the initiative taken by T.M.Nair, the co-founder of this party the Adi-Dravida leaders like M.C.Raja and R.Sinivasan joined into the Justice Party in later years and there by ushered a good beginning to the consolidation of non-Brahmin forces in the annals of Tamil Nadu politics.

Significance of Justice Party

The Justice Party under the Dyarchical system of government captured power in 1920 and formed four out of five ministries and held political power for thirteen years and introduced many reforms. It attempted to carry on social and economic measures for the benefit of the non-Brahmins. It introduced Mid day Meal scheme, granted voting rights to women, promoted Sidhha, Unani and Ayurvedic system of medicine, guaranteed communal representation to non-Brahmin communities in the public services and education by passing communal GO's, improved the status of the depressed classes and established the Staff Selection Board to recruit government employees. It passed the Madras State Aid to Industries Act of 1922 and encouraged cottage industries and regulated the administration of temples and mutts by passing Hindu Religious Endowments Act. The Justice Party was deeply committed to the abolition of untouchability and Devadasi system. It also much contributed to the progress of higher education and established Andhra University in 1926 and Annamalai University in 1929. It prevented the tenants from the exploitation of landlords by the Madras Tenants Land Reform Act of 1934.¹⁹All the administrative measures of the Justice Party received popular appeal.

Conclusion

The Justice Party had a strong social reform orientation. It was the first political party in India to condemn Varnashrama Dharma .The three communal G.O.s passed by the Justice Party are forerunners to social legislation and social justice. Moreover, the underlying philosophy of communal

representation or communal justice came to be recognized in the Indian Constitution under the label of Social Justice and Reservation for Backward Classes in Government services and Government owned educational institutions under Article 15(4) and 16(4) of the Constitution. It stands as a testimony for the political vision and foresight of the Justice party in promoting the welfare of the weaker sections of the Society. The Slogan of the Justice Party that 'Justice for all and injustice to none' caught the imagination of many who had been trampled down for centuries by the oppressive system of Varnashrama Dharma.

The Justice party achieved a lot when they were in power by passing a number of Acts and also by initiating some social reforms as customs. They could have done even more but due to the administrative machinery 'the Dyarchy' they do not have control over finance. But with available powers they worked well. Their socio-economic reforms for the benefit of the Non-Brahmin communities contributed significantly to the overall progress of the non-Brahmins. It also served as a stepping stone to enhance and protect the poor of the poorest, weak of the weakest which revolutionized many age old evils of the society. Thus Justice Party became the voice of the voiceless of many downtrodden communities in Tamil Nadu.

End Notes

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CHOLA TEMPLE ARCHITECTURE-A GRANDEUR MARVEL IN STONES

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ABSTRACT

Architecture plays a significant role in the socio economic, and cultural life of any society. It helps to trace the historical changes and the reciprocal influence between different socio cultural units. Temple architecture in Tamil Nadu is largely indebted to the patronage of the Tamil kings. The period of the Imperial Cholas (c. 850 CE-1250 CE) in South Indian was an age of continuous improvement and refinement of Dravidian art and architecture. In addition to the temple, they also built many buildings such as hospitals, public utility buildings and palaces. Many such building find mention in their inscription and in contemporary accounts. The district of Thanjavur boasts of hundreds of ancient temples. The town of Thanjavur was the seat of the glorious Chola Empire of Tamil Nadu and was later on the seat of the Nayaks and the Marathas. Thanjavur attained prominence under the Cholas in the ninth century when Vijayalaya, the dynasty's first great ruler, established his capital here. The Brihadisvara temple here symbolizes the greatness of the Chola Empire, and reflects the splendour of its author, emperor Rajaraja I. The inscriptions incised in elegant letters along the plinth of the temple's gigantic edifice extol the personality of this great emperor. The inscriptions also tell how the emperor, on the two hundred and seventy-fifth day of the twenty-fifth year of his reign (1010), presented a gold-covered final to be placed on top of the temple's vimana. In 1000A.D. at Thanjavur the greatest of the early Chola temples was built a stupendous pyramidal shrine, scared to Siva, its tower nearly 200 feet high and crowned by an eight-ton ornate dome capstone.

INTRODUCTION

Architecture plays a significant role in the socio economic, and cultural life of any society. It helps to trace the historical changes and the reciprocal influence between different socio cultural units. Temple architecture in Tamil Nadu is largely indebted to the patronage of the Tamil kings. , the characteristic features of the Chola architecture show that it was continued from the past. The early Chola architecture was enriched in general by the inherited tradition of the Pallavas. The early Chola temple architectural forms and designs are modest in scale and very elegant in plan. Fergusson makes a sweeping remark that in nine cases out of ten, Dravidian temples are the fortress aggregation of parts, arranged without plan an accident dictated at the time of their erection. According to Douglas Barrett, the general plan was uniform throughout the early Chola period. The temple architectural design and main shrine comprised a rectangular flat-roofed mandapa (ardhamandapa) leading into a square flat-roofed sanctuary which supports a vimana. But at the same time, the early Cholas adopted certain forms of the Pallavas who designed the original forms. Among the early Chola kings, Aditya I (871-907 A.D) was the real founder of the Chola architectural tradition. The history of the temple reveals that many of its structures which were built in different epochs.

BRIHADISVARA TEMPLE - THANJAVUR

Location:

The district of Thanjavur boasts of hundreds of ancient temples. The town of Thanjavur was the seat of the glorious Chola Empire of Tamil Nadu and was later on the seat of the Nayaks and the Marathas. Thanjavur is also known as the Rice Bowl of South India as it lies in the fertile Cauvery delta region and rice is the main cultivation crop here. The Chola Kings loved art and architecture and spend a major income of the state for the development of and architecture art.

Thanjavur attained prominence under the Cholas in the ninth century when Vijayalaya, the dynasty's first great ruler, established his capital here. The Brihadisvara temple here symbolizes the

greatness of the Chola Empire, and reflects the splendour of its author, emperor Rajaraja I. This ambitious architectural undertaking began in 1003 and was designed to represent cosmic structures, in keeping with the Chola ideology of equating temple, cosmos and territory. The Brihadisvara temple is a monument dedicated to Siva, represented by a Linga that Rajaraja established here and named Rajarajesvaramudayar, after himself.

The inscriptions incised in elegant letters along the plinth of the temple's gigantic edifice extol the personality of this great emperor.ⁱ The inscriptions also tell how the emperor, on the two hundred and seventy-fifth day of the twenty-fifth year of his reign (1010), presented a gold-covered final to be placed on top of the temple's vimana.

Raja Raja Chola I, the son of Sundara Chola and Vanavanmahadevi was clearly the greatest of the Chola monarchs. He was a great builder, and the Sri Brihadisvara temple or the Big Temple at Thanjavur was his creation.ⁱⁱ

Sri Brihadisvara temple it is said was the dream project of the great Chola emperor, Raja Raja (984-1014). And literally so for the temple was the result of a command he had received from the Lord in a dream. Also known as Rajarajaswaram, after the emperor the temple is built entirely of granite which must have been transported from long distances as the stone is not known to be available in the Thanjavur area construction of the temple now a World Heritage siteⁱⁱⁱ.

Structure of the Temple

In 1000A.D. at Thanjavur the greatest of the early Chola temples was built a stupendous pyramidal shrine, sacred to Siva, its tower nearly 200 feet high and crowned by an eight-ton ornate dome capstone.^{iv} On the inner walls of the ambulatory which runs around the cell under the main tower are the remains of an original series of wall – paintings illustrating Siva mythology and celestial female dancers another hint at how lavishes the use of color originally was on Indian architecture. It produced icons, ranging from almost life size to a few inches high Hindu deities. The largest and most important of them were sometimes dedicated as “portraits” of members of the royal family in the guise of Gods.^v

Prakaram

The long Prakaram surrounds the great temple (500 feet/250 feet) and the walls surrounding the Prakaram again go back to Raja Raja Chola's period. The walls house long pillared corridors, which abound in murals, Siva lingams and Nandis.

Periya Nayaki Temple

The Periya Nayaki temple within the temple is a later addition from the Pandya period, and so is the Subramanyar Temple sung later by the saint poet Arunagirinathar.

The sanctum, Artha mandapam, the Mukha mandapam and the Maha mandapam although distinct, from a composite unit with an imposing appearance that awes visitors, forcing one to wonder how such timeless architectural fear was executed about a 1000 years ago.

Keralanathagan Gopuram (first gate)

Raja Raja Chola assumed the title of Keralanathan meaning destroyer of Kerala, after his history over Kerala King Baskarvarma his gopuram is named after this title form of Shiva – Rudhrathandeva pose (a fierce Shiva in dancing form), Shiva with Parvathi, Bichadanar (Shiva as beggar), and Sadasiva.^{vi}

Raja Rajan Gopuram (second gate)

The second gate is called Rajarajan Gopuram. This gopura names after the King Rajaraja I is contiguous with the prakara wall of the temple. The most impressive in this thiruvasal are the colossal Dwarakapalas. The two huge 15 feet monolithic Dwarakapalas on their side of this entrance is seen.

Maha Nandi

The nandi, which dates back to the Nayakas period, is housed in its own mandapam and it matches up to the grandeur and size of the temple. It is a monolithic Nandi weighting about 25 tonnes, and is about 12 feet high and 20 feet long. The ceiling of the mantapa was painted during Maratha period.^{vii}

Sri Vimana

The magnificent view of Srivimana appears as one enters the huge open courtyard from the Raja Rajan Gopuram. The towering vimanam is about 200 feet in height and is referred to as Dakshinameru. The entire vimana is of stone and the sikhara of eight pieces weight 80 tones. Above the vimana is the shining kalasam (bowl) made up of gold is seen whose height is 12 feet and was originally presented by Rajaraja – I. At the top of the pyramid above the 13th stage 8 nandis are seen on corners.^{viii}

History's Mystery

After declare of study and research historians remain puzzled about logistics of the Thanjavur temple. How was it all done? The master designers built the hollow tower by interlocking stones without using any binding material. The temple was made from gigantic blocks of hard, durable granite 1, 30,000 tonnes to be precise. But there isn't a granite quarry to be found within a 100km radius So where was it from and how was all of it brought to kumbham, was carved out of one single stone and weighed 80 tonnes Keep in mind that around the world from India to the U.S and U.K. the maximum weight limit for trucks on modern tarmac roads is no more than 45 tonnes.

So how on earth was this 80 tonnes stone raised to a height of 200 feet without cranes and electricity, one thousand years ago? Was it carved and then raised, or sculpted in place?

Nature's Truck

The answer is Indian's ancient power house the elephant, imagine vast slabs of granite being pushed and pulled over rolling tree trunks for miles end by armies of elephant. Local royal legend has it that some distance from the site a long winding ramp with a gentle incline of 6° was built. Elephants and their mahouts wrestled the stone slabs up to 1.6 kilometers ramp. Until they reached the story under tried to recreate modern documentaries have been tried to recreate the scenario it seems that for the massive key sets six to seven elephants would have been required.

Granite endures but as one of the hardest stones found in nature it is also extremely difficult to cut and shape. And a thousand years ago there were no power of drills and stainless-steel blades. To cut and rocks, stone masons ingeniously drilled small holes in a line in the granite and then would become wet the water expanded the plugs causing the rock to break away.^{ix}

Cluster mandapa

The long prakaram 500 feet/250 feet and the walls surrounding the prakaram again go back to Rajaraja Cholan's period. In this structure are 36 sub-shrines for the subsidiary deities like the Ashtadikpalas, the Parivara devatas ect. The mandapa is pierced by three minor doorways in the south north and west. The Maratha ruler Sarabhoji installed 108 Lingas in this mandapa, mural paintings are seen on the western and northern walls of this mandapa.

Ganapathy Shrine

This Ganapathy shrine is a small temple is situated in the south west corner of the cloister mantapa. It was built in the 18th century by the Maratha ruler Serfoji II.

Karuvur Devar Shrine

This small shrine is western side of the cloister mandapa. It is dedicated to Karuvur Devar the preceptor of Rajaraja I. It is vaulted roof supported by stones pillars. This shrine belongs to the Maratha of the 19th century.^x

Subramanya Shrine

This beautiful temple is situated in northwest corner of the cloister mandapa. It is dedicated to Lord Subramanya was constructed by the Nayaks in the 16th century by Sevappa Nayaks. It is a gem of Nayaks architecture. Though based on a simple design the quality of workmanship can be seen through its exquisite minute carvings.

Chandikesvara shrine

This Chandikesvara shrine is located to the north of the sanctum is contemporary to the main temple. This is the smallest modal of a Chola temple.

Amman shrine

Amman Shrine is located on the northern side of nandhimandapam. The deity enshrined is called as UlagammulududaiyaNachiyar in the inscriptions and now it is referred to as PeriyaNayagiamman in Tamil and Brihannayaki in Sanskrit. It was originally installed by Rajaraja – I and later moved to this shrine.^{xi}

This shrine is built by the Pandya King Jatavarman Sundra Pandian on 13th century. Later the huge entrances with numerous stone pillars were built during the regime of the Nayaks 15th century.

Sivaganga tank and park

This water Tank and park lies beyond the northwest compound of Sri Brihadisvaratemple. Its battle mended stone walls which enclose an area of 35 acres are surrounded by a part rock cut moat. The square Sivaganga Tank in the fort was excavated to provide drinking water for the city.

A toy train, motor boating facilities add a miniature Zoological garden are located within the park. A normal fee is collected for entrance.^{xii}

Services at the temple

Fine arts, made in the service of the temple, were encouraged; and the sculptures, the paintings in the sanctum's dark passages, and even the inscriptions in elegant Chola Grantha and Tamil letters give some idea of the refined art patronized by Rajaraja. Proficiency in dance and music was greatly prized and these arts, too, were employed to serve the temple: the evening ritual was also a form of entertainment, and the townspeople would gather in the mandapa to witness and enjoy ceremonies such as the waving of lights and the chanting of Vedic and Devaram hymns.

In this manner, the temple acquired a vast staff, including cooks, gardeners, flower-gatherers, garland-makers, musicians, drummers, dancers and dance-masters, wood-carvers, sculptors, painters, choir-groups for singing hymns in Sanskrit and Tamil, accountants, watchmen and a host of other officials and servants. The inscriptions record that all these 'employees' were given adequate grants of land.

Just from the one fact that Rajaraja constructed two long streets (talichcheri), for the accommodation of four hundred dancing women attached to the temple, we can well imagine the lavish scale on which he endowed the temple and its management. The annual income from the land set aside for the temple is estimated as one hundred and sixteen thousand kalams of paddy. Besides this, the emperor is known to have presented gold weighing 489 lbs. troy and silverware weighing 600 lbs. troy, as well as jewels, cash and many other gifts, which form a staggering account of munificence.

In the words of K. A. NilkantaSastri, 'When we recall the nature and extent of the efforts and sacrifices that must have gone into the construction of this magnificent temple... and the manner in which numerous villages all over the empire were linked with the daily routine of the temple... when we consider further, how all the learning and the arts that flourished in the county were impressed into the service of the temple, we cannot fail to observe how the Great Temple had come to hold, from its very inception, a prominent place in the polity of the land. The temple was meant to dominate Thanjavur as Thanjavur dominated the rest of South India at the time: it was indeed the masterpiece of Rajaraja's rule^{xiii}



It was jointly organised by the Association of Bharathanatyam Artistees of India the Bharathanatya Trust Thanjavur. To mark the 1000th anniversary of the building, 1000 dancers from various states of our country participated the concert record 11 verses of divine music. Thiruvisaippa composed by Karvur Deva, the guru of Raja Raja Chola.^{xiv}

On 1st April 1954, the Reserve Bank of India released a 1000 currency note featuring a panoramic view of the Brihadisvara Temple marking in cultural heritage. The Reserve Bank of India commended the event by releasing a 5 coin with the mode of temple embossed on it. A Raja cabinet minister of communication and Information Technology released the esteemed Brihadisvara temple special stamp, the first of which was received by G. K. Vasan Minister of shipping.^{xv}

CONCLUSION:

The temple played an important role in the social and cultural life of people in ancient and medieval India. Many of these structures which were made in stones or bricks. Survive to this day and are reflection of the architectural magnificence and the crucial role these temples had in the socio-cultural space of the society. Though the temple and structure were largely of Hindu faith many Buddhist and Jain temples were also constructed in this period that are an important source of information about their art and architecture.

End Notes

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RAMESWARAM – THE ISLAND CITY

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ABSTRACT

Rameswaram Island located on the southeast coast of India bounded by Gulf of Mannar (GoM) on the south and Palk Bay (PB) on the north, respectively, is unique in nature. The southeastern part of Rameswaram Island known as Dhanushkodi foreland is a long sand spit of about 20 km length.

Rameswaram town in Ramanathapuram district in the Indian state of Tamil Nadu is famous as Rameshwaram throughout the world. The holy island of Rameswaram called as Benaras of the South is the only place worshipped by both Saivites and Vaishnavites as it is India's most venerated and most visited Shiva shrines and is also associated with the life of Lord Rama, the hero of the epic Ramayana. It is located on an island separated from mainland India by the Pamban channel. Kashi and Rameshwaram together are one of the holiest places in India to Hindus and part of the Char Dham pilgrimages. The Rameshwaram island is spread over 61.8 square kilometers and has the shape of a conch. Rameswaram is one of the 12 Jyothirlingas of India and considered one among four most sacred pilgrim centers of India namely Rameswaram in the South, Badrinath in the North, Puri in the East and Dwarka in the West. Among these, Rameswaram is dedicated to Shiva, while the other three are dedicated to Lord Vishnu. The Ramanatha Swamy Temple is the main temple of Rameshwaram and is very beautifully constructed. It can be considered as the masterpiece of Dravidian architecture. The temple has twenty-two wells and surprisingly the taste of the water of each well is different and wells are believed to possess medicinal properties.

INTRODUCTION

This great sacred centre of the Hindus is an island in the Palk Strait at the extreme South-eastern tip of the Indian peninsula. It is 46 km long and 11 km wide. The island has been described in the puranas as the Gandhamadana Hill. The history of Rameswaram is wrapped up in legends. The island figures prominently in the Ramayana, Rama, hero of the epic, was a great devotee of Shiva, who is the presiding deity at Rameswaram. Nearly all versions of the Ramayana state that Rama came to Rameswaram in search of Lanka. But the sea lying between Rameswaram and Lanka had to be crossed. Rama tried to propitiate the sea and fasted for three days. The sea refused to allow passage and prayed that it be allowed to retain its inherent quality and impenetrability. Rama was advised to build a bridge across the sea to enable his army of monkeys to cross over to Lanka. With the help of Nala, son of the architect Visvakarma, the bridge was built and Rama reached Lanka. Rameswaram is sacred to both Saivites and Vaishnavas. Since the latter is believed to be an incarnation of Vishnu, it is the wish of every devout Hindu from Kashmir to Kanya Kumara to visit Rameswaram at least once in their lifetime. Rameswaram is one of the four most sacred dhams in India; the other three are Badrinatha in the Himalayas, Puri in Orissa and Dwarka in Gujarat.¹

It is believed that before the appearance of the stone structures in the 12th century CE, the Ramanathaswamy Temple was merely a thatched hut, which is, in fact, how most of the great temples had their beginnings. It is also said that the sanctum of the temple, built in dark and hard limestone, was built by King Vitha Raja Sekhara of Kandy to Prakrama Bahu, a King of Lanka. He is ascribed the first structures in solid stone at the central shrine, which belong to the 15th and 16th centuries CE.

Some of the small and ruinous ancient structures, perhaps the earliest stone shrines built in the twelfth century CE, can be spotted near the western exterior. But the greater and the central structural section of the Ramanathaswamy Temple shows a remarkable homogeneity in style, which contributes immensely to the splendor of the temple architecture. If one single

quality of architecture at the Ramanathaswamy Temple has to be pointed out, it is the massive and ponderous look of the magnificent piers in the corridors. “It is the immensely of the labour here displayed” as James Fergusson points out, “that impresses us, much more than its quality, and that combined with a certain picturesqueness and mystery, goes produce an effect which is not surpassed by any other temple in India and by very few elsewhere”.²

Within the town, the Gandhamaradhana Parvatam is a relatively modern double structure, two and a half Kilometer north-west of the Ramanathaswamy Temple. It contains Rama’s footprints in marble. It is believed that from here Hanuman made the first leap to Lanka. This is the highest spot of the Island, ideal for viewing the spectacular sandy beaches and coconut plantations in the picturesque setting. It is however, the ocean which looks most glorious from this point.

HISTORY OF RAMESWARAM

Rameswaram is a town and municipality in the Ramanathapuram district of the Indian state of Tamil Nadu. It is on Pamban Island separated from mainland India by the Pamban Channel and is about 40 kilometres from Mannar Island, and Sri Lanka. It is in the Gulf of Mannar, at the tip of the Indian peninsula. Pamban Island, also known as Rameswaram Island, is connected to mainland India by the Pamban Bridge. Rameswaram is the terminus of the railway line from Chennai and Madurai, together with Varanasi, it is considered to be one of the holiest places in India to Hindus, and part of the Chardham pilgrimage.³

The History of Rameswaram is centred around the island being a transit point to reach Sri Lanka and the presence of Ramanathaswamy Temple. Tevaram, the 7th-8th century Tamil compositions of shiva by the three prominent Nayanars namely Appar, Sundarar and Thiruganasambandar. The Chola king Rajendra Chola I had acloseconnections with the island and claimed the title setukavalan meaning custodians of the Rameswaram. Hinduism was their state religion and they made generous contribution to the temple, Setu was used in their coins as well as in inscriptions as marker of the dynasty.

According to firishta, Malikkafur, the general of AlauddinKhailji, the ruler of Delhi Sultanate, reached Rameswaram during his political campaign in spite of stiff resistanace from the Pandyan princes in the early 14th century. The Sethupathis, the breakaway from Madurai Nayaks, rliuedRamanathapuram and contributed to the Ramanathaswamy temple. The most notable of are the contributions of Muthu Kumara Ragunatha and Muthu Ramalinga Sethupathi, who transformed the temple to an architectural ensemble. The region then full under the rule of different leaders Chanda Sahib, Arcot Nawab and Muhammed Yusuf Khan in the middle of the 18th century. In 1795 CE. Rameswaram came under the direct control of the British East India company and was annexed to the Madras Presidency. After 1947, the town became a part of Independent India.

According to the Madras Presidency Panchayat Act of 1885. Rameswaram was declared a Panchyat Union during British times. It became a township during 1958 and was declared a municipality in 2004. The functions of the municipality are devolved into six departments: General, Engineering, Revenue, Public Health, Town Planning and the computer wing. All these departments are under the control of a Municipal commissioner who is the Supreme executive head. The legislative power are vested in a body of 21 members one each from the 21 wards.⁴ The legislative body is headed by an elected chairperson assisted by a Deputy Chairperson.

Rameswaram comes under the Ramanathapuram assembly constituency and it elects a member to the Tamil Nadu Legislative Assembly once every five years.

Rameswaram is a part of the Ramanathapuram it has been realigned in 2008 to have the following assembly constituencies Paramakudi. Ramanathapuram, Mudukulathur, Aranthangi, Tiruchuli. The constituency was traditionally a stronghold of the Indian National Congress that won 6 times till the 1991 elections, after which it was won twice each by the All India Anna Dravida Munetra Kazhagam and the Dravida Munnetra Kazhagam.

India's renowned scientist and former president of India, A.P.J. Abdul Kalam, was born in Rameswaram.

Being a Hindu Pilgrimage centre, Hindus form the visitor base of the city. There is a minority of Christians belonging to the fishing community. C.S.I Island Mission Church and St. Antony's Church at Oriyur on eastern shore of the Island are prominent Churches in the Island.

There is a yearly 45-day ban on fishery with motorboats in the region. The fishing ban for year 2012 was effective during the months of April-May. The jetty at Rameswaram is the largest landing centre for fishing boats in the region and it usually comes alive after the ban, with the arrival of fishermen, boat captains, shore workers and others from their native places.

Sea World Aquarium is a natural habitat lying opposite to the Rameswaram Bus stand, having an assortment of underwater creatures it is the only one of its kind in the state, filled with such varied marine life forms including exotic species.

THE RAMANATHASWAMY TEMPLE

Like all ancient temples in South India, there is a high compound wall (madil) on all four sides of the temple premises measuring about 865 feet furlong from east to west and one furlongs of 657 feet from north to south with huge towers (Gopurams) at the east and west and gate towers on the north and south. The temple has striking long corridors in its interior, running between huge columnades on platforms above five feet high.⁵ The junction of the third corridor on the west and paved way leading from the western gopuram to sethumadhava shrine forms a unique structure in the form of chess board and it is popularly known as Chokkattan Mandapam where the Utsavadeities are adorned and kept during the spring festival and on the 6th day festival in Adi (July – August) and Masi (February – March)conducted by the Sethupati of Ramnad. The outer set of corridors is reputed to be the longest in the world being about 400 feet in each in the east and west and about 640 feet in north and south and inner corridors are about 640 feet in north and south and inner corridors are about 224 feet in east and west and about 352 feet each in north and south. Their width varies from 15.5 feet to 17 feet in the east and west about 172 feet on the north and south with width varying 14.5 feet to 17 feet. The total length of those corridors is 3850 feet. There are about 1200 pillars in the outer corridor. Their height is about 30 feet from the floor to the centre of the roof.

The contribution start from here of the kings of the Sethupathy dynasty to the temple was considerable. Especially to be remembered are the immense sums that were spent during the tenure of PradaniMuthirulappa Pillai towards the restoration of the Pagodas which were falling into ruins, the splendid Chokkattan Mandapam or the cloistered precincts of the temple.⁶ The temple was repaired and substantial portions were reconstructed by the Nagarathars of Devakottai, especially the Zamindari family.⁷

Architecture of the Ramanathaswamy Temple

In the first millennium Tamil Nadu was ruled by some of the greatest Hindu dynasties of the south-the Pallavas, Cholas and Pandyas. The first stone shrines dedicated to Hindu deities were built by the Pallavas in the 6th century.⁸ The Pallavas gave us the temple of Kanchipuram, the Cholas the temples of 'Thanjavur' Srirangam and Chidambaram. The garbhagriha has two shivalingams the sandstone lingam called Ramalinga the Vishwalingam that was brought by Hanuman. Eleven important lingams are said to have been established here by Rama, Hanuman, Sita, Laxman, Sugriva, Nala, Angada, Nila, Jambavan, Vibhishana and Indra. Like many ancient temples, the Ramanathaswamy temple has received many expensive gifts from kings and has a legendary collection of treasures. The temple treasures are displayed in a hall that stands in the second enclosure.

HOLY THEERTHAS

Rameswaram is trinity divinely famous for its theerthams, Murthy and devotees. Devotees wish to take holy baths in the holiest theerthams. 30 theerthams are in outside and 22 theerthams are inside the temple.

Gaya Theertham

Gaya theerthas are located north of the second corridor of the ArulmiguRamanathaswamy temple at Rameswaram.

Yamuna Theertham

It is located in the inner corridor of the temple. Its significance is Gnanasruti Rajah has attained wisdom.⁹

Chakra Theertham

Chakra theertham is located north of the Madapalli of the second corridor to the east of the holy temple is called Chakra Theertha. As it was created by Rishi Akirpathra, this theertha has another name of Rishi theertha. This theertha has power to halt all obstacles created by evil doors and destroy them if required. If devotees take bath in the chakra theertha, all doshas like Bramhahathi and chase away evil ghosts. All sins will be washed off and physical deformities like hunch back, blindness and deafness rectified.¹⁰

TOURIST PLACES OF RAMESWARAM

There is a Plethora of tourist attractions in Rameswaram which beautify the city. Following are the Major tourist attractions in Rameswaram, Tamil Nadu, which are worth a visit on your tour to Rameswaram.

Ariyaman Beach

Ariyaman Beach is a long stretch of Pristine white sand beach famous for its scenic beauty. The clear waters and the gentle waves create an irresistible environment for the tourists. The beach is also called Khushi Beach and has enough facilities for boating, Swimming and water sports. Those who never wish to leave the beach can opt to stay at one of the cottages by the seashore.¹¹

Pamban Bridge

The Pamban Bridge on the Palk Strait connects Rameswaram to mainland India. It refers to both the road bridge and the cantilever railway bridge, though primarily it means the latter. It was India's first sea bridge. It is the second longest sea bridge in India at a length of about 2.3 km. From the elevated two-lane road bridge, adjoining islands and the parallel rail bridge below can be viewed.

The railway bridge is 6,776ft (2,065m) and was opened for traffic in 1914. The railroad bridge is a still-functioning double-leaf bascule bridge section that can be raised to let ships pass under the bridge.

The railway bridge historically carried meter-gauge trains on it, but Indian Railways upgraded the bridge to carry broad-gauge trains in a project that finished Aug 12, 2007. Until recently, the two leaves of the bridge were opened manually using levers by workers. About 10 ships cargo carriers, coast guard ships, fishing vessels and oil tankers- pass through the bridge every month. According to Dr. Narayanan, the bridge is located at the "World's second highly corrosive environment", next to Miami, US, making the construction a challenging job. The location is also a cyclone- prone high wind velocity zone.¹²

Kalam National Memorial

Kalam National Memorial was built in the honour of Dr.APJ Abdul Kalam. The splendid memorial was initiated by the Defence Research and Development Organisation in 2015. They display an impressive collection of memorabilia that cherishes the priceless contributions of Dr. APJ Abdul Kalam including replicas of missiles, rockets and information about the Pokhran Nuclear Test. The memorial has a beautiful blend of Mughal and Indian architecture with components sourced from

different parts of the country making it truly a symbol of national integration which goes very well with Abdul Kalames love and admiration for all aspects of the Indian culture.¹³

CONCLUSION

Generally it is believed that the Ramanathaswamy Temple had an ancient origin with its in the religious consciousness of the Hindu and held extremely sacred as one of the most in whole country. Among its builders the names of the Setupati rajas of Ramnad figures prominently. A Setupati named Udaiyan is believed to have built the central shrines in the 15th century CE. The western gopura is also ascribed to in the 17th century CE, these Ramnad rajas enjoyed considerable political power in the Setu. Which gives them this family Setupati, a part from the Setupatis, the Pandyas, Nayaks, Nathikotai Chettis and others also contributed to the building of this temple at different stages without affecting any significant change in the construction was obtained from Ambasamudram in Tirunelveli district.

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RAJIV GANDHI - THE YOUNGEST INDIAN PRIME MINISTER

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ABSTRACT

Rajiv Gandhi was the youngest Prime Minister of India, perhaps even one of the youngest elected heads of Government in the world. His mother, Smt. Indira Gandhi, was eight years older when she first became Prime Minister in 1966. His illustrious grandfather, Pt. Jawaharlal Nehru, was 58 when he started the long innings of 17 years as free India's first Prime Minister.

Set within the context of the Sri Lankan Tamils' liberation war dominated by the Liberation Tigers of Tamil Eelam (LTTE), this article examines the series of events that followed Pirapāharan's (Prabhākaran) decision to eliminate Rajiv Gandhi in 1991 in order to pre-empt his election as Prime Minister. The details of the LTTE's intricate killing operation under operational commander Sivarāsan set the scene for a focus on facets of the attire adopted by suicide bomber Dhanu. Saffron-green outfit, kanagambaram in hair and sandalwood-pellet garland may have been directed by pragmatic reasoning. But circumstantial contentions also point towards cosmic reasoning. Taken together with the kill team's preceding supplications to the god Ganapathi at a temple in Chennai, these indications suggest that Dhanu's explosive transformation into ash was geared towards a transvaluation of self in the cycle of rebirth. Information on Hindu practices taken from the researches of Mines, Fuller and Tanaka amplify the significance of the details deployed during this operation as supplements to plastic explosives, ball bearings and suicide vest

INTRODUCTION

Rajiv Gandhi was an Indian politician who served as the 6th Prime Minister of India from 1984 to 1989. He took office after the 1984 assassination of his mother, Prime Minister Indira Gandhi, to become the youngest Indian prime minister at the age of 40. Rajiv Gandhi was from the politically powerful Nehru family.

Even though he belonged to a politically active family, he himself was never inclined towards the obvious domain. He would much rather spend time with his wife and his two children, than step into the turmoil of Indian political life. Rajiv was a homely person and was very passionate about flying. After obtaining his commercial pilot's license, he flew for the Indian Airlines for some time and was highly satisfied with his job. However fate something else in store for him.

The demise of his brother Sanjay changed Rajiv's life. It was then that he took his first step into the public life at the behest of his mother who looked upon him as the support which previously Sanjay provided in her political activities.

In 1991 the Indian government posthumously awarded Rajiv Gandhi the Bharat Ratna, the country's highest civilian award. At the Indian leadership conclave in 2009, the Revolutionary Leader of Modern India award was conferred posthumously on Rajiv Gandhi.¹

Rajiv Gandhi, the first son of Feroze and Indira Gandhi, he was born on 20th August 1944 at Mumbai. He studied at Welham's school and Doon school at Dehra Dun and St. Columbia's school, New Delhi. In 1960 he passed the senior Cambridge Examination, and soon he was sent to London at Imperial College, and in 1962 he moved to Trinity Cambridge for a course in mechanical engineering.

Early life

Rajiv Gandhi was born into India's most famous political family. His grandfather, Pandit Jawaharlal Nehru, was a leading political leader of the Congress party a pivotal figure in the Indian independence movement and the first Prime Minister of independent India. He was also a key figure in international politics in the post-war period and patriarch of the Nehru-Gandhi family, one of the most influential forces in Indian politics. Nehru is popularly referred to as Panditji (scholar) and

Pandit Nehru. The son of a wealthy Indian barrister and politician Motilal Nehru, Nehru became a leader of the left-wing of the Indian National Congress at a remarkably young age. Rising to congress president under the mentorship of Mahatma Gandhi, Nehru was a charismatic, radical leader, advocating complete independence from the British Empire and was eventually recognized as Gandhi's political heir. A lifelong liberal intellectually, Nehru was also an advocate for Fabian socialism and the public sector as the means by which long-standing challenges of economic development could be addressed.²

Rajiv Gandhi entered the portals of Cambridge in 1962. Here in England, he met Sonia Maino, the young lady he would eventually marry. The wedding took place in New Delhi in 1968.

Rajiv Gandhi was passionate about flying. He joined a flying training course with Indian Airlines in 1967. He got his Boeing commander's license in 1980. His colleagues at Indian Airlines have many good things to say of him. For one he never threw his weight around. He was a gentleman to the core.

He was not politically inclined though he lived at No 1, Safdarjung with his mother Indira Gandhi. The death of his younger brother, Sanjay changed Rajiv's domestic and professional life. Reluctantly perhaps at the behest of Indira he joined active politics.³

He won a seat to the Lok Sabha from Amethi in 1981. About politics Rajiv Gandhi said "I had no love for politics. I treasured the privacy of my happy family life.. Sanjay was killed in the prime of his life. There is a loneliness only a bereaved mother can know.... She (my mother) called to me in her loneliness. I went to her side. From her I learnt my first political lessons".

Rajiv became Prime Minister immediately after Indira's assassination. In 1984 he came to power with a massive majority. The elder son of Indira, Rajiv was a true-blue democrat. He fervently believed in the freedom of the press. Later on in his career, as Leader of the Opposition he performed well in the Lok Sabha. To him the nation came first.

He was convinced that the democratic system needs a strong opposition that performs the role of a constructive critic. He said "I want a good opposition ... I want an opposition that can stand across the floor and argue about policies."⁴

AS PRIME MINISTER

On 31st October 1984, when Mr. Rajiv Gandhi was being administered the oath of office and secrecy as the Prime Minister of India, it seemed on seeing him at that time as if a student of sixth standard had been given a question paper of twelfth standard to solve. What a look of wonderment mixed with worry could be seen on Rajiv Gandhi's face at that time! What a misfortune it was of Rajiv that he could not even smile and acknowledge the greetings that people were extending him on becoming the Prime Minister of India!⁵

Thoughtful personality

Despite being so inexperienced in politics, he had some qualities for which, during her lifetime, Indira Gandhi had appointed him as the General Secretary of the Congress party. And now, after Mrs. Gandhi's brutal assassination, the Congress parliamentary party had chosen him for the position of the Prime Minister of India. This was not only because they wanted to take advantage of his late grandfather's and his late mother's images, but it was also because besides having a progressive outlook, Rajiv also had a thoughtful and wise personality.⁶

In brief, it can be said that when Rajiv Gandhi was made the Prime Minister, he did not have much experience of politics, and in such a situation, he would have faced many problems. At that time the same question arose in everyone's guidance, having spent three years as a member of parliament, and being the General Secretary of the biggest party of the country would Rajiv be able to adjust himself to the current situation and become a successful Prime Minister and president of the Congress party? Whether like his grandfather and mother he would be a Prime Minister for a long time or for his entire lifetime? or if he would rule for a few years and then be removed from power?

It was natural for such questions to crop up because not only was Rajiv Gandhi inexperienced, but also because there were a lot of old and experienced leader in the party and in the cabinet. Here it is necessary to mention that it is not as difficult to manipulate an inexperienced and younger leader according to one's own wishes as compared to an older and experienced leader. In truth, there were a lot of big and experienced politicians present in the party who could lay claim to the post of the Prime Minister, but if they had taken over the reins of power, then their rule would have lasted for only a short while, like it had happened with Janata party before that, or after that there was a possibility of the party splitting up.⁷

Secularism

Due to the violence that had spread after the assassination of Mrs. Indira Gandhi, the country and the citizens had to suffer huge losses. The riots that had taken place in 1947 had been a result of the partition of the country; but the riots of 1984 were due to the division of the hearts of the people. If people with divided hearts live in the same country then this problem acquires a more dangerous form. The Sikh community had become separated in a way from the rest of the society due to these riots. In whom does the feeling of revenge not arise? It is not necessary that everyone knows the meaning of secularism. It is not necessary that everyone follows the policy of secularism in this world. The biggest problem in front of the new Prime Minister was how to keep two utensils together without both of them banging against each other. This problem is small from the outside but bigger from inside.⁸

Lok Sabha elections

It had been decided that the eighth Lok Sabha elections would be held in the end of December 1984, and it was also certain that the Congress party would be able to maintain its majority in these elections. But it depended on Rajiv and the other congressmen how big a majority the Congress would be able to get although there was a big wave of sympathy in the country in Rajiv's favour at that time. It was upto Rajiv to utilize this opportunity to his advantage.⁹

Relations with other countries

Many premiers of other countries and other leaders who came for Mrs. Indira Gandhi's funeral had assured Rajiv of their cooperation and support. Some had also invited him to their countries. But, in the world of international politics. Such promises and sweet talk are just a part of routine formality. Any country which believes in such promises always suffers. Cartoonist Laxman had commanded on this in a cartoon so appropriately that it is difficult to describe it in words. In that cartoon, all the leaders of the countries who had come to offer their condolences were going back by ship after offering their condolences, and Rajiv Gandhi who was watching them from afar was thinking; if the leaders did only half of what they had said, then , he (Rajiv) would not have any problem left.¹⁰

The whole world knew that Rajiv Gandhi had many big, burning issues as heritage. The biggest was to tackle the separatist forces in the country and to establish peace and harmony and to thwart the intentions of these separatist forces which wanted to harm the unity of the country.¹¹

Rajiv Gandhi Regime

Following the assassination of Indira Gandhi on 31 October, 1984, the Congress Parliamentary Party passed a resolution recommending Rajiv Gandhi as the party's candidate for the post of Prime Minister and recommending his name to the President.

Bhopal Gas Tragedy

On 3 December 1984, there was leak in the Union Carbide chemical gas plant, which proved to be disastrous. The Union Carbide, a US multi-national pesticide company was set up in 1978. Despite the strong objection raised by M. N. Bach, Administrator of the Municipal Corporation, the plant was located in a residential area in Bhopal, Madya Pradesh, because labour was plentiful and cheap. Such was transferred. There had been leakages in the plant in 1978, 1981 and 1983, but the

leak on the morning of 3 December 1984 was a human tragedy, exacting a heavy toll of men, women, children and cattle. Rajiv Gandhi cut short his election campaign tour, rushed to Bhopal, the scene of gory carnage, consoled the survivors and promised compensation. The Bhopal poisonous gas leak tragedy was " the worst environmental disaster the world has ever known".¹²

The Shah Bano Case, 1985 - 86

Shah Bano, 62 years old, had been married to Mohammad Ahmed Khan for 46 years and had borne him 4 children, was divorced by her husband. She filed a maintenance claim with the local magistrate court in Indore, Madhya Pradesh, against her husband (1978). The Magistrate decided in favour of Shah Bano. Since the maintenance allowance of Rs.25 per month was too meagre, she appealed to the High Court which revised the amount to Rs.179 and paise 20! Her husband refused to bear the decreed amount and appealed to the Supreme Court which in its landmark judgement, while reaffirming the High Court Verdict in favour of Shah Bano, held that divorced Muslim women, like other Indian women, were entitled to maintenance and raised the maintenance allowance to Rs.500 per month. The judgement was a martial blow to the personal law of Muslims.

The Muslim liberals hailed the court decision as a significant step forward bringing Muslim women into the mainstream of the modern world. But the Muslim clerics and fundamentalists attacked the judgement as meddling with the Muslim Personal Law and lambasted the Supreme Court as " prejudiced, discriminatory and full of contradiction".¹³

The Banatwala Bill, introduced in 1986, by a pravite M.P., G.M. Banatwala, the General Secretary of the Indian Union Muslim League, sought to amend the criminal procedure code so as to deny maintenance to divorced Muslim women. Rajiv Gandhi was caught in the crossfire of Shah Bano case and Banatwala Bill. Rajiv Gandhi Government introduced the Muslim Women's (Protection of Rights of Divorce) Bill on 25 February 1986. "Rajiv's Muslim Women's Bill was seen as a terrible blunder all around".

Bofors Scandal

On 16 April 1986, when opposition in Parliament was blaming Rajiv's Government as 'steeped in corruption', the Swadeshi National Radio, came out with the sensational story that in 1986 the Bofors unit of Nobel industries, Sweden, the largest Swedish arms manufacturer had already paid a total of 5 million dollars into an account, code- named LOTUS, at the Schweizisher Bank in Geneva. The contract was alleged to have authorized by Rajiv Gandhi in 1986 when he was the Prime Minister and Defence Minister.¹⁴

Babri Masjid Issue, 1989

At the beginning of 1986, when Rajiv Gandhi was firmly on the saddle of Government, the militant Hindus renewed their demand for the construction of a temple to Ram on the cite of the Babri Masjid. The BJP supported the demand. This provoked Muslim counter demand leading to communal confrontation. On February 1986, Lucknow High Court ordered that Hindus be allowed to worship in the Babri Mosque premises, outside the demarcated area.

The Rajiv Government opened the gates of Masjid for worship. On 30 September 1989, the Vishwa Hindu Parishad organized a Shila Puja (consecration of temple bricks). On 9 November 1998, the foundation was laid for the Ram Temple, a hundred and ninety two feet away from the mosque. "Babri Masjid has haunted every government since Prime Mister Rajiv Gandhi took the decision to open the locks on the site".¹⁵

Important Achievement of Rajiv Gandhi Government

Rajiv Gandhi entered politics on 16th February 1981, addressing a national farmer's rally in Delhi. As a Prime Minister, Rajiv Gandhi introduced policies and reforms that broadened then existing economic model which was based on Soviet Union's "protectionist government" policies. He introduced reforms that reduced taxes on the technological industry, and reformed import policies related to telecommunications, defence and commercial airlines. His policies were aimed at

modernising industries, in a bid to attract higher foreign investment in the economy. The achievements of Rajiv Gandhi are:

I) Information Technology and Telecommunications in India

Rajiv Gandhi is often credited with bringing in Telecommunications to India, but a head start in software exports was brought in through a policy introduced by his mother, weeks before her assassination.

The 1984 policy providing the provision for exports through satellites links was approved by the Indira Gandhi cabinet but was announced by Rajiv Gandhi's government on 18th November 1984. Along with the Public Information Infrastructure and Innovation Advisor, Sam Pitroda, is responsible for shaping India's foreign and domestic telecommunication policies.¹⁶

Pitroda was a naturalised US citizen, but renounced his citizenship to work for the Indian government, when he was invited to return to India in 1984 by the then Prime Minister Indira Gandhi.

In 1987, as an advisor to Prime Minister Rajiv Gandhi, Pitroda headed six technology missions related to telecommunications, water, literacy, immunization, dairy and oil seeds. He was the founder and Chairman of India's Telecom Commission. He is considered as one among many to bringing the telecommunications revolution in India.

Prior to the 1984 Information Technology (IT) policy, software specialists were not recognized as entrepreneurs, and software was not considered as a business. This made people of this sector ineligible for bank loans, leaving them devoid of start up capital.

Post 1984, Pitroda with the help of the government set out to build a series of rural and urban telephone exchanges across the country, in an effort to bring phones to the masses.¹⁷

New Education Policy

Expansion of National Policy for Education (NPE)

The National Policy for Education is a policy by the government of India to promote education amongst the people of India. The policy is aimed at providing education from elementary levels to University and college levels, both in rural and urban India.

The first NPE was first introduced by Indira Gandhi's government in 1968, in which 'radical restructuring' of the education system was called for along with the equalization of educational opportunities; for the purpose of achieving national integration and greater cultural and economic development.

In May 1986, the Rajiv Gandhi government introduced a New NPE. Under this policy, special emphasis would be given to the removal of disparities and equalization of educational opportunities, especially for women, scheduled castes (SC) and scheduled Tribes communities.¹⁸

Operation Blackboard

Operation Blackboard is a centrally sponsored scheme which was started in 1987 after the Rajiv Gandhi government introduced the New NPE of 1986. The objective of the scheme is providing students studying in primary settings with the necessary Institutions equipment and instructional materials to facilities their education.

Operation Blackboard envisaged 1) two reasonably large rooms; 2) necessary toys and games material; 3) blackboards; 4) maps; 5) charts; 6) other learning materials. The specific items to be provided in each school under Operation Blackboard were specified. Single teacher schools were to be replaced by providing one more teacher per school during the Eighth Five Year Plan period.¹⁹

Navodaya Vidyalaya

The programme of starting Navodaya vidyalaya has two aspects: one was for the potentially high achievers; and the other was for the gifted students who can be expected to make original contribution in their subject areas. This was proposed to start one Navodaya vidyalaya in each district throughout the country during the seventh five year plan period. These schools were intended to make available good quality secondary education irrespective of the parent's capacity to pay and their socio-

economic background. The schools were criticized as elitist.²⁰

Autonomous Colleges

The New Education Policy gave a good push to the scheme of autonomous colleges. The scheme envisaged that about 500 such colleges should be developed during the seventh plan period, and more important, the existing uncreative and outmoded affiliating system shall be replaced by the new system. To achieve this objective, the university acts were to be amended.²¹

Indira Gandhi National Open University (IGNOU)

The IGNOU, is a government designated central university located at Maidan Garhi, New Delhi. The university was set up the government of India under, Rajiv Gandhi in 1985, with a budget of Rs. 20 lakhs.

The university was set up after the parliament of India passed the Indira Gandhi National Open University Act 1985.

IGNOU was founded to provide distance and open education and providing higher education opportunities to all segments of society. The university aims at setting standards for distance and open education in India, and to increase the quality of human resource of the country.²²

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**A STUDY ON EMPLOYEES SATISFACTION THROUGH TQM
APPROACH WITH SPECIAL REFERENCE TO KALIMARK BOVONTO
COMPANY PRIVATE LIMITED VALLANADU**

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ABSTRACT

Employees are motivated by both intrinsic and extrinsic rewards. To be effective, the reward system must recognize both sources of motivation. All reward systems are based on the assumptions of attracting, retaining and motivating people. Financial rewards are an important component of the reward system, but there are other factors that motivate employees and influence the level of performance. In fact, several studies have found that among employees surveyed, money was not the most important motivator, and in some instances managers have found money to have a demotivating or negative effect on employees. Today's emphasis on quality-improvement teams and commitment-building programs is creating a renaissance for financial incentive of pay-for-performance plans. Today financial incentives constitute less than 5% of the U.S. worker's compensation. Organizations adopt alternative reward systems to increase domestic and international competition. The competitive reasons for the growing emphasis on performance- based compensation are companies cutting costs, restructuring, and boosting performance. Promotion means giving higher position to an employee with higher pay, higher status, and more responsibility. The purpose of the promotion is to employ the present employee to a higher post with higher responsibility rather than employing from the outside the organization.

INTRODUCTION

Total quality management consists of organization-wide efforts to "install and make permanent climate where employees continuously improve their ability to provide on demand products and services that customers will find of particular value."

Total Quality Management is defined as a customer-oriented process and aims for continuous improvement of business operations. It ensures that all allied works (particularly work of employees) are toward the common goals of improving product quality or service quality, as well as enhancing the production process or process of rendering of services. However, the emphasis is put on fact-based decision making, with the use of performance metrics to monitor progress.

Statement of the Problem :

The following are the problem of TQM in Kalimark Bovonto Company Private Limited

1. Organising and perceiving TQM activities are seperated from day to day work responsibilities.
2. Allowing external forces and events to drive a TQM.
3. An overwhelming desire for quality awards and certificates.

Objectives :

1. To determine customer perception about drink

2. To achieve zero customer complaints
3. To be clear about sales and marketing report
4. Reduce wastage and increase channel distribution

Reivew of litrature

Total Quality Management is an approach to improving the effectiveness and flexibility of business as a whole. It is essentially a way of organising and involving the whole organization every department every activity every single person at every level”

- **Oakland**

Total Quality Management is a combination of socio technical process towards during the right things every thing right first time and all the time with economic viability considered at each stage of each process. “

- **Zaire and Simintiras**

TQM is the systematic analysis but the focus is turning from a process driven by external controls through procedure compliance and enhancement to a process of habitual improvement where control is embedded within and is driven by the culture of the organisation. “

- **Foster and Whittle**

TQM is a strategic approach to produce the best product and service possible through constant innovation. “

- **Atikson**

Entrenchment is the presence of a practice within organization such that abandonment of it is unlikely even under extreme pressure. “

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 KALIMARK BOVONTO COMPANY PRIVATE LIMITED VALLANADU.

TABLE 1.1 STRATEGIES USED TO ENSURE QUALITY

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	QUALITY POLICY	10	33%
2	INSPECTION	5	17%
3	SERVICE DESIGN	7	23%
4	OTHER	8	27%
	TOTAL	30	100%

SOURCE: PRIMARY DATA

INFERENCE:

From the above bar chart it is understood that 33% of the respondent ensuring Quality policy, 27% of the respondent ensuring other strategy, 23% of the respondent ensuring service design, 17% of the respondent ensuring inspection. Majority of the respondent i.e 33% ensuring quality policy.

TABLE 1.2 WHAT WAY COMPANY SHOWN COMMITMENT TO QUALITY

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	MISSION VISION	14	46.67%
2	INVESTMENT	10	33.33%
3	BENCHMARKING	3	10%
4	OTHERS	3	10%
	TOTAL	30	100%

SOURCE PRIMARY

DATA INFERENCE:

From the above pie chart it is understood that 47% of the respondent shown commitment to mission vision, 33% of the respondent shown commitment to investment, 10% of the respondent shown commitment to benchmarking, 10% of the respondent shown commitment to other qualities.

Majority of the respondent i.e 47% shown the commitment towards mission vision

TABLE 1.3 EMPLOYEES INVOLMENT IN TQM IMPLEMENTATION

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	STRONGLY AGREE	10	33%
2	AGREE	9	30%
3	NEUTRAL	8	27%
4	DISAGREE	2	7%
5	STRONGLY DISAGREE	1	3%
	TOTAL	30	100%

SOURCE PRIMARY

DATA INFERENCE:

From the above bar chart it is understood that 33% of the respondent strongly agree in employees involvement, 30% of the respondent agree in employees involvement, 27% of the respondent neutral in employees involvement, 7% of the respondent disagree in employees involvement, 3% of the respondent strongly disagree.in employees involvement.

Majority of the respondent i.e 33% strongly agree in employees involvement in TQM implementation.

TABLE 1.4 IMPLEMENTATION OF TQM IMPROVED PROFITABILITY

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	STRONGLY AGREE	10	27%
2	AGREE	9	23%

3	NEUTRAL	8	23%
4	DISAGREE	2	7%
5	STRONGLY DISAGREE	1	20%
	TOTAL	30	100%

SOURCE PRIMARY

DATA INFERENCE:

From the above pie chart it is understood that 27% of the respondent strongly agree that implementation of tqm improved profitability, 23% of the respondent agree that implementation of tqm improved profitability, 23% of the respondent neutral that implementation of tqm improved profitabilit, 7% of the respondent disagree that implementation of tqm improved profitability, 20% of the respondent strongly disagree that implementation of tqm improved profitability.

Majority of the respondent i.e 27% strongly agree in employees involvement in TQM improved profitability.

FINDINGS

- Majority 33% of the respondents ensure the quality policy as the strategy used.
- 47% of the respondents show commitment to quality through mission /Vision statement
- Majority 33% of the respondents strongly agree the employees involvement in TQM implementation.
- Majority 27% of the respondents strongly agree that implementation of TQM improved profitability.

SUGGESTIONS

The suggestion for the betterment of TQM ,

1. The management should give a clear view of their vision mission and goals towards the employees in the organization.
2. Role charity of each position should be defined and clarified that individuals can plan their work accordingly.
3. The management should involve the workers representatives in managerial activities so that the transparency could be maintained and through this they can win the confidence of the employees.
4. Reward works as magic for an individual and motivates them to work.

Conclusion

In the field on Total Quality Management, confusion arose worldwide with the scope of TQM concept and the effects of TQM implementation. In fact much research dealing with the concept of TQM has been conducted. Researchers have adopted different definition of TQM. Thus far, it has come to mean different things to different people. Thus conducting a project study on TQM implementation in Kalimark Bovonto is timely and fills the researchers gap. The survey questionnaire aimed at identifying and stratifying the critical success and barrier factors. The various surveys independently conducted by researchers have revealed that awareness on quality of products and services has grown substantially in Kalimark Bovonto. With quality based competition intensifying. Indian management are showing keen interest in improving the quality of products through



TQM. The results of present research shows that Kalimark is actively propagating TQM through a variety of training and educational programs. TQM has proved to be a vital ingredient for success and now has its permanent roots in the ' mission ' and ' vision ' . However based on the result of present research regarding to the critical success and barrier factor and common observations the requirement for the successful implementation of TQM in Kalimark was analysed.

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**A STUDY ON EFFECTIVENESS OF TIME MANAGEMENT WITH SPECIAL
REFERENCE TO ARVINTH AUTO AGENCY – HERO MOTOCORP,
THOOTHUKUDI.**

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ABSTRACT

The study assessed time management in improving organizational performance in Arvinth Auto Agency-Hero Moto Corp. The specific objectives of the study were in three folds: Firstly, was to find out the awareness of effective time management among employees, secondly was effectiveness utilization time management in service delivery, thirdly to know if time management can ensure timely completion of assigned duties and fourthly was to describe challenges facing organization implementing time management. Data were collected using questionnaire, and observation. Generally, the findings revealed that time management had a great role to play in organizational performance at Arvinth Auto Agency-Hero MotoCorp. It was found that time management was not fully implemented and some of them do not understand the value of time. The study recommends every individual must see time as a company concern and not a personal issue; it has increasingly become an organizational issue whose root causes are deeply embedded in corporate performance and cultures.

The results showed that employees were confident, there was a positive and significant relationship between personal, environmental, organizational and time management factors and employee productivity. Time management has a positive impact on employee productivity and increasing the use of time management, employee productivity increases.

Keywords: Time management, Arvinth Auto Agency-Hero MotoCorp. Productivity Performance.

INTRODUCTION

Time management is the process of planning and exercising conscious control of time spend on specific activities specially to increase effectiveness, efficiency and productivity. It involves a juggling act of various demands upon a person relating to work, social life, family, hobbies, personal interests and commitments with time. Using time effectively gives the person "Choice" on spending managing activities at their own time and expediency. Time management is the coordination of tasks and activities to maximize the effectiveness of an individual's efforts. Essentially, the purpose of time management is enabling people to get more and better work done to less time. Time management entails planning out the activities and tasks as specifically as possible in a manner where they will complement each other and will constitute the best use of time. Managers are keenly conscious that time should be effectively used by all staff managing time means getting more control over how they spend it and there are some straightforward techniques that can be applied. It is chiefly about conditioning the environment rather than allowing the environment to condition us, and not allowing time pressure to build up from the interruptions, questions or demands of others. Time management is also an important soft skill for an employee. It increases the efficiency of the workplace and also improves the quality of work. Time management should be taught at an early age so the skill can be utilized throughout once life. Time management makes human successful and they can enjoy their life easily. Most of the successful people define that the schedule making process undoubtedly leads to

professional even as personal success.

STATEMENT OF THE PROBLEM

The allocation of time is very important to human beings and to achieve any goal of all to make our work efficient and effective, we have to make proper adequate and appropriate use of time.

On the whole, the researcher has seen how non chalet attitude of workers and managers in other places of work has helped in no small measure in bringing about staff turnover, low profit margin etc. More often than not, some organizations have gone insolvent owing to unproportioned use of time in achieving the organizations goals and objectives. The research hence forth is in dare need to find out how proper time management facilitates the work of secretary or how the reversal constraints the performance of a secretary.

In the course of this research work, the research will find out the problems and prospects of time management and proper solution where necessary.

OBJECTIVES

- To find the satisfaction level of employees regarding work timings.
- To analysis the overall time management of the organization.
- To suggest measures, improve the time management in the organization.
- To analysis the importance of time management.
- To study about prioritization of time management.

REVIEW OF LITERATURE

Macan, (1996) Time management starts with the commitment to change, it can be achieved if goals have been set and then all future work is prioritized based on how it moves the individual or organization towards meeting the goals. The value of time management lies in a fact that people have too many tasks they need to do but not enough time for the things want to do.

Chatman (1991) developed a concept for a time management training program, which is still being used. Critical elements are: giving insight into time consuming activities, changing time expenditure, and increasing workday efficiency by teaching people how to make a daily planning, how to prioritize tasks, and how to handle unexpected tasks. Many books and articles were written to convey these and similar ideas to managers, promising them greater effectiveness while using less time.

Hashemizade (2006) Time management is one of the effective ways to improve efficiency and books of management and organizational behaviour place great emphasis on it. This type of management helps avoid unnecessary work, organization, delegation and finally increase efficiency. Time management is not something distinct and separate from management skills but this doesn't automatically improve performance.

Negabhan (2005) Time wasting refers to working hours during which the manager appears to work, goes by without a goal, like the time spent on checking the desk for files. Of course, not all-time wastes are apparent like this. Most of the time a manager, without realizing, spends his time doing unnecessary work.

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 Arvinth Auto Agency-Hero MotoCorp, Tuticorin. And the questionnaire was distributed to get the primary data from them.

TABLE 1.1 TIME MANAGEMENT IMPACT PRODUCTIVITY

S. No	Responses	No. Of. Respondents	Percentage
1	Strongly agree	5	17
2	Agree	16	53
3	Neutral	6	20
4	Disagree	3	10
5	Strongly disagree	-	-
	Total	30	100

INFERENCE

From the above table, it is understood that 53% of the respondents strongly agree that time management impact productivity, 20% of the respondents are neutral, 17% of the respondents disagree that time management impact productivity.

Majority, 53% of the respondents strongly agree that time management impact productivity.

TABLE 1.2 TIME IS SUFFICIENT FOR DOING WORK

S. No	Responses	No. Of. Respondents	Percentage
1	Strongly agree	10	34
2	Agree	16	53
3	Neutral	3	10
4	Disagree	1	3
5	Strongly disagree	-	-
	Total	30	100

INFERENCE

From the above table, it is understood that 53% of the respondents agree that time is sufficient for doing work, 34% of the respondents strongly agree, 10% of the respondents are neutral and 3% of respondents disagree about time is sufficient for doing work.

Majority, 53% of the respondents agree that time is sufficient for doing work.

TABLE 1.3 MAINTENANCE OF TIME KEEPING BOOKS

S. No	Responses	No. Of. Respondents	Percentage
1	Strongly agree	2	7
2	Agree	21	70
3	Neutral	5	17
4	Disagree	2	7
5	Strongly disagree	-	-
	Total	30	100

INFERENCE

From the above table, it is understood that 70% of the respondents agree that maintenance of time keeping books, 17% of the respondents are neutral and 7% of the respondents strongly agree and disagree that maintenance of time keeping books.

Majority, 70% of the respondents agree that maintenance of time keeping books.

TABLE 1.4 EMPLOYEES ARE REWARD BASED ON THEIR TIME KEEPING

S. No	Responses	No. Of. Respondents	Percentage
1	Strongly agree	1	3
2	Agree	14	47
3	Neutral	4	13
4	Disagree	10	34
5	Strongly disagree	1	3
	Total	30	100

INFERENCE

From the above table, it is understood that 47% of respondents agree that employees are rewarded based on their time keeping, 34% of the respondents disagree, 13% of the respondents are neutral and 3% of the respondents strongly agree that employees are rewarded based on their time keeping.

Majority, 47% of respondents agree that employees are rewarded based on their time keeping.

TABLE 1.5 TIME MANAGEMENT IS HELPFUL IN PERSONAL LIFE

S. No	Responses	No. Of. Respondents	Percentage
1	Strongly agree	9	30
2	Agree	20	67
3	Neutral	1	3
4	Disagree	-	-
5	Strongly disagree	-	-
	Total	30	100

INFERENCE

From the above table, it is understood that 67% of the respondents agree that time management helpful in personnel life, 30% of the respondents strongly agree and 3% of the respondents are neutral that time management helpful in personnel life.

Majority, 67% of the respondents agree that time management helpful in personnel life.

TABLE 1.6 POOR TIME MANAGEMENT INCURRS PENALTY

S. No	Responses	No. Of. Respondents	Percentage
1	Strongly agree	-	-
2	Agree	8	27
3	Neutral	7	23
4	Disagree	14	47
5	Strongly disagree	1	3
	Total	30	100

INFERENCE

From the above table, it is understood that 47% of the respondents disagree that poor time

management incurred penalty, 27% of the respondents agree, 23% of the respondents are neutral and 3% of the respondents strongly disagree that poor time management incurred penalty.

Majority, 47% of the respondents disagree that poor time management incurred penalty.

FINDINGS

- Majority, 53% of the respondents strongly agree that time management impact productivity.
- Majority, 53% of the respondents agree that time is sufficient for doing work.
- Majority, 70% of the respondents agree that maintenance of time keeping books.
- Majority, 47% of respondents agree that employees are rewarded based on their time keeping.
- Majority, 67% of the respondents agree that time management helpful in personnel life.
 - Majority, 47% of the respondents disagree that poor time management incurred penalty.

SUGGESTION

This chapter highlights the suggestions given after analyzing the questionnaire and discussions with time management.

- In organization, time management can be done regularly to improve job satisfaction to the employees.
- The management can provide orientation program for the employees regarding the awareness of time management.
- The organization can take step to improve communication among employees so that it would be helpful for them to do their job successfully.
- The organization can give time management tips to the employees, so that it will help the employees to use their time effectively.
- The organization can provide rewards to the employees, so that the employees are motivated to work effectively and save their time efficiency.

CONCLUSION

Time management is the coordination of tasks and activities to maximize the effectiveness of an individual's efforts and the skills that can help a person to make use of the available time in the most efficient way and to accomplish goals, tasks and project with in the predetermining period time. Time management skills vary from, but are not limited to prioritizing tasks, planning, scheduling, organizing and the delegation of functions. One of the reasons for success of Arvinth Auto Agency-Hero MotoCorp is effective time management and the flow of timely information to employees for performing their tasks.

Time management techniques are pretty important for performing their tasks efficiency. Arvinth Auto Agency- Hero MotoCorp have an effective time management so that the information is timely flow to the employees, there is proper work co-ordination and also the management is able to get feedback on employee's performance. Time management develops teamwork which increases performance levels of employees. Through proper time management system, the employees are not suffered from stress so that the tasks could be done on time and with great quality. Proper planning helps the organisation do their job more successfully. Arvinth Auto Agency- Hero MotoCorp has sufficient time for doing their work and they deliver their product on time. Timely information flow from management so that the employee has better relationship



with their management. The study concludes that, effective time management is the back-bone of a productive, efficient and to change procrastination.

Arvinth Auto Agency- Hero MotoCorp considers time management is important in their organisation for to do work efficiently and effectively. Employees are satisfied with their working time which helps them to increase the productivity of the organisation.

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**STUDY ON STRESS MANAGEMENT AMONG EMPLOYEES IN ANNAI
JEWELLERS PRIVATE LTD. COMPANY- THOOTHUKUDI**

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ABSTRACT:

Job stress is a harmful and emotional or physical response that develops in employees of an organization due to various causes such as work pressure, working conditions, mismatching capabilities, resources and needs. It is a common problem amongst employees in organizational climate, family and personal life. Stress causes an imbalance in employee's life because it leads to depression and thus damage health, attitude and work behavior. Causes of stress are called stressors, which can be workplace conflict, role ambiguity and workload.

The topic of the project is study on 'Stress management among employees' It brings out the work stress among employees working in annai jewellers. The objectives of this study are to determine the level of stress experienced by the employees and various causes of work stress have been identified, tackled which would be useful for the management in enhancing work performance of the organization.

The research design used in this study is descriptive design and convenient technique was adopted to select a sample of 30 respondents. Data was collected and analysis was using percentage method, ranking technique and chi-square test. The primary data was obtained through questionnaire and secondary data from the company records and through internet. From the analysis it was found that the most of the women employees face severe stress related ailments and lot of psychological and physical problems like back pain, anxiety, depression, nervousness, fatigue.

Stress is mostly due to excess of work pressure and work life balance. The organization can support and encourage to take up roles that help them to balance work and family

Key words: Stress, symptoms, enterprise, positive stress, negative stress.

INTRODUCTION :

Workplace stress then is the harmful physical and emotional responses that can happen when there is a conflict between job demands on the employee and the amount of control an employee has over meeting these demands. In general, the amount control over meeting these demands. In general, the combination of high demands in a job and a low amount of control over the situation can lead to stress. Stress in the workplace can have many origins or come from one single event. It can impact on both employees and employers alike.

Employees who start to feel the pressure to perform can get caught in a downward spiral of increasing effort to meet rising expectations with no increase in job satisfaction. Thus, relentless requirement to work at optimum performances takes its toll in job dissatisfaction, employee turnover, reduced efficiency, illness and even death. Absenteeism, illness, alcoholism, petty internal politics, bad or snap decisions, indifference and apathy, lack of motivation or creativity are all by- products of an over stressed workplace.

Stress can affect anyone, anytime, anyplace. What's important to know is that stress can actually be good for you. It is only when stress reaches unimaginable levels that it hinders our progress and makes you feel frustrated and sad.

Stress can involve a recent change or a daily pressure. Stress happens to everyone and can be motivating and productive or negative and destructive. Tension and anxiety as well as depression are frequent emotional consequences of stress.

The mind and body are linked throughout our lives. We must learn to respect both

our emotional and physical needs and we will lose our equilibrium and ability to adapt.

STATEMENT OF THE PROBLEM:

- In the company ,stress is a major problem identifies among the workers it causes o increasing the absenteeism, Due to absenteeism, the other employees are focused to work overtime in order to gain the overall productivity. To reducing the transportation expenses.The major impact will arise in import and export because of absenteeism.
- The response to stress may be in the area of feeling for (eg); depression , irritability fatigue behavior (eg); being withdrawn, aggressive, unmotivated thinking (eg); difficulties of connection & problems solving.

OBEJECTIVES OF THE STUDY :

- To study the main causes of stress at workplace.
- To examine the impact of occupational stress on physical and psychological conditions of women.
- To identify the factors of personal stress and organizational stress.
- To determine the relationship between level of stress faced and age of employees.
- To study the stress coping styles adhered by the women employees to reduce stress.
- To examine the relaxation techniques practiced in the organization.

REVIEW OF LITERATURE :

Parul Tripathi (2012) Women in India have proved their mettle in the work domain. Behind such success lies a bi story of struggle and freedom in the traditional social arena. Besides, changing roles of working woman, they have maintained the traditional work ethos of household. This research is devoted towards finding the root causes of the existing problems faced by the working women. It also aims at finding feasible solutions that have been practiced elsewhere and needs to be adopted at other social fronts.

Deepa Ananda Priya (2013) The present study aims to study the job stress of women employees in IT industries, Tamilnadu. The objectives of the study are to analyze the major factor influencing job stress and impact of job stress on physical and psychological wellbeing of women employees and impact of job stress on employee engagement. 384 respondents were selected for this study from various districts of Tamilnadu, India. The results of Freidman test and structural equation modeling shows that meeting deadlines and job Insecurity is the major factors influencing job stress of women employees. Due to job stress the women employees are experiencing more psychological stress than the physiological stress. And there is a negative relationship between job stress and employee engagement. The suggestions are given based on the results.

Ramachandran Narayanana (2014) The study aims to find out the work-related stress among women professionals in Chennai city. A sample of 210 women professionals selected randomly was studied. A questionnaire method of survey was used to find out the work related stress among women professionals. The data were collected using questionnaire as an instrument.

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 Tool Used :

- Percentage analysis
- Graphical method

Sampling Design :

By adopting random sampling method a sample of 30 respondents were selected from Annai jewellers private Ltd. Company . And the questionnaire was distributed to get the primary data from them.

TABLE 1.1 RECREATIONAL ACTIVITIES

S. No	Responses	No. Of. Respondents	Percentage
1	Role playing	2	7%
2	Entertainment program	5	17%
3	Tour arrangement	15	50%
4	Others	8	27%
	Total	30	

Source: Primary data

INFERENCE:

From the above table it is understood that 7% of respondents feel role playing as their recreational activities,17% of respondents entertainment program, 50% of respondents tour arrangement,27% of respondents others that they recreational activities.

Majority 50% of respondents feel tour arrangement as their recreational activities

TABLE 1.2 THE COMPANY ORGANIZES RELAXATION FOR THE EMPLOYEES

S. No	Responses	No. Of. Respondents	Percentage
1	Very effective	6	20%
2	Effective	22	74%
3	Not very effective	-	-
4	Ineffective	1	3%
5	Not such program/parties are organized	1	3%
	Total	30	100

Source: Primary data

INFERENCE

From the above table it is understood that 20% of respondents feel organizing relaxation techniques as very effective for the employees ,74% of respondents feel effective, 3% of respondents feel ineffective,3% of respondents there are not such program/parties that the company organizes relaxation for the employees.

Majority 74% of respondents feel organizing relaxation techniques as very effective for the employees.

TABLE 1.3 SAISIFICATORY LEVEL OF WORK AT ORGANISATION

S. No	Responses	No. Of. Respondents	Percentage
1	Great	15	50%
2	Satisfied	14	47%
4	Frustrated/ depressed	1	3%
	Total	30	100

Source: Primary data

INFERENCE:

From the above table it is understood that 50% of respondents felt working as great ,47% of respondents are satisfied,3% of respondents feels frustrated/depressed in the organization.

Majority 50% of respondents felt working as great.

TABLE 1.4 STRESS AT WORK AFFECTING PERFORMANCE

S. No	Responses	No. Of. Respondents	Percentage
1	Yes	20	67%
2	No	10	33%
	Total	30	100%

Source: Primary data

INFERENCE

From the above table it is understood that 67% of respondents say stress at work place affect their performance ,33% of respondents say no stress at work place affect their performance.

Majority 67% of respondents say stress at workplace affect their performance

TABLE 1.5 STRESS AT WORK

S. No	Responses	No. Of. Respondents	Percentage
1	Very high	1	3%
2	High	7	23%
3	Just manageable	9	30%
4	Low	4	14%
5	Very low	9	30%
	Total	30	100

Source: Primary data

INFERENCE

From the above table it is understood that 3% of respondents feel very high stress level of work,23% of respondents feel high,30% of respondents feel just manageable,30% of respondents feel very low,14% of respondents feel low.

Majority 30 % of respondents feel just manageable stress level of work

Findings :

- Majority 60% of respondent are highly interesting that they intention are job profile
- Majority 47% of respondents are very true that they recognize and rewarding the work will reduce the stress level
- Majority 30% of respondent feel music as their mode of relaxation
- Majority 50% of respondents feel tour arrangement as their recreational activities
- Majority 54% of respondents strongly agree as they receive the adequate acknowledgment or appreciation

Suggestions :

Based on the findings, the following suggestion can be adopted to reduce the job stress among women employees.

- The organization should continuously provide the learning, mentoring and coaching.
- There should be arrangement of training program for HR officials regarding the proper implementation of various programs for reducing occupational stress among their employees.
- Flexible timing can be provided for the employees to reduce stress.
- There should be opportunities to employees for self-development and time management to handle the responsibility of home along with office to encourage employees to accept higher responsibilities on new projects.

Conclusion :



Workplace stress is the harmful physical and emotional response that occurs when there is a poor match between job demands and the capabilities, resource, or need the worker. In general, the combination of high demands in a job and a low amount of control over the situation can lead to stress.

Most of the employees face severe stress-related ailments and a lot of psychological and physical problems such as back pain, anxiety, depression and nervousness. The stress can be different among different employees. Therefore, the management must take several initiatives in helping their employees to overcome its disastrous effect. Stress management helps the women employees to reduce stress.

The organization has taken effective measures to reduce the stress among employees.

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**A STUDY ON CONFLICT MANAGEMENT AMONG EMPLOYEES AND ITS
IMPACT ON THE PERFORMANCE OF ORGANISATION WITH SPECIAL
REFERENCE TO ARVINTH AUTO AGENCY – HERO MOTOCORP,
THOOTHUKUDI.**

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Abstract

Conflict cannot be avoided since it is an inevitable aspect of work teams. Conflict may be defined as a struggle or contest between people with opposing needs, ideas, beliefs, values, or goals. Conflict on teams is inevitable; however, the results of conflict are not predetermined. Conflict might escalate and lead to non-productive results, or conflict can be beneficially resolved and lead to quality final products. Therefore, learning to manage conflict is integral to a high-performance team. Although very few people go looking for conflict, more often than not. Conflict management involves acquiring skills related to conflict resolution, self-awareness about conflict modes, conflict communication skills, and establishing a structure for management of conflict in organizational environment. This study presents types of conflict describe the benefits and detriments of conflict and present the causes of conflict. Strategies are also presented to prevent and to effectively manage conflict.

Keywords: conflict management, Arvinth Auto Agency – Hero Motocorp, Performance

Introduction

In any business concern, the four factors of production are man, machine, material and money that are very important to achieve the goals of the organization. Among the four factors, man is the living being and the prior cause for the success of the organization than the other factors, so any organization consists of number of human resources who move towards achieving the organizational goals.

Thus group effort is needed to smooth running of any business. but when there is more than one person involving in an activity, it is very clear that there may be chances for conflicts among them. Conflict is inevitable and necessary for the growth of any organization though it is harmful sometimes.

When people with different backgrounds, temperaments, points of views, values, needs, personalities, and attitude interact, it is likely that some type of conflict may arise. the conflict may also develop due to perceptual differences of an individual. it is a conscious awareness of occurrences, events or happening's in one's surroundings which may be considered as threatening and derogatory such as loss of authority, role conflict, unequal or unfair treatment, status incongruities and goals differences. Conflicts may also be encouraged by actions, constraints and demands of the organization and responsibilities to be performed by the worker.

Statement of the problem

Conflicts in organization or society have been a tool of disharmony between two or more bodies. There has been a case of workers and organization having a serious rift which in most cases lead to chaos and undue delay in the administrative process which in turn adversely affects the entire organization in meeting up their goals and objectives.

Lack of communication is often a source of conflict. Disagreement refers to the ethical aspects, the modalities in which power should be exercised, taking into account moral probity and correctness. Such differences affect both the choice of objectives and methods. Some managers have the tendency to increase interpersonal conflicts in order to strengthen their positions within the organization. The ambiguity of the information, the wrong presentation of reality, denaturalizing the

others' thinking are the main reasons for incompetent managers.

OBJECTIVES OF THE STUDY:

- 1) To identify the reason for the conflict among the employees.
- 2) To find out various methods which are used by the organization to manage conflict.
- 3) To identify how conflict arises in the organization.
- 4) To find out the techniques used to resolve conflict at the place of work.
- 5) To know whether there is mutual understanding among the workers.

REVIEW OF LITERATURE

Lawrence and Losch (1967) examined the effectiveness of various styles for handling conflicts and found that each of these techniques was used in organisation to handle conflicts. The distinction was that the high performing used more.

Lewis and Pruitt (1971) found that when the bargainers placed heavy reliance on pressure tactics, it resulted in failure to reach and agreements.

Thomas (1976) has suggested two main dimensions of approaching conflicts, cooperativeness using a grid model. Three two dimension give strategies avoiding (low- low), accommodation (high-high) and compromise (medium-medium).

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 **Arvinth Auto Agency-Hero MotoCorp, Tuticorin**. And the questionnaire was distributed to get the primary data from them.

Table 1.1 Conflicts affects the performance of the organization

S.No	Responses	No. of respondents	Percentage %
1	Strongly Agree	1	3
2	Agree	18	60
3	Neutral	8	27
4	Disagree	2	7
5	Strongly Disagree	1	3
	Total	30	100

Source: Primary Data

From the above table, it is understood that 3% of the respondents strongly agree that conflicts affect the performance of the organization, 60% of the respondents agree, 27% of the respondents are neutral, 7% of the respondents disagree and 3% of the respondents strongly disagree about conflicts affecting the performance of the organization.

Majority, 60% of the respondents agree that conflicts affects the performance of the organization.

Table 1.2
Conflict is a threat to the organization

S.No	Responses	No. Of respondents	Percentage %
1	Strongly Agree	5	17
2	Agree	19	64
3	Neutral	1	3
4	Disagree	4	13
5	Strongly Disagree	1	3
	Total	30	100

Source: Primary Data

INFERENCE

From the above table, it is understood that ,17% of the respondents strongly agree that conflict is a threat to the organization, 64% of the respondents agree, 3% of the respondents are neutral, 13% of the respondents disagree and 3% of the respondents strongly disagree about conflict being a threat to the organization.

Majority, 64% of the respondents agree that conflict is a threat to the organization.

Table 1.3
Conflicts affects the quality of service

S.No	Responses	No. Of respondents	Percentage %
1	Strongly Agree	4	13
2	Agree	20	67
3	Neutral	5	17
4	Disagree	1	3
5	Strongly Disagree	Nil	Nil
	Total	30	100

Source: Primary Data

INFERENCE

From the above table, it is understood that, 13% of the respondents strongly agree that conflicts affect the quality of service, 67% of the respondents agree, 17% of the respondents are neutral and 3% of the employees disagree about conflicts affecting the quality of service.

Majority, 67% of the respondents agree that the conflicts affect the quality of service.

Table 1.4
Conflicts affect the attitude of employees in the organization

S.No	Responses	No. Of respondents	Percentage %
1	Strongly Agree	4	14
2	Agree	19	63
3	Neutral	4	13
4	Disagree	2	7
5	Strongly Disagree	1	3
	Total	30	100

Source: Primary Data

INFERENCE

From the above table, it is understood that, 14% of the respondents strongly agree that the conflicts affect the attitude of employees in the organization, 63% of the employees agree, 13% of the employees are neutral, 7% of the employees disagree and 3% of the employees strongly disagree about conflicts affecting the attitude of employees in the organization.

Majority, 63% of the employees agree that the conflicts affect the attitude of employees in the organization.

Table 1.5
Always present at work no matter the conflict

S.No	Responses	No. Of respondents	Percentage %
1	Strongly Agree	5	17
2	Agree	14	47
3	Neutral	3	23
4	Disagree	7	10
5	Strongly Disagree	1	3
	Total	30	100

Source: Primary Data

INFERENCE

From the above table, it is understood that, 17% of the respondents strongly agree that they are always present at work no matter the conflict, 47% of the respondents agree, 23% of the respondents are neutral, 10% of the respondents disagree and 3% of the respondents strongly disagree about always being present at work no matter the conflict.

Majority, 47% of the respondents agree that they are always present at work no matter the conflict.

FINDINGS

- Majority, 60% of the respondents agree that conflicts affects the performance of the organization.
- Majority, 64% of the respondents agree that conflict is a threat to the organization.
- Majority, 67% of the respondents agree that the conflicts affect the quality of



service.

- Majority, 63% of the employees agree that the conflicts affect the attitude of employees in the organization.
- Majority, 47% of the respondents agree that they are always present at work no matter the conflict.

SUGGESTIONS

- Organization can design employee assistant program.
- Grievance handling procedure must be properly adopted and rendered to the respondents.
- The organization can organize programs like meditations, yoga and other recreation programmers to their respondents at different levels to reduce their job stress.
- Organization can design approaches to resolving conflict.
- Counseling programmes can be arranged to make the employees emotional independent.
- Employees should aware of procedure to handle conflict.
- Opportunities for overall development must be provided in different areas, such as technology, team work, personality, etc.

CONCLUSION

Conflict is a part of everyday life of an individual or of an organization. Conflict has considerable influence on employee behavior, performance and satisfaction. It also affects an organization's effectiveness. Conflict is understood as a struggle between incompatible or opposing needs, wishes, ideas, interests or people. Conflict differs from competition. In competition one party does not try to frustrate the attempts of another, but it happens in conflict. Energizing conflicting parties, promoting change and increasing organization effectiveness are some of the positive consequences of conflict. It is evident that conflict is inevitable and is integral of the nature of change. It is also important to understand that minimum level of conflict is optimal and if viewed positively is a vital factor to have a competitive edge in organizational functioning. The attitude about conflict has changed overtime. Earlier, conflict was considered to be unnecessary and harmful. Now conflict is held to be inevitable and desirable. Since conflicts are indispensable in an organization it becomes imperative that these conflicts are confronted than being avoided.

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A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT AND ITS IMPACT ON EMPLOYEES PERFORMANCE WITH SPECIAL REFERENCE TO ARVINTH AUTO AGENCY – HERO MOTOCORP, THOOTHUKUDI.

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ABSTRACT :

Training can be introduced as a process of assisting a person for enhancing the efficiency and effectiveness to a particular work area by getting more knowledge and practices. Training is important to establish specific skills, abilities and knowledge to an employee. For an organization, training and development are important as well as organizational growth, because the organizational growth and profit are also dependent on the training but training is not considered as core function of the organizational development. The project titled “A study of effectiveness of training and development and its impact on employees performance in Aravinth auto agency-Heromotocorp Thoothukudi” is the main objective of the study. It analyzes the effectiveness of training and development programme among the employees. Data has been collected through structured questionnaire for study and website , book, magazines were also used to collect more details about project work. A sample of 30 respondents was selected among the employees in the organization. The questionnaire was distributed to the employees for the data collection through online mode. From the data analysis, it has found that majority of the respondents are satisfied with the training and development program of the organization. They have suggested that the organization can still motivate employees and create awareness about training and development program.

Keywords: Training and Development; Effectiveness; Performance; Aravinth Auto Agency

INTRODUCTION

Training constitutes a basic concept in human resource development. It is concerned with developing a particular skill to a desired standard by instruction and practice. Training is a highly useful tool that can bring an employee into a position where they can do their job correctly, effectively, and conscientiously. Training could be designed either for improving present work or preparing a person for higher responsibilities in future which would require additional knowledge and higher skills .Training is the process of increasing the knowledge and skills of an employee for doing a particular job. It involves the development of skills that are usually necessary to perform a specific job. Its purpose is to bring about positive changes in – (i) knowledge, (ii) skills, and (iii) attitudes of the employees. Development is concerned with the growth of employees in all respects. It is the process by which managers or executives acquire skills and competency in their present jobs and also capabilities for future tasks. The purpose of development is imparting advanced knowledge and competencies among the employees. Training and development is considered as a strategy for growth in every organization. It is adopted by the organization to fill the gap between skills and future opportunities. The training programs definitely enhance skills, improve efficiency, and performance, productivity, and growth opportunities for employees. Skills, knowledge and attitudes are the basics for efficient running of a business. But, the impact of these basics is often reduced by lack of effective training program. Investment in employees development means increasing the value of the human resources in an organization. By improving the



STATEMENT OF THE PROBLEM

Training and development play a vital and important role in any given organization in the modern day. Considering it, my study on effectiveness of training and development and its impact on employees performance in Aravinth Auto Agency gives me a scope to know in detail about the different techniques and method adopted by Aravinth Auto Agency to train the employees effectively and efficiently. The problem statement included various factors such as knowing the training and development facilities and also to know what best effort has been put in by the firm to improvise it so that it can be utilized effectively and efficiently by the employees in the organization. Aravinth Auto Agency should give more focus on its employees with regard to train them. Focus has been given to the training of employees, however the consistency needs to be maintained in order to make sure all the employees carry on their work with much more effectiveness in case of any obstacles or unexpected issues.

OBJECTIVES OF THE STUDY

- To understand the benefits of training and development program in organization
- To assess the method of training program followed and its efficiency
- To know if training program gives adequate knowledge about job and its responsibilities
- To analyse if training has helped in improving the performance of employees
- To know whether training motivates employees to work better

REVIEW OF LITERATURE

According to Iftikhar Ahmad and Sirajud Din (2009), Training and development is adopted by organizations to fill the skill gap of employees. Training evaluation must be appropriate for the person and situation. Evaluation will not ensure effective learning unless training is properly designed. Successful evaluation depends upon whether the means of evaluation were built into the design of the training program before it was implemented.

According to Bates and Davis (2010), Usefulness of training programme is possible only when the trainee is able to practice the theoretical aspects learned in training programme in actual work environment. They highlighted the use of role playing, cases, simulation, mediated exercises, and computer based learning to provide exposure to a current and relevant body of knowledge and real world situations

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

- Percentage analysis
- Graphical method



SAMPLING DESIGN

By adopting random sampling method, a sample of 30 respondents were selected from **Arvinth Auto Agency-Hero MotoCorp, Tuticorin**. And the questionnaire was distributed to get the primary data from them.

Table 1.1

Assessment of needs before training

S. No	Responses	No. of Respondents	Percentage
1	Strongly agree	9	30
2	Agree	19	64
3	Neutral	1	3
4	Disagree	1	3
5	Strongly disagree	0	0
	Total	30	100

Source: Primary data

INFERENCE:

From the above chart, it is understood that 64% of the respondents Strongly agree about assessment of needs before training, 30 % of the respondents agree, 3% of the respondents are neutral, 3 % of respondents disagree about assessment of needs before training.

Majority, 64% of the respondents Strongly agree about assessment of needs before training.

Table 1.2

Implementation of corrective measures after feedback

S. No	Responses	No. of Respondents	Percentage
1	Strongly agree	2	7
2	Agree	23	77
3	Neutral	3	10
4	Disagree	1	3
5	Strongly disagree	1	3
	Total	30	100

Source: Primary data

INFERENCE:

From the above chart, it is understood that 77% of the respondents Agree that corrective measures are implemented after receiving feedback, 10% of the respondents are neutral, 7 % of the respondents Strongly agree, 3% of respondents disagree and 3% of respondents Strongly disagree that corrective measures are implemented after receiving feedback



Marian Quest – A Bi-annual Multidisciplinary Research Journal. Vol.11.
Majority, 77% of the respondents Agree that corrective measures are implemented after receiving feedback

Table 1.3
Training provides innovative ideas

S. No	Responses	No. of. Respondents	Percentage
1	Strongly agree	5	17
2	Agree	17	57
3	Neutral	6	20
4	Disagree	1	3
5	Strongly disagree	1	3
	Total	30	100

Source: Primary data

INFERENCE:

From the above chart, it is understood that 57% of the respondents Agree that Training provides innovative ideas, 20% of the respondents are neutral, 17% of the respondents Strongly agree, 3% of respondents disagree and 3% of respondents Strongly disagree that Training provides innovative ideas

Majority, 57% of the respondents Agree that Training provides innovative ideas

Table 1.4
Organization provides relevant training

S. No	Responses	No. of. Respondents	Percentage
1	Strongly agree	12	40
2	Agree	16	53
3	Neutral	2	7
4	Disagree	0	0
5	Strongly disagree	0	0
	Total	30	100

Source: Primary data

INFERENCE:

From the above chart, it is understood that 53% of the respondents Agree that organization provides relevant training, 40% of the respondents Strongly agree, 7% of respondents are neutral about organization provides relevant training

Majority, 53% of the respondents Agree that organization provides relevant training

Table 1.5
Improvement in performance through training

S. No	Responses	No. of. Respondents	Percentage
1	Strongly agree	10	33
2	Agree	18	60
3	Neutral	2	7
4	Disagree	0	0
5	Strongly disagree	0	0
	Total	30	100

Source: Primary data

INFERENCE:

From the above chart, it is understood that 60% of the respondents Agree that performance is improved through training, 33% of the respondents Strongly agree, 7% of the respondents are neutral about performance is improved through training

Majority, 60% of the respondents Agree that performance is improved through training

FINDINGS :

Findings of this study has organised to achieve the research objectives. Summary of findings are as follows

- Majority, 64% of the respondents Strongly agree about assessment of needs before training.
- Majority, 77% of the respondents Agree that corrective measures are implemented after receiving feedback
- Majority, 57% of the respondents Agree that Training provides innovative ideas
- Majority, 53% of the respondents Agree that organization provides relevant training
- Majority, 60% of the respondents Agree that performance is improved through training

SUGGESTIONS:

This chapter highlights the suggestions given after analyzing the questionnaire and discussions with training and development.

- The organization can impart training at regular intervals.
- The duration of training program in an organization should be less and details should be precise and accurate.
- The organization can provide advanced training using latest technological development.
- The organization should conduct seminars periodically to motivate employees and encourage them to work.
- The organization can train the employees in all areas like personality development, technical training and standard operating procedures with that they can handle multi tasks and balance their pressures



CONCLUSION

- In the present trend training impact is considered vital for the successful performance of any organization. A good training motivates the employees to continue to work hard, develop skill, knowledge, attitude for the success of the organization
- The study conducted at Aravinth Auto, Thoothukudi to find out the nature of training impact in the organization.
- The study proved that the training program given to the employees was very good. training and development activities in the organization as well as the expected outcomes from such endeavors

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STRUCTURAL CHARACTERIZATION OF ZnS THIN FILMS SYNTHESIZED BY SILAR METHOD

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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 Thiourea 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, ZnCl₂, Thiourea, XRD, AFM, SEM

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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 solarLED 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 Zn²⁺ 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.

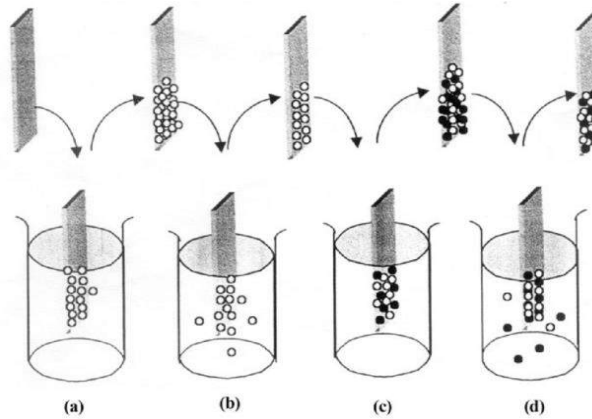


Fig . 1 Schematic representation of SILAR method

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.

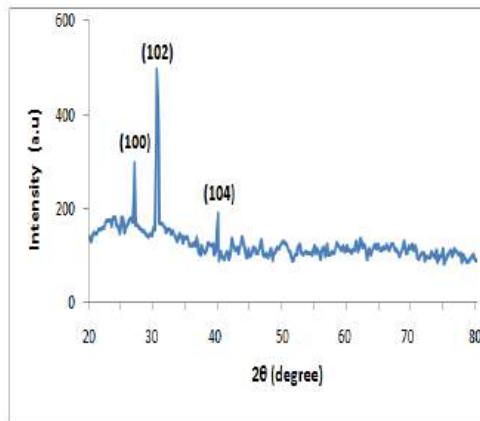


Fig .2 XRD Pattern of ZnS Thin Film

The crystal structure describes the atomic arrangement of a material. Diffraction peaks in an X-ray scattering pattern, interatomic 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 determined. 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

$$\text{Dislocation} = 1/D^2$$

The microstrain has been calculated by the given formula,

$$\text{Microstrain} = \frac{\beta \cos \theta}{4}$$

The lattice constant has been calculated by the given formula, lattice constant

$$= [4/3 (h^2 + k^2 + hk) l^2 (\frac{a}{c})^2]^{1/2} / a^2$$

Table.1 Structural parameters of ZnS Thin Film

hkl	2 θ (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	0.2210	0.1629	0.4674

ATM(Atomic Force Microscopy)

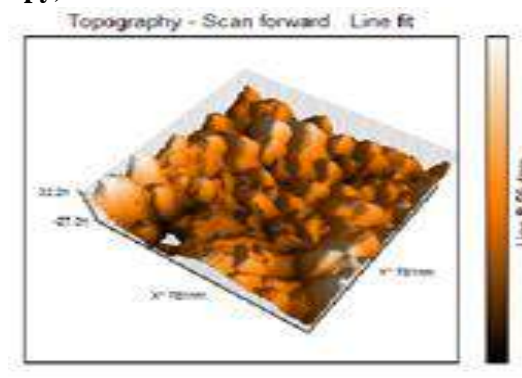


Fig .3 Atomic Force Microscope Image of ZnS Thin Film

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 5-10nm 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)

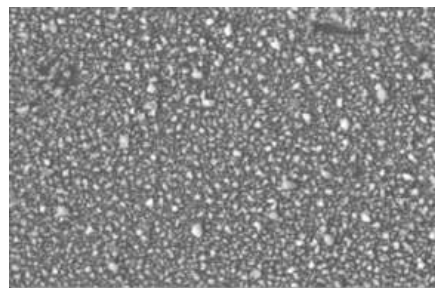


Fig .4 SEM image of ZnS Thin film

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 characterised by various studies such as XRD, AFM and SEM.

The synthesised films were characterised 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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**DETERMINATION OF ANTIBACTERIAL ACTIVITY OF BLUE SWIMMER CRAB
Portunus pelagicus FROM THOOTHUKUDI COAST**

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ABSTRACT

The present study represents the first attempt to investigate and compare the natural antibacterial properties from whole extract of marine blue swimmer crab, *Portunus pelagicus*, and mud crab against the human pathogenic bacteria. These metabolites which contain anti-inflammatory and antibacterial properties were down regulated in *Portunus pelagicus* samples. *In vitro* bioassay of methanolic *Portunus pelagicus* extracts showed the best antimicrobial response against *Pseudomonas aeruginosa* sp., *Vibrio cholera*, *Staphylococcus* sp., *E.coli* sp. and *Bacillus* sp. This manuscript reports the role of blue swimmer crabs with specific emphasis on their secondary metabolites, and discuss current and future Developments in both the production of desired crab metabolites and their potential uses in pharmaceutical industries.

Key words: *Portunus pelagicus*, *Bacillus* sp., *Pseudomonas* sp., *E.coli* sp., *Staphylococcus* sp., *Vibrio cholera*.

INTRODUCTION

The coastal environment plays a vital role in nation's economy by virtue of the resource, productive habitats and rich biodiversity. India has a coastline of about 7,500 kms stretches along the Bay of Bengal, Indian Ocean and Arabian Sea. The coastline of Tamilnadu has a length of about 1076 kms constitutes about 15% of the total coastal length of India.

Currently, a number of drugs from marine organisms are undergoing clinical trials as antibacterial and anticancer treatments. In addition, scientists have isolated and chemically characterized many unique compounds that have exhibited possible efficacy against microbial infections, tuberculosis, cystic fibrosis, viral infections and other diseases. Many bioactive molecules produced by marine invertebrates have exhibited potent anti-viral and anti-tumour activity. Additionally, while bacterial infections can be treated with antibiotics, relatively few compounds are available to treat viruses, parasites and fungi which are responsible for thousands of deaths each year (Zodape, 2016).

Marine crabs are potential sources of new antibiotics. The search for antimicrobial agents has taken a definite direction in developed countries. The first line of defense of arthropods against pathogens and parasites is of physical nature via their hard cuticle. However, once this barrier is passed a complex interaction of innate humoral and cellular immune reactions is induced in both tissues and haemocoel, which results in a fast elimination of micro – organisms (Veeruraj *et al.*, 2008).

In recent years, a significant number of novel metabolites have been isolated from marine animals especially invertebrates. These metabolites isolated from marine animals showed anti-tumour, antifungal, chemotherapeutic, anticoagulants, inhibition of virus and even for the preparation of the male contraceptive pills (Donia and Hamann, 2003; Zodape, 2016).

MATERIALS AND METHODS

SYSTEMATIC POSITION OF *Portunus pelagicus*

Portunus pelagicus

Kingdom : Animalia

Phylum : Arthropoda



Subphylum : Crustacea

Class : Malacostraca

Order : Decapoda

Family : Portunidae

Genus : *Portunus*

Species : *pelagicus*

Portunus Pelagicus the common name is blue swimming crab, it is also known as flower crab, blue swimmer crab, blue manna crab or sand crab, in Indonesian. It is a large crab found in the intertidal estuaries of the Indian and West Pacific Oceans, and as a Lessepsian migrant in the eastern Mediterranean Sea. The name "flower crab" is used in East Asian countries while the latter names are used in Australia. The crabs are widely distributed in eastern Africa, Southeast Asia, East Asia, Australia, Persian Gulf, New Zealand and Indonesia. A marine nocturnal crab. Active swimmer, but during inactive periods buries in sediment.

Portunus pelagicus



ANTIBACTERIAL ACTIVITY

Preparation of tissue extracts

The shells were broken and the soft tissues were removed and washed thoroughly with distilled water. And tissue is collected and dried in sunlight after the tissue is prepared in powder form. Approximately 5g of tissue powders were immersed separately into Methanol and Ethanol solvents and they were cold steeped at -18°C. The extracts from each solvent were filtered twice using Whatman No.1 filter paper. Samples were centrifuged at 5000 rpm for 15 min in rotary evaporator. And the precipitate was collected and it was stored at for further use.

Microbial culture

Five species of human pathogens *Staphylococcus sp.*, *E.coli*, *Pseudomonas sp.*, *Bacillus sp.*, and *Vibrio cholerae* were obtained from Microbiology Lab, St. Mary's College Autonomous Thoothukudi.

Inoculum preparation for bacterial strains

About 6.08g of muller Hinton agar was dissolved in 160ml of distilled water and autoclaved for 15 min at 121°C and left to cool at room temperature. Once the medium was cooled (about 45°C), it was poured into Petridish. Each Petri dish was left on the flat surface for 30-40 min until completely set. The test microorganisms (*Staphylococcus sp.*, *E.coli sp.*, *Pseudomonas sp.*, *Bacillus sp.*, and *Vibrio cholerae*) were seeded into respective medium by spread plate method. Further, 20µl was spread onto 20 ml of sterile agar plate by using a sterile cottons swap. The surface of the medium was allowed to dry for about 3 min. the wells (10mm) were punched over the agar plates using sterile gel puncher. Various concentrations (10, 25& 50µl) of extracts were added to the wells. The plates were incubated for 24 hours at 37°C. After incubation the diameter of inhibitory zones formed around each disc were measured in mm are recorded.

Antibacterial activity of tissue extracts of *Portunus pelagicus*

The tissue extract of the crab *P. pelagicus* were screened for antibacterial activity against five human pathogens were represented in the figures. From the three solvents tissue extract of *P. pelagicus*



Marian Quest – A Bi-annual Multidisciplinary Research Journal, Vol.11.
the methanol extract was able to exhibit a broad spectral antibiotic activity against all the human pathogen strain which were concentration dependent. Table (3) & Graph (8).

Effect of methanol extract with DMSO solvent

Different concentration of methanol solvent (10 μ l, 20 μ l, 30 μ l) were used. The extract was treated with 5ml of DMSO to get pure activity with extract and the zone of inhibition was ranged from 0.5mm to 7mm.

In the present study, the methanol extract of the tissue showed the best activity against all pathogen. The series of concentration 10mg/ μ l, 20mg/ μ l, 30mg/ μ l of different methanol solvents were tested to determine the inhibitory effect on the growth of pathogens.

The antibacterial activity of methanol extract of tissue of crab showed maximum zone of inhibition against *Bacillus sp.* and *Pseudomonas sp.* at 20 μ l concentration followed by *Pseudomonas sp.* and *Vibrio cholerae*(4mm) , *Staphylococcus sp.* (5mm) , and *Vibrio cholera sps* (4mm) Graph(3to 8) and Table (3). The minimum zone of inhibition was observed against *Vibrio cholera sp.* (4mm) at 30 μ l compared to other pathogens. Graph (7), Plate (5) & Table (3)

In ethanol extract of tissue of crab the maximum activity was found against *Staphylococcus sp.*(6mm) followed by *E. coli* (5mm) and *Pseudomonas sp.* (4mm). The least activity was found against *Pseudomonas sp.* (0.5mm) at 10 μ l. Table (4) & Plates (6,7&8).

Among the five pathogens, the maximum zone of inhibition (7mm) was developed against *Bacillus sp.* with methanol extract and trace activity was observed against *Pseudomonas sp.*(0.5mm) with ethanol extract. Plates (1&6) and Table (3&4).

RESULT

Antibacterial activity of tissue extract of the crab *Portunus pelagicus* was tested against five human pathogens (*Bacillus sps*, *Pseudomonas sps* , *E.coli sps*, *Staphylococcus sps* , *Vibrio cholerae.*)

Antibacterial activity of tissue extract of *Portunus pelagicus*

The tissue extract of the crab *P.pelagicus* were screened for antibacterial activity against five human pathogen were represented in the figures. From the three solvents tissue extract of *P.pelagicus* the methanol extract was able to exhibit a broad spectral antibiotic activity against all the human pathogen strain which were concentration dependent. Table (3) & Graph (8).

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The result of maximum inhibitory concentration revealed that among the concentrationst,30 μ l concentration showed maximum activity and 10 μ l concentration showed and minimum activity.

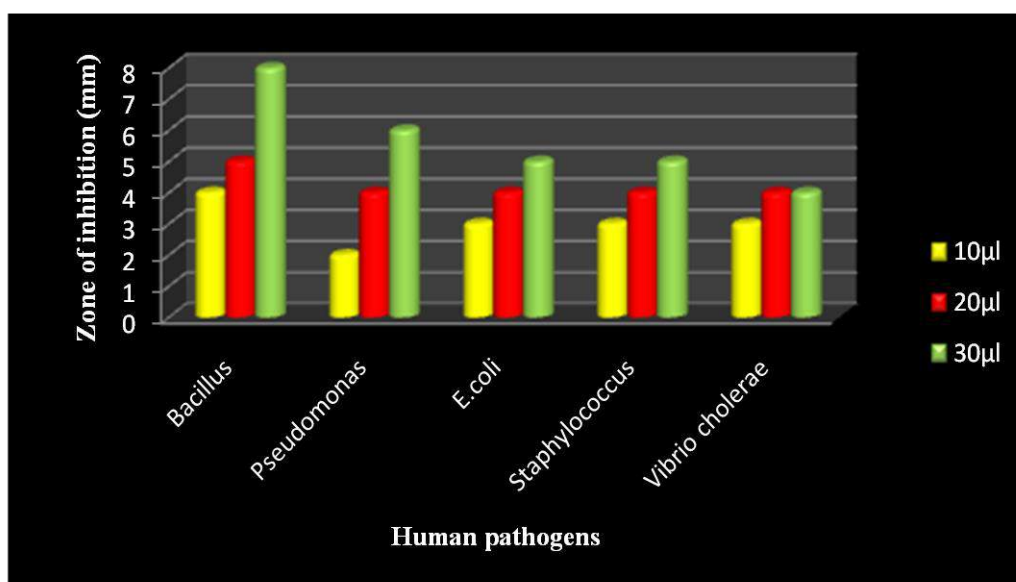
Antibacterial activity of methanol extract of crab tissue against human pathogens

S.NO	BACTERIAL STRAINS	CONCENTRATION OF TISSUE EXTRACT (METHANOL)		
		10µl	20µl	30µl
1.	<i>Bacillus sp</i>	4mm	5mm	7mm
2.	<i>Pseudomonas sp</i>	2mm	4mm	6mm
3.	<i>E.coli</i>	3mm	4mm	5mm
4.	<i>Staphylococcus sp</i>	3mm	4mm	5mm
5.	<i>Vibrio cholera</i>	3mm	4mm	4mm

Antibacterial activity ethanol extract of crab tissue against human pathogens

S.NO	BACTERIAL STRAINS	CONCENTRATION OF TISSUE EXTRACT (ETHANOL)		
		10µl	20µl	30µl
1.	<i>Bacillus sp</i>	—	—	—
2.	<i>Pseudomonas sp</i>	0.5mm	2mm	4mm
3.	<i>E .coli</i>	2mm	4mm	5mm
4.	<i>Staphylococcus sp</i>	1 mm	3mm	6mm
5.	<i>Vibrio cholera</i>	—	—	—

Antibacterial activity of crab tissue extract of *Portunus pelagicus* against human pathogens



Antibacterial activity Ethanol extract of crab tissue against human pathogens

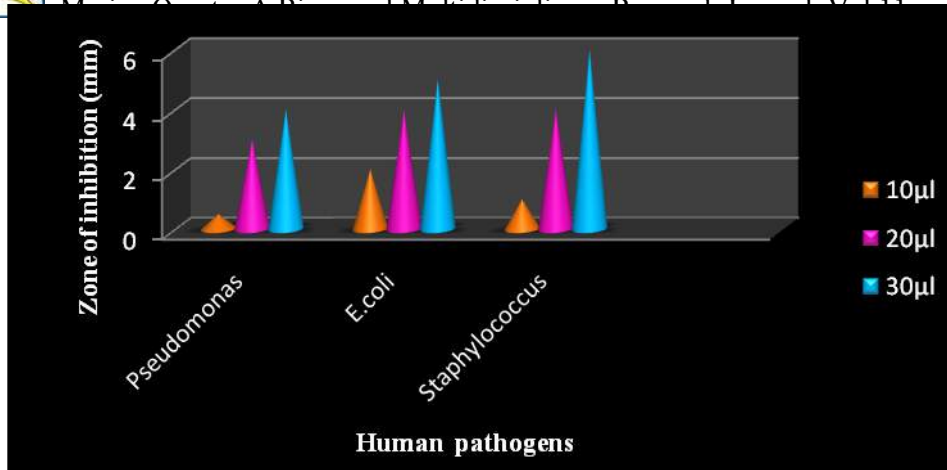


Plate-1 Antibacterial activity of methanol extract of carb tissue against *Bacillus sp.*

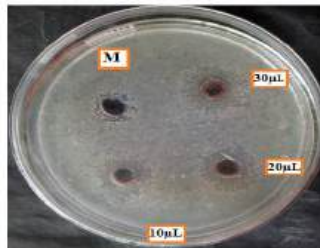


Plate-2 Antibacterial activity of methanol extract of crab tissue against *Pseudomonas sp*

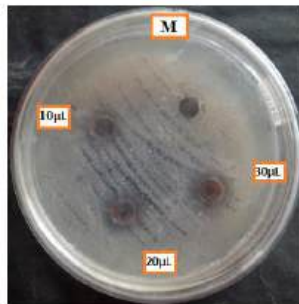


Plate-3 Antibacterial activity of methanol extract of crab tissue against *E. coli*

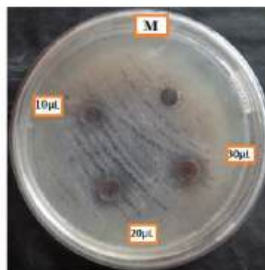
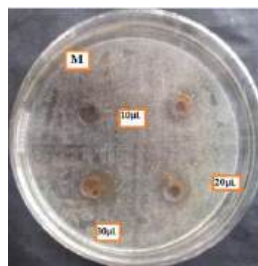


Plate-4 Antibacterial activity of methanol extract of crab tissue against *Staphylococcus sp*



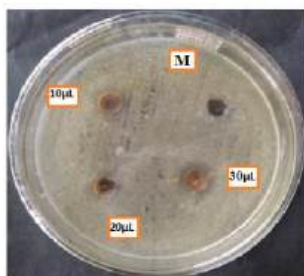


Plate-6 Antibacterial activity of ethanol extract of crab tissue against *Pseudomonas sp*

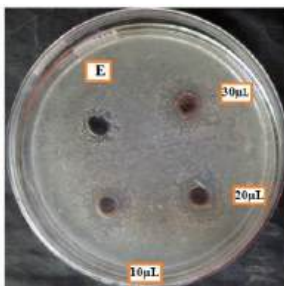


Plate-7 Antibacterial activity of ethanol extract of crab tissue against *E.coli*

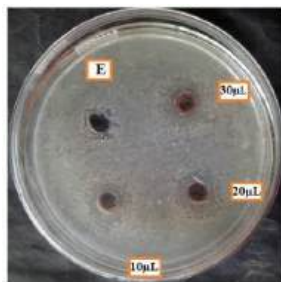
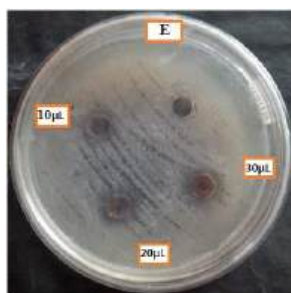


Plate-8 Antibacterial activity of ethanol extract of crab tissue against *Staphylococcus sp*



DISCUSSION

Crabs are the wonderful resource of antimicrobial proteins with wide range of antimicrobial properties which is highly supported in the haemolymph study of *C.lucifera*. (Rameshkumar *et al.*, 2009 and Latreille, 1829).

Antibacterial activity has been reported earlier in the haemolymph of the blue crab *C.sapidus*. It was highly inhibitory to gram - negative bacteria (Edward, *et al.*, 1996). Although there were several reports on antibacterial activity in seminal plasma (Chattopadhyay *et al.*, 1993) and (Jayasanker,*et al.*, 1999)The antibacterial activity of methanolic extract tissue of *P.pelagicus* is given in plate (1-8) and figure (2-11). Antibacterial activity was recorded against of five human pathogens at three different concentration. At 10µl concentration the methanol extract showed 4mm inhibitory zone,at 20µl an inhibition zone of 5mm was observed and at 30µl concentration, the inhibition zone of 7mm



In the present study for *Pseudomonas sp* the zone of inhibition at 10 μ l was observed to be 2mm, for 20 μ l it was observed to be 4mm and for 30 μ l it was observed to be 6mm. At 10 μ l concentration the extract showed 3mm inhibitory zone, a inhibition zone of 4mm was observed at 20 μ l and 30 μ l concentration showed 5mm of inhibition against *E.coli*. For *Staphylococcus sp*, the zone of inhibition at 10 μ l was observed to be 3mm, for 20 μ l and 30 μ l, the inhibition zone was observed to be 4mm and 5mm. For *Vibrio cholerae* the zone of inhibition at 10 μ l was observed to be 3mm, and it was observed to be 4mm in 20 μ l and 30 μ l concentration. Table (3), Plates (1-5) & Graph(3-8)

Crabs are the wonderful resource of antimicrobial proteins with wide range of antimicrobial properties which is highly supported in the haemolymph study of *C.lucifera*. (Rameshkumar, G. *et al.*, 2009 and Latreille, 1829). In ethanol extract of tissue of crab the maximum activity was found against *Staphylococcus sp* (6mm) followed by *E.coli* (5mm) and *Pseudomonas sp* (4mm) at higher concentration. The least activity was found against *Pseudomonas sp* (0.5mm) at 10 μ l. Table(4), Plates(6-8) & Graph (9-12)

Among the five pathogen, the maximum zone of inhibition (7mm) was developed against *Bacillus sp* with methanol extract and trace activity was observed against *pseudomonas sp* (0.5mm) with ethanol extract. No activity was found against *Vibrio cholera* and *Bacillus sp* with ethanol extract at three concentrations. Table (3)

The result of maximum inhibitory concentration revealed that among the concentrations, 30 μ l concentration showed maximum activity and 10 μ l concentration showed and minimum activity. As the concentration increased the activity of tissue extract was also increased. The result suggested that the crab can produce antimicrobial substances instantly to combat microbial infection. It is an interesting finding that crabs, being marine animal has the ability to dispose the bacteria upon infection. As the bacterium is a human pathogen, it is important that sea water should free from this type of bacteria.

CONCLUSION AND SUGGESTION

In the present study it has been recorded that, a wide spectrum of antibacterial activity is found in ethanol and methanol solvents tested and these results indicate that crustaceans were good source for search of new substances for drug development. From this study, we conclude that the whole body tissue of crabs can be used as an antibacterial agent for many different pathogens and would replace the existing inadequate and cost effective antibiotics.

Commercial antibiotics are highly effective to kill the bacterial and fungal pathogens involved in common infection. Ethanol extracts of tissue of crabs used in the present study showed significant antimicrobial activity compared with other solvent extraction.

The present study indicated that tissue of *P.pelagicus* contains potential antibiotics. Today more prevalent pathogens are resistance to the prevailing antibiotics, which are available commercially. It is worthy to note that the product from natural source is good for health and devoid of side effects.

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SCREENING AND CHARACTERIZATION OF KERATINOLYTIC BACTERIA ISOLATED FROM THE SKIN OF PUFFER FISH *AROTHRON HISPIDUS*

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ABSTRACT

The aim of the study was to characterize keratinolytic bacteria isolated from the skin of puffer fish *Arothron hispidus*, collected from Thoothukudi coast. Ten bacterial strains were selected after the growth on nutrient agar using pour plate technique and screened for proteolytic activity on skim milk agar. Among the selected ten strains, the proteolytic activity was observed only in seven strains by the formation of clear zone. These strains were further identified upto genera level based on cultural, morphological and biochemical test. They are *Achromobacter* sp, *Escherichia coli*, *Stenotrophomonas* sp, *Klebsiella* sp and three strains of *Bacillus* sp. These bacteria were inoculated in minimal medium containing feather pieces of 5cm in length and incubated at 5°C, 30° C and 40°C for seven days. Degradation of feather was detected in medium containing *Achromobacter* sp and *Bacillus* sp. In order to confirm the production of keratinase enzyme, GC-MS analysis of cultural extract of *Achromobacter* sp was carried out. The results of GC-MS analysis showed the occurrence of 16 compounds which are not found in the control. These 16 compounds may be produced during the breakdown of the feather. Identification of bacteria with the ability to degrade keratin of puffer fish skin is helpful for ecofriendly tanning process in future.

Key words: Puffer fish, keratinolytic, *Bacillus*, proteolytic, skim milk agar

INTRODUCTION

The leather and leather products industry is one of the oldest manufacturing industries catered to the international market from the middle of the nineteenth century. There is demand for its products in domestic and international markets, right from the beginning [1]. The Leather Industry holds a very prominent place in the Indian economy. Although the leather industry is considered an important field, there are several issues. They have to improve by the government, business people and other stakeholders, including higher education institutions [2]. The raw materials needed for the leather industry are hides and skins and is currently predicting a nationwide shortage of hides and skins. In the future, this will lead to a scarcity of raw materials. One of the main reasons is the banning of slaughterhouses in the country. Due to the religious significance of some animals, the leather industry is still underdeveloped.

Oceans are the world's single largest ecosystem, covering nearly three-fourths of the earth's surface [3]. The deep ocean supports a surprisingly high diversity of species [4]. Fishes are a vital component of marine habitats. Fisheries play a role in the Indian economy in the coastal areas [5]. Pufferfish is an underutilized fish in any fishing. One of the utilizations of the pufferfish skin is in the tannery business. The tanning of pufferfish leather can be alternative to the tanning industry and is currently limited to cattle leather. The fish tanning business gives value-added leather waste. It has also become the best alternative leather material in the leather industry in India. [6]. The quality of leather from pufferfish improved by removing its spines. One of the ways to destroy the spines is to degrade the protein keratin. The degradation of these proteins is possible with the specific microbial proteolytic enzymes-keratinases, frequently supported by chemical or enzymatic reducing agents [7]. Keratinase is the enzyme for the pre-tanning process in the leather industry, so skin tanning can be made as an eco-friendly process with the use of keratinase and reducing the use of sodium sulfate. [8].

Keratinase enzymes produced by keratinolytic microorganisms are capable of degrading the structural protein that is generally found in feathers, hair and wool. They may have important



applications in the processing of keratin-containing wastes from poultry and leather industries through the development of non-polluting methods [9]. Microorganisms break down keratin into peptides and amino acids that accumulate in culture medium and are partially metabolized as basic building elements like carbon and nitrogen [10]. One of the target areas is the leather industry, where the keratinase enzyme is used for the dehairing process, allowing to at least partially replacing lime-sulfide treatment. Also, the application of keratin hydrolysates allowed for the reduction of chromium effluents from the process of tanning [11]. Therefore, this study was aimed to isolate and characterize the keratinolytic bacteria from the skin of pufferfish *Arothron hispidus* collected from the Thoothukudi coast.

MATERIALS AND METHODS

Sample Collection

The Pufferfish were collected from the fish landing centre at fishing harbour Thoothukudi. Immediately after collection, the fresh samples were kept in an icebox and transported to the Laboratory and stored in a deep freezer at -20° C until used.

Cultural Characterization

Serial dilution

The frozen Pufferfish has thawed, and the skin has incised. A few pieces have ground well with 5ml of sterile distilled water. The sample has serially diluted from 10⁻¹ to 10⁻⁶ followed by 0.5ml of the inoculum was transferred to sterilized Petri dishes with nutrient agar medium and incubated at 37°C. After incubation, the characteristics of colonies have noted in the Petri dish.

Screening of proteolytic bacteria

The pure cultures have streaked on the skim milk agar plates. The plates have incubated at 37°C for 48 hours. After incubation, the formations of a clear zone surrounding the bacterial growth will be considered positive. The bacterial strains showed positive results further subjected to morphological and biochemical characterization [12].

Morphological characterization

Gram staining

The selected bacterial culture has smeared, and the heat fixed glass slide was flooded with crystal violet stain and allowed to stand for 5 minutes. It was drained and then washed gently with tap water. Gram's iodine solution was added and washed after five minutes, and the slide was allowed to dry. 95% alcohol caused decolourization. Finally, the counterstain safranin was added and air-dried for two minutes. Then the slides were thoroughly rinsed and observed under oil immersion objective.

Spore staining

After smear preparation and heat fixation, the slide was flooded with 0.5% malachite green and kept for 5 minutes. Then it has rinsed gently in tap water. Then the counterstain safranin was added and retained for 30 seconds and washed again, allowed to dry and observed under oil immersion objective.

Motility test

Motility of bacteria has been observed by the hanging drop method. Vaseline has applied on the corners of the clean coverslip. A loopful of 18-hour broth culture has transferred into the centre of the coverslip. A cavity slide has turned upside down over the coverslip, and the drop of the culture has to hang in the centre of the cavity. The preparation has examined under a microscope.

Biochemical characterization

The biochemical tests have been performed by the following procedures [13,14, 15, 16]

H₂S production

SIM medium was inoculated with the bacterial culture by means of stab inoculation and incubated for 24 hours at 37°C. The black precipitate on the medium indicates the formation of hydrogen sulphide.

Gelatin liquefaction



Gelatin medium was inoculated with 24 hour broth culture and incubated for 24 hours at 30°C. After the incubation period, the tubes were placed in the refrigerator for one hour. The test was positive if the inoculated medium was liquid.

Nitrate reduction

To a 24 hour culture in the peptone broth medium, two drops of sulphanilic acid and two drops of α -naphthylamine solution were added. The presence of nitrate was indicated by a pink-red colour after the addition of reagents.

Indole Production

Indole production was tested by inoculating a loopful of 24-hour broth culture in a peptone broth medium. The medium has incubated at 37°C for 48 hours. At the end of the incubation period, five drops of Kovac's reagent have added directly to the tube. The presence of indole was confirmed by the formation of a pink to red colour in the reagent layer on top of the medium

Catalase test

Two drops of hydrogen peroxide were added to the 24-hour culture broth. The evolution of gaseous bubbles indicated the presence of catalase.

Citrate test

15-20 ml of Simmon's agar has transferred into the sterilized Petri dish. After hardening of the medium, a loopful of 24-hour culture has streaked on the surface. Then it was incubated for 24 hours at 37°C. A colour change from green to blue indicated a positive result.

Starch hydrolysis

About 15-20 ml of starch medium has poured into the sterilized Petri dish. After the hardening of the medium, streak inoculation was made on its surface. Then the medium is kept for two days at room temperature. After the incubation period, two or three drops of Lugol's iodine solution have been added to the surface of the medium. A clear zone outside the area of growth indicated the extent of starch hydrolysis

Methyl red test

MR-VP medium was inoculated with a loopful of the organism and incubated for two days at room temperature. After the incubation period, 0.5 ml of methyl red indicator was added. The formation of red colour indicated a positive result. The yellow colour showed a negative result..

Voges- Proskauer test

The substrate broth used for methyl red is also used for Voges- Proskauer test. MR-VP medium was inoculated with a loopful of the organism and incubated for two days. After the incubation period, 0.6 ml of 5% α -naphthol and 0.2 ml of 40% potassium hydroxide were added. The tubes have shaken well. A pink to red colour in the medium indicated a positive result.

Urease Test

Stuart's urea broth was inoculated with a loopful organism and incubated at 37°C for two days. The appearance of pink colour indicated a positive result. The pale yellow colour confirmed the negative result.

Carbohydrate fermentation test

Durham tubes were inserted in the test tubes and it was fully filled with glucose medium. A loopful of 24 hour old bacterial culture was inoculated to the medium and tubes were incubated at 37°C for 24 hours. Acid reaction was indicated by the production of yellow colour in the medium. Gas production can be detected by the presence of small bubbles in the inverted Durham tubes.

Screening of keratinolytic bacteria

To 100 ml of minimal medium, 2.5 ml of the bacterial inoculum has been added [17]. Then a feather of about 5cm has been introduced in the medium. The conical flasks have been kept in a shaker with 150 rpm at 5°C, 30°C and 40°C for seven days.

After incubation, the strain which caused the disintegration of the feather is selected. GC- MS

GC-MS analysis

GC-MS analysis was carried out by following the method of Hema et al [18]. Varian CP 3800 and MS, Saturn 2200 (VF 5 ms 30 X 0.25 system) equipped with Elite-1, fused silica capillary column composed of 5% phenyl arylene-95% Dimethylpolysiloxane, performed GC-MS analysis. The system comprising a COMBIPAL autosampler set under the following conditions, helium as carrier gas at a constant flow of 1ml/min, was used. An injection volume of 1µl EI was employed (split ratio of 1:10) injector temperature 250oC; the oven temperature was programmed from 100-2700oC at the rate of 50oC; total GC running time was 63 minutes. The database of the National Institute Standard and Technology (NIST) has more than 62,000 patterns. The NIST library has a spectrum of known components. They have compared the spectrum of unknown components with its components. It has interpreted the mass spectrum of GC-MS. The name, molecular weight, and structure of the test materials were ascertained.

RESULTS

Isolation of proteolytic bacteria

A total of ten strains were isolated from the skin of pufferfish (Figure 1). The isolated colonies have subcultured using a nutrient agar medium. All isolates were subjected to primary screening on a skim milk agar plate for proteolytic activity. Seven of ten bacterial isolates produced clear zones, which supported the degradation and utilization of casein (skim milk) (Figure 2).

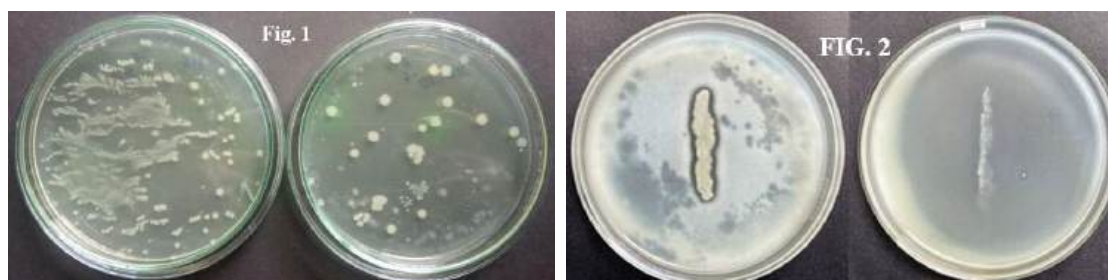


Fig.

1: Nutrient agar plates showing bacterial colonies developed from the skin of Puffer fish *Arothron hispidus*

Fig. 2: Skim milk agar plates showing proteolytic activity of bacterial isolates

Cultural characteristics of isolated bacteria

Cultural characteristics of bacteria included the appearance of bacterial colonies developed on nutrient agar. Elevation of growth of colonies on nutrient agar has raised in all seven strains. The shape was circular in S1 and S3; irregular in S2, S6 and S7; rhizoid in S4 and filamentous in S5. The type of margin was entire in strains S1, S3 and S6. It was undulating in S2 and S7 rhizoid in S4 and filiform in S5. The colour of the colony was yellow in strain 1. The strains 2 and 7 appeared dull white. The colour was white in S3, S5 and S6. The colour of strain 4 was yellow. The colony was opaque in all except S2, which was translucent.

Morphological characteristics of isolated bacteria

Morphological characteristics like staining reactions represent one of the properties of bacteria. These characteristics have been determined by examination of appropriately prepared specimens under a Transmitted light microscope. S2, S3, S4 and S7 were Gram-positive while other strains were Gram-negative. The strain S1 and S2 were long rods. The strains S3, S4, S5, S6, and S7 were short rods. All the bacterial isolates were motile except strain 6. All the isolates were able to produce spores.

Biochemical characteristics of isolated bacteria

After incubation, blackening of the medium was noted in the strains S1, S3, S4, S5, S6 and S7, indicating the production of hydrogen sulphide. The other strain S2 showed a negative result (Fig.3a). In

the strains S1, S3, S4, S5, S6 and S7 and S6, the medium turned to liquid showing the hydrolysis of gelatin. The strain S2 showed a negative result (Fig. 3b).

The red colour was observed in strain S4 while adding a few drops of sulphanic acid and α -naphthylamine solution to the culture in the peptone broth medium. In S1, S2, S3, S5, S6 and S7, no colour change was noted (Fig. 3c). When a few drops of hydrogen peroxide were added to 24-hour old broth culture, gaseous bubbles were immediately seen as a white froth in all the strains except S4 (Fig. 3d). In the indole production test, The Formation of a red colour ring on top of the medium in S5 and S7 in the indole production test, The other strains showed negative results (Fig. 3e).

All strains were able to produce citrate as a carbon source (Fig. 3f). Except for S2 and S5, all the other isolates hydrolyzed starch completely (Fig. 3g). Methyl red solution was added to the culture medium after incubation of the MR-VP culture medium with bacterial isolates. The strains S1, S2, S3, S4, and S7 showed red colour. The strains S5 and S6 were yellow (Fig. 3h). In the MR-VP broth culture tubes, the isolates S5 and S6 showed red colour with a positive result. The remaining isolates showed negative results (Fig. 3i).

All bacterial strains were unable to produce urease enzymes. All bacterial strains were involved in fermentative metabolism indicating the production of yellow colour. The strains S5 and S6- produced gas (Fig.3j).

Seven strains of bacteria that showed proteolytic activity were identified up to the genera level by comparing the results with Bergey’s Manual of Determinative Bacteriology (1975). They are S1- -Achromobacter sp, S2--Escherichia coli, S3 -Bacillus sp, S4- Bacillus sp, S5-Stenotrophomonas sp, S6 - Klebsiella sp and S7-Bacillus sp.

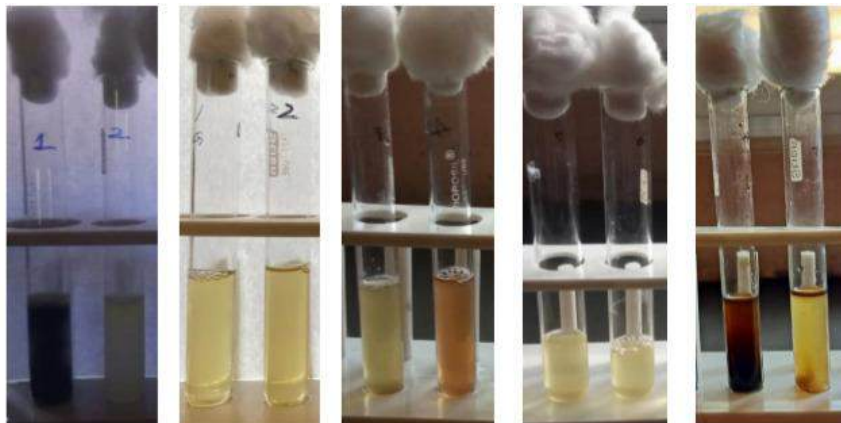


Fig. 3a

Fig. 3b

Fig. 3c

Fig. 3d

Fig. 3e

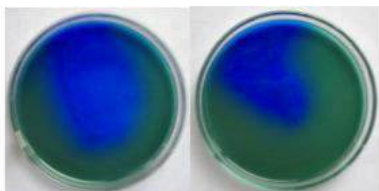


Fig. 3f

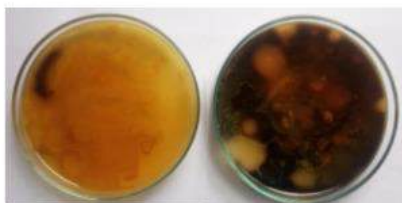


Fig. 3g



Fig. 3h

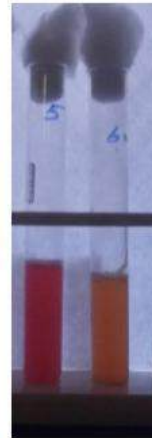


Fig. 3i



Fig. 3j



Figure 3: Biochemical characteristics of isolated bacteria- a)H₂S production b) Gelatin liquefaction c) Nitrate reduction d) Catalase test e) Indole production f) Citrate test g) Starch hydrolysis h) Methyl red test i) Voges- Proskauer test j) Carbohydrate fermentation test.

Keratinolytic activity

During the growth in the feather minimal medium, keratinolytic activity of the isolates was virtually monitored. *Achromobacter* sp and *Bacillus* sp showed keratinolytic activity by degrading the feather at 30°C and 40°C (Figure.4).

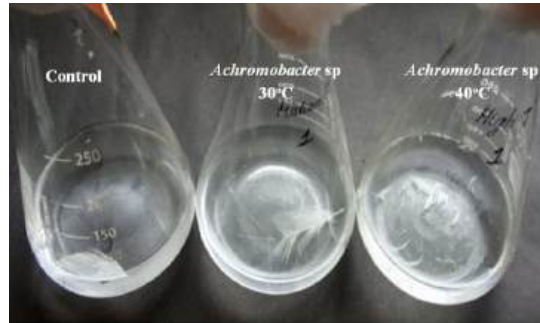


Fig. 4

Figure 4: Minimal medium with feather and *Achromobacter* sp at 30°C and 40°C showing the degradation of feather.

GC-MS analysis

GC-MS analysis of cultural extract of *Achromobacter* sp revealed the presence of 16 compounds that were not present in the control. They are Tetradecane, 4-methyl- (RT-13.875), Tridecane, 3-methyl- (RT-13.875), Decane, 5-propyl- (RT-13.875), Disulfide, di-tert-dodecyl (RT-14.275), 10-Methylcosane (RT-14.275), 2,21-Dimethyldocosane (RT-14.275), 7-n-Propyltridecane (RT-15.752), 3,5-Dimethyldodecane (RT-15.752), Diisobutyl phthalate (RT-16.230), Diisohexyl phthalate (RT-16.230), Diundecyl phthalate (RT-16.230), 1-Chloroeicosane (RT-16.486), 1,22-Dibromodocosane (RT-16.486), 1,32-Dibromodotriacontane (RT-18.008), 1-Bromo-11-iodoundecane (RT-18.008) and 1-Eicosanol, 2-hexadecyl- (RT-18.008) (Figure 5).

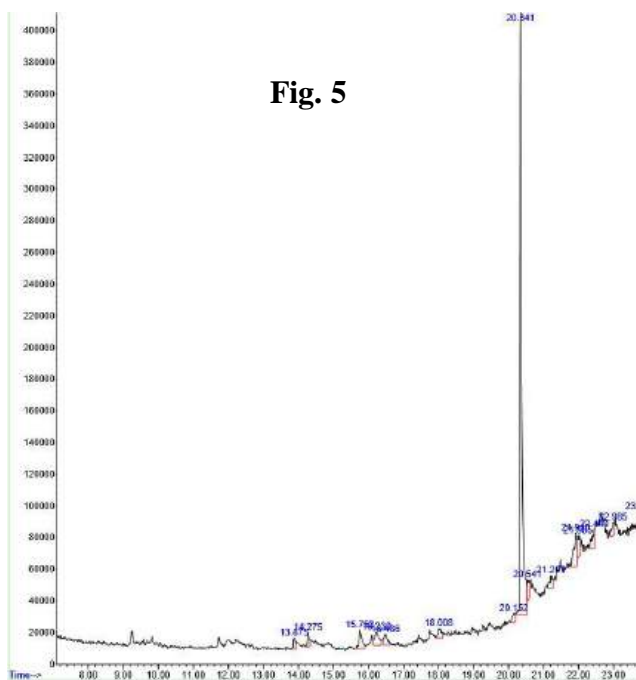


Fig. 5



Figure 5: GC-MS analysis of culture fluid of *Achromobacter* sp.

DISCUSSION

A group of microorganisms from the skin of pufferfish produces Keratinolytic enzymes that are widespread. Seven bacterial strains isolated from the skin of pufferfish *Arothron hispidus* exhibited caseinolytic activity. Among the seven, two can degrade feathers at 30oC and 40oC after the incubation period of seven days. Skim milk contains casein, a milk protein that will degrade into dissolved nitrogen compounds by proteolytic microorganisms. So the colony will be surrounded by a clear zone. It showed that these microbes have proteolytic activity [19]. Based on this test, there are only seven isolates that could degrade casein, except for the three strains,

Seven of ten isolates that showed protease activity were corroborated by the skim milk agar, and they were used for further research. Sivakumar et al., [20] confirmed that the zone formed around colonies was due to the formation of the casein enzyme. It was considered a positive result.

The caseinolytic ability of bacteria could be used to select the initial keratinolytic bacteria. It is because most keratinolytic bacteria derived from nature also had good caseinolytic activity. The results obtained showed that the strains *Achromobacter* sp, *Bacillus* sp, *Escherichia* sp, *Stenotrophomonas* sp and *Klebsiella* sp were able to degrade the casein because casein is the main protein in milk. Benson [21] stated that the media became clear due to the caseinase exoenzymes produced by bacteria. Based on the methods of Gupta and Ramnani [12], the chosen casein agar media was related to the most reported keratinase enzyme derived from nature. Brandelli et al., [22] stated that the hydrolytic ability of casein depended on the species and environment of the bacterial isolation place. Furthermore, to ensure the ability of bacteria in hydrolyzing protein, a protease activity test was conducted on seven isolates using the qualitative (the formation of the clear zone) method [23].

Numerous bacteria, actinomyces and Filamentous fungi, including dermatophytic species, have been described as keratin decomposers. The dominant group of microorganisms capable of keratinases biosynthesis is bacteria of the genus *Bacillus*: among others, *B. subtilis*, *B. pumilus*, *B. cereus*, *B. coagulans*, *B. licheniformis* or *B. megatherium*. Degradation of keratin proteins can also be conducted by many other Gram-positive bacteria like *Lysobacter*, *Nesterionia*, *Kocuria*, *Microbacterium*, and some Gram-negative bacteria, e.g. *Vibrio*, *Xanthomonas*, *Stenotrophomonas* and *Chryseobacterium*. Similar abilities were found among microorganism's thermophilic and extremophilic, represented by types: *Fervidobacterium*, *Thermoanaerobacter*, *Nesterionia*, *Bacillus* [12, 22, 24]. Some keratinolytic microorganisms have been reported, including several species of fungi such as *Microsporium* [25], *Trichophyton* [26], *Streptomyces* [27, 28] and *Actinomycetes* [29, 30].

Based on the extent of feather degradation, *Achromobacter* sp and *Bacillus* sp were keratinolytic. These two strains from the skin of pufferfish *A. hispidus* are responsible for the degradation of feather keratin. The occurrence of feather degrading bacteria from the genera *Bacillus*, *Pseudomonas*, *Staphylococcus*, *Streptococcus*, *Stenotrophomonas* and *Escherichia* are most frequent [31, 32]. Feather protein has been showing an excellent source of metabolizable protein [33]. The microbial keratinases enhance the digestibility of feather keratin [29, 34]. GC-MS analysis of culture fluid of *Achromobacter* sp showed the occurrence of 16 compounds. These compounds were absent in control. It was confirmed that the digestion of feather keratin produced these compounds.

Conclusion

The utilization of keratinolytic enzymes in leather making is a promising application. In the leather industry, keratinases support the dehairing process, allowing partial replacement of lime-sulfide treatment. In this study, bacteria with the ability to degrade keratin of pufferfish, *A. hispidus*, which is helpful for the eco-friendly tanning process have been identified. This study will help the researchers to overcome environmental pollution resulting from the tanning process. This process is not known by other researchers. The enzyme produced by the bacteria isolated from the pufferfish *A. hispidus*, can be



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used as a substitute for chemicals in the tanning process. Further, species-level identification of the bacterial strains which produced keratinase could provide an innovative solution in supporting the cleaner production of the tannery.

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ABSTRACT

Antioxidant activity in the tissue and ink extract of *Sepia brevimana* were tested invitro by Phosphomolybednum and Metal chelating methods at five different concentrations(200µg/ml, 400µg/ml, 600µg/ml, 800µg/ml, 1000µg/ml).The tissue extract of *S.brevimana* showed inhibition activity ranging from 57% to 60%.Activity increased as the concentration of tissue increased from 200 µg/ml to1000 µg/ml.The ink of *S.brevimana* exhibits good antioxidant activitywith the inhibition of 43% at 200µg/ml concentration, 56% at 1000µg/ml concentration. The total antioxidant activity is directly proportional to the concentration of the ink. Metal chelating activity showed that among the two methanolic extract, the tissue extract exhibit highest activity of 96% at a concentration 1000µg/ml than the ink extract (9% of inhibition at 1000µg/ml concentration). The result suggested that the ink and tissue extract posse's good antioxidant activity and it can be used for the development of drug.

Key words: Antioxidant, Phosphomolybednum, Metal chelating and *Sepia brevimana*

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Introduction

Marine organisms posses bioactive components for self-defense or for the protection of eggs and embryos [1]. Antimicrobial, antitumour, anti-inflammatory, antiviral and an antioxidant activities are reported in mollusks [2]. Antioxidant compounds play an important role in trapping the free radical and reduce the risk of chronic diseases. Natural antioxidant can play a major important role in the health of mankind because of having antiviral, anti-inflammatory, anticancer, antitumour and liver protection properties [3]. There are previous reports on the antioxidant activity in the ink and tissue extract of cephalopods [4-6].Synthetic antioxidants are less essential for consumptions because of their carcinogenic effects. Food items rich in antioxidants play a vital role in the prevention of cardiovascular diseases, cancer neurodegenerative diseases and inflammation [7].

MATERIALS AND METHODS:

1.Total antioxidant activity by Phosphomolybednum method

The total antioxidant activity was evaluated by Phosphomolybednum method described by (Prieto *et al.*, 1999)^[8]. 1.0 ml of the tissue and ink extract was mixed with 1.0 ml of the standard reagent solution (0.6M sulphuric acid, 28Mm sodium phosphate and 4Mm ammonium molybdate). The tubes were capped and incubated in a thermal block at 95°C for 90 min.After cooling to room temperature, the absorbance was measured at 695nm against a reagent blank. The total antioxidant capacity was expressed as percentage

% Antioxidant activity= 100-[(StandardAbsorbance –Sample Absorbance/Standard Absorbance) x 100].

2.Metal chelating activity

The metal chelating ability of sesame protein hydrolysates(SPH) for chelation of ferrous ion was assessed using the method of Decker and Welch,1990^[9]. 1 ml aliquot of SPH was mixed with3.7ml of distilled water then, 0.1ml of 2Mm FeCl₂ and 0.2ml of 5Mm ferrozine were added. The reaction mixture was held for 10 min at room temperature before reading the absorbance at 562nm using a UV-Visible spectrophotometer (V-530; Jasco). Distilled water and EDTA at 250 ppm were used as a control

and a positive control, respectively. The metal chelating activity was calculated as

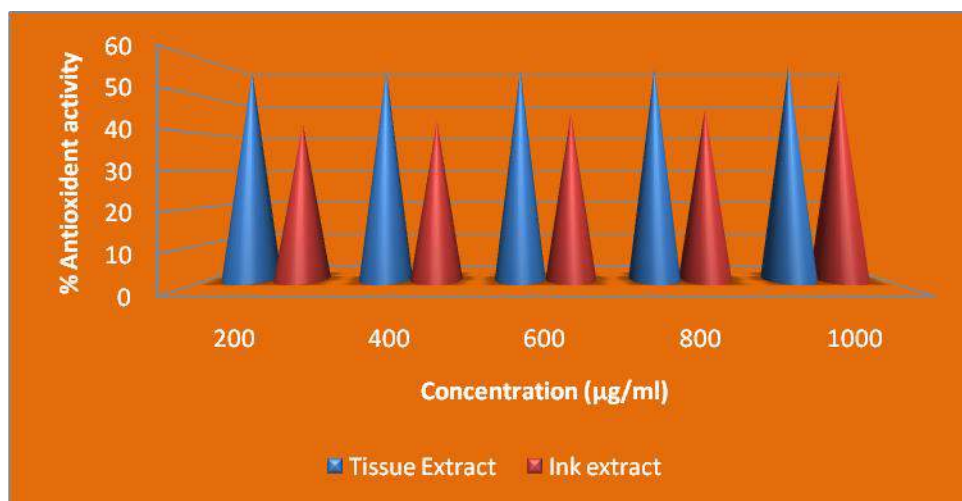
RESULTS

1. Total antioxidant activity by Phosphomolybdenum method:

The tissue of *S.brevimana* showed inhibition activity ranging from 57% to 60%. At a concentration of 200µg/ml the tissue shows 57% of inhibition and at 1000 µg/ml activity increased to 60%. Activity increased as the concentration of tissue increased from 200 µg/ml to 1000 µg/ml.

The ink of *S.brevimana* exhibits good antioxidant activity with the inhibition of 43% at 200µg/ml concentration, 44% at 400µg/ml concentration, 46% at 600µg/ml concentration, 47% at 800µg/ml concentration, 56% at 1000µg/ml concentration. Highest activity was observed at 1000µg/ml and the lowest activity was noted at a concentration of 200µg/ml. The total antioxidant activity is directly proportional to the concentration of the ink. The percentage of inhibition was compared with the control Ascorbic acid.(Fig.1)

Figure:1- Total antioxidant activity in the tissue & ink extract of *S.brevimana*

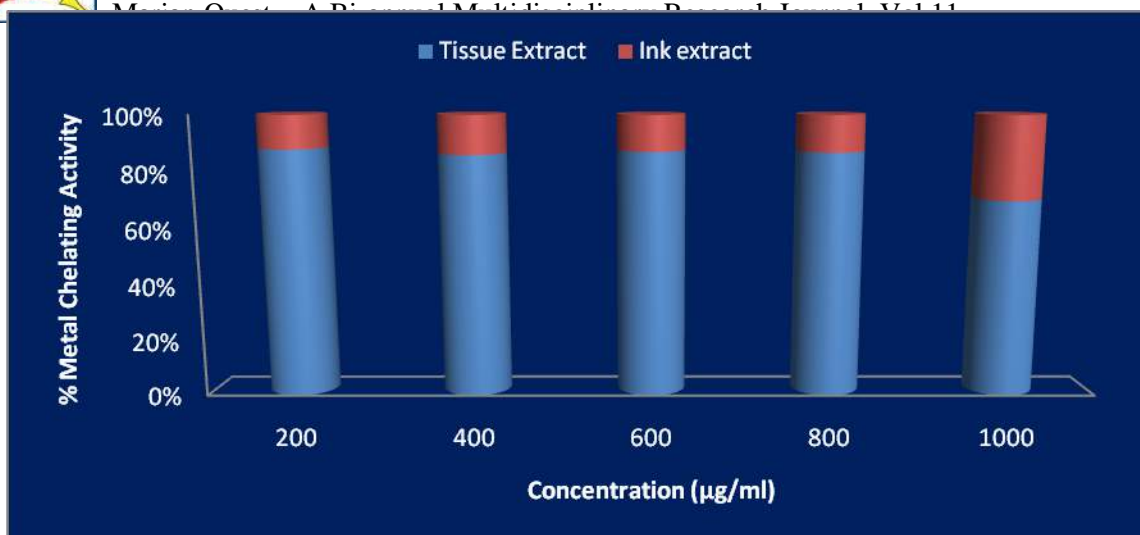


2. METALCHELATING ACTIVITY:

The metal chelation activity of the tissue extract of *S.brevimana* was measured at five different concentrations (200µg/ml, 400µg/ml, 600µg/ml, 800µg/ml, 1000µg/ml). The highest activity of 96% was noted at a concentration 1000µg/ml and the lowest activity of 57% at a concentration 200µg/ml.

The ink of *S.brevimana* exhibits good Metal chelation activity with the inhibition of 8% at 200µg/ml, 10% at 400µg/ml, 11% at 600µg/ml, 13% at 800µg/ml and 39% of inhibition at 1000µg/ml concentration. Highest activity was observed at concentration of 1000µg/ml and the lowest activity was noted at a concentration of 200µg/ml. As concentration of the extract increased activity also increased. Comparing the two extract ink and tissue, tissue extract shows more activity (Fig. 2).

Figure:2- Metal chelating activity in the tissue & ink extract of *S.brevimana*



DISCUSSION

In the present study antioxidant activities of cephalopod (*Sepia brevimana*) has been evaluated by two different methods namely total antioxidant and metal chelation inhibition activity. The tissue of *S. brevimana* showed inhibition activity ranging from 55% to 60%. At a concentration of 200 µg/ml the tissue shows 57% of inhibition and at 1000 µg/ml activity increased to 60%. Activity increased as the concentration of tissue increased from 200 µg/ml to 1000 µg/ml. This results supports the previous work done by IIIamparthiet *al.*, (2011)^[5] who studied the antioxidant activity (DDPH) of methanolic extract of squid, *Sepiabrevimana* and *Sepiellainermis* at different concentration (20,40,60,80,and100µg/ml). The tissue of *S. brevimana* showed inhibition activity ranging from 55% to 60%. At a concentration of 200 µg/ml the tissue shows 57% of inhibition and at 1000 µg/ml activity increased to 60%. Activity increased as the concentration of tissue increased from 200 µg/ml to 1000 µg/ml. Similarly Ponnusamyet *al.*, (2016)^[6] reported the highest scavenging activity at 100µg/ml concentration from *S. pharaonis*, *S. intermis* and *Octopus vulgaris* (81.25,73.31 and 54.47% respectively by DPPH assay.

The results of the present study shows that the highest activity in the ink extract of *Sepiabrevimana* was observed at 1000µg/ml and the lowest activity was noted at a concentration of 200µg/ml. The total antioxidant activity is directly proportional to the concentration of the ink. This study corroborated with the study of EnsibiCherifet *al.*, (2015)^[10]. He studied the antioxidant activity of *Aplysiadepilans* ink extract using DPPH scavenging assay. The results revealed that the strongest antioxidant activity of the ink. Collagen hydrolysates of fins and arms of Jumbo squid (*Dosidicugigas*) are capable of acting as antioxidant scavenging radicals. Ponnusamyet *al.*, (2016)^[6] studied the nitric oxide free radical scavenging activity in the methanolic extract and the results showed that the methanolic extract of cephalopods had scavenging ability 84.02%, 74.31% and 51.65% respectively at 100µg/ml concentration. This is in accordance with present work.

In the present investigation the ink of *S. brevimana* exhibits good Metal chelation activity with the inhibition of 8% at 200µg/ml, 10% at 400µg/ml, 11% at 600µg/ml, 13% at 800µg/ml and 39% of inhibition at 1000µg/ml concentration.

A similar finding was also obtained by Naveen Kumar Vate and SoottawatBenjakul, (2013)^[11] who investigated the antioxidant activity and metal chelating activity of melanin-free ink (MFI) from splendid squid (*Loligoformosana*). Squid ink had metal chelating activity of $4.0 \pm 1.2 \mu\text{mol EE/g protein}$. Some compounds in MFI could chelate prooxidative metals, thereby lowering or retarding the initiation of lipid oxidation process. The capacity of antioxidant fo chelating metals is strongly dependent on the

number of hydroxylic groups in ortho-position. Squid ink was reported to function as antioxidant



Marian Quest, A Bi-annual Multidisciplinary Research Journal, Vol 11, 2017 [13] evaluated in hyperlipidemia rats and broil chicken (Liu *et al.* 2011^[12]). Similarly Gayathri *et al.*, 2017 [13] evaluated antioxidant activity of ampullariidae (*Pilavirens*) whole tissue extract at various concentrations (20-250µg/ml). The results of gastropods methanolic tissue extracts exhibited significant total antioxidant activity, DPPH, Hydroxyl radical scavenging activity, total reducing power, chelating ability on ferrous ions activity which predicted as 67.09%, 74.83%, 60.21% and 59.89%. respectively.

The metal chelating capacity is important since it reduces the concentration of transition metals that may act as catalysts to generate the first few radicals to initiate the radical-mediated oxidative chain reactions in biological and food systems.

CONCLUSION:

Cephalopods are considerably important as a food resource as well as in scientific investigations. There is an ever continuous and urgent need to discover new compounds with diverse chemical structures and novel mechanisms of action due to the alarming increase of infectious diseases. The present study recommends the use of tissue and ink as good natural antioxidant.

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A STUDY ON CUSTOMERS' PREFERENCE TOWARDS OTT (OVER THE TOP) PLATFORM DURING THE PANDEMIC

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ABSTRACT

OTT stands for Over the Top, which is a platform that offers video and audio streaming of content over the internet. It has removed any interference of the cable operators, satellite connection, or broadcast mediums. These media services can easily be accessed through mobile phones, laptops, smart TV, and other audio-visual devices with an internet connection. Anyone with a paid subscription can register themselves and get unlimited access to the media and entertainment sources available on the various platforms.

The aim of this paper is to study the customers' preference towards OTT (Over the Top) Platform during the Pandemic. Since it played an important role in pandemic period. A sampling of 81 respondents were surveyed through google form at various cities. Some of the OTT platforms are Netflix, Amazon prime, Hotstar VIP, Voot, etc. The study found that usage level of OTT platform has been increased during this pandemic period but OTT platform cannot replace the excitement of viewing the movies in Cinema halls.

Keywords: Customers' Preference and OTT Platforms

INTRODUCTION

The current revolution in technology, telecommunications and digital marketing, variously referred to as 'the app economy', 'big tech' and 'OTT services', continues to sweep across the global economy. Streaming services are widely considered a cost-effective alternative to traditional cable packages. In recent years, OTT providers like Netflix and Amazon Prime have begun producing original content that is exclusively available through their service.

OTT stands for "over-the-top" and refers to the productized practice of streaming content to customers directly over the web. It represents the future of entertainment – one that is already unfolding. It is also commonly applied to video-on-demand platforms, but also refers to audio streaming, messaging services, or internet-based voice calling solutions. OTT services are typically monetized via paid subscriptions, but there are exceptions. For example, some OTT platforms might offer in-app purchase or advertising. OTT clearly represents the future of media. Representing the best way of entertainment in the present scenario and people getting access to OTT apps not only through subscriptions but also through freemium facilities and the Jio effect on the streaming culture. People also prefer watching regional shows but when it comes to youngsters, they prefer foreign shows more compared to the regional shows.

Today, as fast as technology is changing, the faster we are also changing our habits. Talking about television, there would have been a television in the entire locality and everyone used to sit and watch it at the same time, whereas today it is the age of OTT where every person has a smart phone in which he/she can watch any kind of any content at any time.

Similarly, in India, the theatrical release of all major films has been indefinitely postponed. But OTT platforms are buzzing with activity. Especially after the lockdown in India, with the OTT channel gaining such a large number of viewers, people have gained a new king of viewing experience, which can be said if it continues after this so there will be a lot of concern for cinema hall owners.

The quick development in OTT platform has given a brilliant opportunity to the content makers/proprietors, yet additionally publicists and brands by giving them greater perceivability in the computerized customers' excursion.

STATEMENT OF THE PROBLEM

This topic is chosen because the study helps to understand the “Customers’ Preference towards OTT platform during the pandemic” and it is done to explore the various OTT platforms and the factors affecting customer’s preference towards choosing it, along with the impact of advertisement towards its rapid growth.

REVIEW OF LITERATURE

Meghan McAdams (April 18, 2019), made a study on “What is OTT- Understanding the Modern Media Streaming Landscape”. The study revealed that the OTT apps clearly represent the future of India. In her study the major thing that was concluded that 81% of OTT customers, are experiencing “subscription fatigue”, from engaging with so many platforms. It was also mentioned that the growth of large-scale platforms like Disney plus could impact the prospects for smaller, niche services.

Menon (2020) stated that limitations forced in the wake of Covid-19 pandemic significantly changed the consumption pattern for media and entertainment too. As lockdowns kept individuals from wandering out, either or recreation or work, public activity progressively moved to online stages. Web-based social networking furnished the chance to remain associated with families, companions, partners, neighbours and others. With external channels of entertainment (Out of Home-based entertainment) shut by government request, the home-based entertainment modes showed consistent growth and development.

OBJECTIVES

1. To analyse the awareness of OTT platforms and the different kinds of applications used in it.
2. To study the customer’s preference and feedback towards the usage of OTT platforms.
3. To analyse the customer’s frequency level of using OTT platforms.

CONSTRUCTION OF TOOLS

The researcher had a discussion with a group of students. Based on the discussion the researcher constructed a questionnaire. Then it was pretested and necessary changes were incorporated. 81 copies of the questionnaire were taken and distributed among the respondents.

SAMPLING DESIGN

The data collected are original in nature. Convenience sampling method was adopted and 81 respondents who were using OTT Applications from various parts of Thoothukudi city were selected. The questionnaire was distributed to collect the primary data.

Table 1.1
Preference towards OTT Services

Preferred Apps	Garrett Mean Score	Rank
Amazon Prime	59.76	I
Hot Star VIP	57.85	II
Netflix	56.07	III
Voot	41.24	IV
Sun Nxt	39.19	V
Zee5 Premium	37.29	VI

Source: Primary Data

Inference:

The above Garrett Ranking table, exhibits the opinion regarding the preference of applications out of the listed OTT services. From the table, it is inherent that majority of the respondents have given 1st rank for “Amazon Prime” with the highest average score of 59.76. Moreover, the respondents have given 2nd rank for “Hot Star VIP”, 3rd rank for “Netflix”, 4th rank for “Voot”, 5th rank for “Sun Nxt” and they have given least preference for “Zee5 premium” with the lowest score of 37.29.

Hence it is inferred from the ranking that majority of the respondents have given first preference towards “Amazon Prime” among the other OTT services with the highest score of 59.76 and they have given least preference towards “Zee5 Premium” with the lowest score of 37.29.

Table 1.2
Response Regarding Change in OTT Usage

Change Experienced	No. of Respondents	Percentage (%)
Increased Usage	44	63
Decreased Usage	2	6
Normal Usage	22	31
Total	81	100

Source: Primary Data

Inference:

From the above table, it is clear that out of the total respondents taken for study, 63 percent of the respondents have responded that the level of OTT usage has been increased, 6 percent of the respondents have responded that the level of OTT usage has been decreased while the remaining 31 percent of the respondents have said that the level of OTT usage was normal.

Thus, a major proportion (63%) of the respondents have stated that the level of OTT usage has increased in the pandemic period.

Table 1.3
Frequency of OTT Usage

Usage	No. of Respondents	Percentage (%)
Daily	20	25
Twice a week	16	20
Weekly	25	30
Monthly	20	25
Total	81	100

Source: Primary Data

Inference:

From the above table, it is clear that out of the total respondents taken for study, 25 percent of the respondents that they use OTT daily, 20 percent have stated that they use OTT twice a week, 30 percent use OTT on a weekly basis, while the remaining 25 percent say that they use OTT on a monthly basis.

Thus, a major proportion (30%) of the respondents have stated that the usage of OTT is on weekly basis.

Table 1.4
Preferred Media for Entertainment

Entertainment	No. of Respondents	Percentage (%)
TV	10	12
YouTube	31	38
OTT App	18	23
Social Media	22	27
Total	81	100

Source: Primary Data

Inference:

From the table, it is evident that out of the total respondents taken for study, 12 percent of the respondents have stated that they prefer to watch Tv for entertainment, 38 percent say it is YouTube, 23 percent prefer to use OTT App’s, while remaining 27 percent of the respondents prefer Social Media for their entertainment.

A major proportion (38%) of the respondents prefer to watch YouTube for satisfying their need for entertainment.

Table 1.5
Response Regarding OTT Platform

Mediator	No. of Respondents	Percentage (%)
Friends Recommendation	24	30
Advertisement	22	27
Peers / Colleagues	5	6
You are a developer in it	-	0
Social Media	14	17
Internet	16	20
Working in that field	-	0
Total	81	100

Source: Primary Data

Inference:

From the table, it is clear that out of the total respondents taken for study, 30 percent of the respondents have indicated that they were aware of OTT services through friend’s recommendation, 27 percent have said that is through advertisement, 6 percent say it is through peers / colleagues, 17 percent say it is Social Media which influenced them to use OTT services, while remaining 20 percent have stated that through internet, they have come to know about the OTT services.

Hence, around 1/3rd majority (30%) of the respondents have come to know about the OTT services through friend’s recommendation.

Table 1.6

Parameters	Extremely Satisfied	Very Satisfied	Moderately Satisfied	Dissatisfied	Extremely Satisfied	Total Score	Avg Score	Rank
Quality of Service	135	124	48	10	2	319	3.94	I
Ease of Use	105	128	45	22	2	302	3.73	II
User Customization	80	136	72	10	2	300	3.70	III
Content	105	112	63	16	3	299	3.69	IV
Convenience	120	100	54	14	7	295	3.64	V
Cost	100	60	99	20	3	282	3.48	VI
Customer Care Service	55	72	105	24	5	261	3.22	VII

Parameters to Understand the Factors Contributing to the Growth of OTT Services

Source: Primary Data

Inference:

The above ranking table, using Likert Scaling technique exhibits the factors which contribute to the growth of OTT services. From the table, it is evident that majority of the respondents have

given 1st priority to “Quality of Service” with the highest average score of 3.94. Moreover, the respondents have given 2nd rank for “Ease of Use”, 3rd rank for “User Customization”, 4th rank for “Content”, 5th rank for “Convenience”, 6th rank for “Cost” and they have given least importance for “Customer Care Service” with the lowest score of 3.22.

Hence, it is inferred from the ranking that majority of the respondents have given first priority to “Quality of Service” among the other parameters with the highest average score of 3.94 and they have given least importance for “Customer Care Service” with the lowest score of 3.22.

Table 1.7
Most Preferred Content on OTT Channels

Most Preferred Content	Garrett Score	Rank
Movies	62.18	I
Reality Shows	51.38	II
Web Series	49.90	III
Documentary	48.87	IV
Sports	35.65	V

Source: Primary Data

Inference:

The above ranking table, exhibits the opinion regarding the most preferred content on OTT channels. From the table, it is inherent that majority of the respondents have given 1st priority to “Movies” with the highest score of 62.18. Moreover, the respondents have given 2nd rank for “Reality Shows”, 3rd rank for “Web Series”, 4th rank for “Documentary” and they have given least importance for “Sports” with the lowest score of 35.65.

Hence, it is inferred that majority of the respondents prefer to watch “Movies” and it was given 1st rank with the highest score of 62.18, while they have given the least importance to “Sports” content with the lowest score of 35.65.

FINDINGS

The following are the findings of the study:

- In ranking the preferred app, majority of the respondents have given first preference towards “Amazon Prime” among the other OTT services with the highest score of 59.76 and they have given least preference towards “Zee5 Premium” with the lowest score of 37.29.
- A major proportion (63%) of the respondents have stated that the level of OTT usage has increased in the pandemic period.
- A major proportion (30%) of the respondents have stated that the usage of OTT is on weekly basis.
- A major proportion (38%) of the respondents prefer to watch YouTube for satisfying their need for entertainment.
- Around 1/3rd majority (30%) of the respondents have come to know about the OTT services through friend’s recommendation.
- In ranking the factors contribute to the growth of OTT services, majority of the respondents have given first priority to “Quality of Service” among the other parameters with the highest average score of 3.94 and they have given least importance for “Customer Care Service” with the lowest score of 3.22.
- In ranking the most preferred content on OTT channels majority of the respondents have said that the most preferred content on OTT channel is “Movies” and the score was given 1st rank with the highest score of 62.18 and they have given least importance for “Sports” with the lowest score of 35.65.

SUGGESTIONS

The following are the suggestions are offered by the researcher to eradicate the customer dissatisfaction as enumerated from the research findings.

- Customer care service should be improved for OTT services.
- OTT should not replace cinema halls.
- By using OTT platforms, we forget the enjoyment of watching movies in TV with the family members. It is the most important thing which is to be noted.
- Contents are to be classified based upon the age group so that it satisfies all types of age group.
- Tutorial classes are suggested to be uploaded in OTT websites to help the customers understand how a subscription is done.
- The OTT platform can request famous bloggers to post reviews after using OTT applications.
- OTT doesn't offer much in terms of 3D content. So, the usage of 3D content should be used in OTT platform.

CONCLUSION

“The study on customer’s preference towards OTT platforms during the pandemic” was an attempt to analyse the acceptance of the new emerging digital super power media among the customers. This new media platform is growing rapidly and is gaining momentum as the day passes. The new generation has moved on from the traditional broadcasting system to the mobile gadgets. The emergence of Reliance JIO and cheaper data with uninterrupted 4G services has helped the OTT platforms grow immensely. The media and entertainment industry has now found a new home. All researches point to the growing duration of video content consumption year on year and COVID 19 has proved to be a turned point in furthering this behaviour change.

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