



Marian Quest



A Bi annual Multidisciplinary Research Journal

October 2019

Volume 08

ISSN 2249-7145



*St.Mary's College (Autonomous)
(Re-accredited with 'A+' Grade by NAAC)*

Thoothukudi



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We earnestly thank the management for their support and encouragement. We expand our thanks to the reviewing panel for their valuable suggestions. A huge thank to the research scholar who contributed their research articles without which there wouldn't have been this issue. We would like to thank the members of the Research forum for their everlasting support to make this issue of Marian Research Quest



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

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

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

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

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



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TONI MORRISON'S *PARADISE*: A CRITIQUE OF PATRIARCHY

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ABSTRACT:

Toni Morrison's novels, especially *Paradise*, largely emphasize the universal themes explored in her novels, namely, feminism, culture, psychology, and of course, her remarkable presentation of African-Americans in racial and cultural conflicts. Morrison plays with her reader's desire in terms of gender, race and religion where binary oppositions can be easily constructed in the process of reading. However, as this paper seeks to prove, all these dichotomies are ostensible and false. It is not Morrison's intention to construct a disparate paradise as opposed to all-black patriarchy Ruby with its rigid Christian religion. It is Morrison's intention to invite the readers into the program of deconstructing the dangers of this utopian desire. As the present paper finds out what Morrison really endeavors to critique is dichotomy itself. In the progress of the novel, we can see that simple dichotomies of race, of gender, and of religion are undermined, and set interpretations are shattered.

KEYWORDS:

Patriarchal ideologies, Doubtfulness, Feminism, Oppression, African culture and Dichotomies.

Toni Morrison's *Paradise*: A Critique of Patriarchy

Toni Morrison was a great American writer. She was an inspiration for many writers, artists and readers. By the time when the Nobel Prize for literature was awarded to her in 1993, she had already published six novels. Morrison, then sixty two years of age captured the attention of the critics and scholars throughout the world and her works have been translated into more than twenty different languages. The Nobel committee of the Swedish Academy called Morrison, "a literary artist of finest work," who "gives life to an essential aspect of American reality" (Lisa R. Rhodes 8).

Morrison had Southern roots even though she was born in Ohio. Her father's origins are from Georgia, and her mother's family was from Alabama. She was born during the Great Depression in the United States. Her father worked in different jobs just to provide his family's needs. Morrison did not experience slavery, but she lives it through the stories of slaves told by her grandparents. They helped her to know more about her past.

Toni Morrison started her academic career teaching English at Texas Southern University in Houston. A year and half later she came back to Howard University. Using both her black experience and the narratives told by her family Toni Morrison has written many novels which made her well known around the world. *The Bluest Eye* (1970) was a beginning to a young and skillful novelist. *Sula* (1973) provided Morrison a nomination for the National Book Award. It narrates a black female experience from childhood to womanhood. In 1977, Morrison gained the National Book Critics Circle Award for her book *Song of Solomon* (1977), *Tar Baby* (1981), *Jazz* (1992), *Paradise* (1998), *Beloved* which won the Pulitzer Prize in 1988. Morrison also wrote also other novels like, *Love* (2002), *A Mercy* (2008), *Home* (2011), and *God Help the Child* (2014).

Toni Morrison focuses on political genre for her writing. Morrison's seventh novel, *Paradise*, published in 1997, is no different. Jami L. Carlacio maintains that Morrison's work has been an ongoing commitment to redefine (African American) personhood with the intention of ultimately producing a new consciousness regarding race (xv). Beyond racial consciousness, Morrison's writing is indeed "a catalyst, a vibrant intellectual site, for interrogating some of the most pressing concerns and contradictions of our world today" (Peterson 261-2).

In *Playing in the Dark* (1992) Morrison discredits the view that "canonical American literature is free of, uninformed, and unshaped by the four-hundred-year-old presence of, first, Africans and then African Americans in the United States" (5). Morrison then makes visible the invisible African presence in literature of the United States. Morrison argues that since the literature she analyses was not written by or for African Americans "the fabrication of an Africanist persona is reflexive, an extraordinary meditation on the self, a powerful exploration of the fears and desires that reside in the [white] writerly conscious" (16-17). While *Paradise* addresses specific issues of race, gender, and history, Morrison's text reveals the invisible presence of the other in the formation of self.

Paradise functions to re-member the historical past for both African Americans and America as a whole. Comparing *Paradise* to *Beloved* and *Jazz*, Davidson is correct to argue that the latter depicts the role of narrative in reconstitution process of the individual while *Paradise* assesses the role of narrative in the community (355-6). Similarly, Patricia Storace is correct to observe that *Paradise* evokes images of the white founding fathers of the United States, making *Paradise* a provocative allegory of nationhood (Davidson 371). The story opens with the massacre of a group of women living in a place called the Convent. The murderers are all men of the nearby town of Ruby, named for Ruby Best who was the first of

the town's inhabitants to die. Ruby, the town was founded by a group of black families who were seeking to create something of a utopian society. The elder man creates Ruby town to protect their people especially black people. The system of the town is based on a traditional and patriarchal ideology. The Ruby men believe in their ideology and history.

In the beginning, Mavis leaves her house and family because of the mistreatment that she is suffering with, she runs away and arrives at the Convent, she meets Connie who lives alone in Convent. Eventually, Mavis lives in the Convent with Connie. Then, Gigi also comes to the Convent. Connie always helps every woman she meets. At the end, there are five women who live in the Convent namely Connie, Mavis, Gigi, Seneca, and Pallas. Convent women live separately from men, they work and make money by themselves.

Ruby men think that convent women are a threat for their town. Ruby men consider convent women as a witch because they do not need men to live with them. Ruby men think that Convent women are wrong, they must follow Ruby's rule. To straighten the Convent women, Ruby men choose to massacre convent women. At the end, Connie is killed but the other women escape successfully. The other women start their life in a different place and live happily.

Paradise is a book which shows the gender discrimination and the oppression of woman. Morrison depicts a portrayal of woman who lives in the Convent in the town Ruby. Throughout the novel the treatment of the woman is noticed which portrays patriarchal society that they live in, disturbing their own freedom and choices.

The difference of gender as male and female brings problems in social life. The female characters in the novel seem to be described as a weak and unpowered person. The main female characters are oppressed by the men. They try to survive from their misery by making community whose members are only female and they make their own shelter. The female characters, tries to find their own living place despite the oppression towards them. From this circle they find their own potential and they have their own thinking. The free thinking of women is a threat to the men because it can stand in the way of men. In this novel, Morrison's development of the female characters is similar in a way most of black female writers. Through this Morrison shows the concern of oppression and patriarchy.

Kate Millet's ideology of Ruby people is also a part of their religion because ideology in patriarchy is that "aggression, intelligence, force and efficacy in the male; passivity, ignorance, docility... and ineffectuality in the female" (292). The ideology brings the Ruby society into a judgment that men are always better than women, because each sex is attached with those attributes. Religion in this case can be defined in a broad sense as any set of

believes or ideology. The commoners believe that people of Ruby are derived directly from their church and the Bible, as they are very religious, and a part of it that roots back to their past, their customs and traditions.

In the past, women in Ruby used the oven to cook, but all through these years, its practical function has changed to a patriarchal one. Women no longer met near Oven but it is now the men who meet about the Oven. Oven is no more a common Oven, it becomes a symbol of Ruby's primary goals and is interpreted to justify Ruby's patriarchy. The holiness of the Oven represents Ruby's dogmatism toward their ideologies, women, and their situation. Men of Ruby cannot bear any change in their ideologies, or any freedom for women. Traditional belief, which is sincerely respected and praised.

The story makes it clear that women's oppression occurs historically integral to Christianity. St. Paul in the New Testament, says: "A woman should learn in quietness and full submission. I don't permit a woman to teach or to have authority over a man; she must be silent. For Adam was formed first, then Eve. And Adam was not the one deceived; it was the woman who was deceived and became a sinner" (I Timothy 2: 11-14). These beliefs had rooted and build stereotypes and the perception in the society that female are less valued than male.

Church traditionally separates women into Good Woman or Bad Woman categories in which the sacrificial Virgin Mary reigns over the sinful Eve. Men in the town of Ruby convince that God is at their side and label the convent women. Ruby men's viewpoint of women is even worse than racism in Ruby. Within the families of the society, the object or subject relation is dominant. It is clearly in the notion that masculinity is considered subject, and femininity is defined as the object. Women in Ruby are considered as an object and inferior. In *Paradise*, silence covers up all the women; bad treatment is practiced by the town men. Most importantly the women characters in *Paradise* are all mute-figures, unable to speak out about their needs. Morrison is unable to give a chance to these women to criticize as they are not allowed to open up themselves even to their own townsmen.

The contradictory norms proposed by both the Old and New Father's in the novel represent male dominance. The founding fathers' name itself suggests the power of male dominance and it is clear that men are the rule makers, rulers, administrators and 'Protectors'. The arrival of New Fathers by overthrowing the Old Fathers to bring in a reformative way but both the founders ended up by committing the same folly. The old rule drawn out literally the life out of women by burdening them with hard works. The New Fathers who considered themselves as reformers also ended up slaughtering every women because they feel

threatened by the development among women. The Oven at the centre of the town carries the town's motto, "Be aware the Furrow of His Brow" (86).

The Old Fathers are seeing the Oven as a permanent fixture in the ground, that testifies them as a freedman surviving the ordeals they are facing prior to successfully founding Haven. Also, the men spend their earnings from the first harvest from the herd to buy their women blue dresses and bonnets. Without suggesting that their women are thought of as Gods, this imagery suggests an almost Biblical devotion with the idea of first fruits, or a tenth of the first yield being offered to God. When the men thus decide on an Oven in Haven, it symbolizes provision as well as an absence of white kitchen jobs and resultant children testify racial tampering. The Oven symbolizes the triumph of their manhood, their perseverance and their triumph of having made it being able to protect and provide for their women.

Gauthier points out that the Morgan twins construct female identity on idealized images of women and they reciprocally not only construct their own identity and sense of masculinity as protectors of such women. This idealized vision is moreover in addition to the values portrayed in the stories they grew up on.

Like the Old Fathers, the New Fathers also determined to a fundamental aspect of their identity on their ability to fulfill the responsibility they feel to provide for and protect their women and children. They therefore vigilantly guard against outside intrusion that could disturb the tranquility of their hard-won community. Elder's attitude suggests that he would have condemned the way his brothers dealt with the Convent women. Elder seems like the type of man whom the Old Fathers recommended – the type who would not judge, rout or destroy the needy, the defenseless, the different. In many ways the men, especially the Morgan twins, see Ruby as a reflection of their own identity.

The binary oppositions presented in the novel, were under attack from critics from all side. Reviewers criticized the rigid and legalistic male-female dichotomy and the unconvincing logic of its war between men and women which results in a formulaic and contrived book. A deeper analysis can prove the dichotomies as false. It is not a simple gender dichotomy of male against female. It is not a simple racial dichotomy of black against white. Furthermore, it is not a simple religious dichotomy of African religion against Christianity. "The Imaginary is the psychic realm where the child experiences the idea of a "self" in the face of a mirror image. The mirror stage cements a self/other dichotomy" (Bailly 37).

Paradise portrays the philosophy of infinite thinking in numerous ways. The structure is polyphonic, with nine chapters named after nine women and yet these nine chapters are

filled with the voices of women. Most evident of infinity thinking is the openness of both the ending, and also numerous inexplicable events within the novel from the open door or window that could give a glimpse into another realm.

Life is about the healing affected in the Convent as a result of which the relationships open to the spiritual and shared identities with others. The openness of *Paradise* offers worldview, towards the other and otherness. Toni Morrison maintains the perception of the self in other and it creates common ground for new possibilities of self-knowledge and healing. *Paradise* shows a rejection of difference in group level results, in destroying itself by losing its paradisaical nature. People are totalized the consequences that followed such totalization are not examples of doubleness, they are examples of mirrors or projections.

The war-paradise is a dichotomy, which shows totalizing always and leads to war and war is the misrecognition of both the transcendence of the other person as well as an individual's dependence on the other person. The most totalizing and destructive affair in *Paradise* takes place in the way the New Fathers reflect their own fear and failures onto the Convent women. They connect everything that has gone wrong in Ruby to the Convent and find their evidence and confirmation for their suspicions in numerous ways.

During the attack, the men's totalization of the women is portrayed in the manner they interpret the things they see. The women are described as detritus, thought of as up to devilish things that their rooms are described as not normal rooms and the cellar is even described as the "devil's bedroom, his bathroom, and his nasty playpen" (17). Deek thinks of the Convent as brothel. The convent is blamed for the death of family nearby convent. Steward could easily have made with the lost white family, who had needed gas and directions on a day when a blizzard had threatened. Outrages of things going wrong in Ruby take the form of evidence against the Convent.

The convent is blamed for it, everything that and considered not natural that had been happening in and around Ruby, is described to the Convent and they are believed to be witches with powers. These totalizing things culminate in an attack to exterminate the Convent women. Subsequent to this act, the Ruby inhabitants see themselves and the New Fathers in a new light. They see themselves as, having become what they thought they had left behind. The attack emphasizes the fact that they themselves have become the disallowers, whose object is to totalize others. The verbal war is used in different contexts in *Paradise*, to deliver a paradoxical and emphasized impact. War can be regarded as the opposite of *paradise*, war is a hell, the opposite of paradise, which would be assumed to be the absence of the horrors of war, and the novel's title stresses this idea.

War is totalization of the other and the ultimate result is rejection or destruction. *Paradise* is an interrogation of “why paradise necessitates exclusion” (Bouson 192). Women either black or white were always expected to fit themselves inside a restricted circle drawn by the society. If they dare to explore out of that predestined orders they might go through consequences which cost them their life.

Toni Morrison marks a deep insight into the racial problems that are being confronted by the Blacks since their existence. Being African American woman, Morrison boldly presents Afro-American feminist consciousness through her literary endeavour as she strongly expresses her philosophy as a feminist. As a result, her novels manifest and highlight Black women who are doubly differentiated in the form of male standard and poverty

The storyline seeks to explore the feminist concepts and patriarchy in *Paradise*, in search of a reason for the attack. It declares that in Ruby, patriarchy and feminist awareness are in contrast that eventually lead to the massacre. The racist matters are exceptional in this novel and they carry a special attention. The novel is a multilayered novel, which engages several characters in the historical background of African American black people, who a long time ago determined to put up their own community.

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CULTURAL ADAPTATION: A STUDY OF AYAD AKHTAR'S AMERICAN DERVISH

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ABSTRACT:

This paper focuses on the concept of the loss of identity in Ayad Akhtar's debut novel *American Dervish*. The novel explicates the identity of the Muslim Protagonist, Hayat Shah, to assimilate himself into community as far as he still holds on his remnant tenets he has inherited from his homeland Pakistan. This deals with the theme of the loss of the Muslim Pakistani-American identity regarding people who lived in America during the 80s of the twentieth century. It crystallizes the heated struggle between generations, religions, cultures and races. People who migrate in the cosmopolitan centers like America and Europe, especially Muslims, most often find themselves in a quagmire with regard to their cultural and religious identity. This paper focuses generally on the challenges faced by the immigrants in a foreign country with a cosmopolitan culture, and particularly in case of the Pakistan Muslim family in America. The Politics of Polyvocality deals the diversity of voices within slam and discusses how the privileges of Polyvocality emerge from a unique dialectic between the individual and the community.

KEYWORDS: Loss of Identity, Assimilation, Immigration, Diaspora, community, cosmopolitanism, foreign country, polyvocality.

Cultural Adaptation: A Study of Ayad Akhtar's *American Dervish*

Ayad Akhtar is an American Novelist and is famous for his novel *American Dervish*. This novel has been published in more than 20 languages, and it is the best novel in the year 2012. In this novel, Akhtar tries to open a window on the complex reality of Muslim American experiences. In *American Dervish*, he demonstrates a deft understanding of faith and of pubescent love and caprice. Ayad Akhtar has two subsequent plays produced, *The Who & What*, which premiered at La Jolla playhouse in February 2012 and *The Invisible Hand* at Repertory Theatre of St. Louis in March, 2012.

American Dervish is Ayad Akhtar's debut novel, which reflects how a Pakistani family struggle to amalgamate in American Midwest. It's coming-of-age story encounters the problems by the Muslim immigrants who live in western communities, particularly in America. The novel centers on a family's struggle to identify both as Muslim and as

American, a boy's devotion to his faith, and the tragic implications of extremism. As an American-born, first generation Pakistani- American, Akhtar wanted to recount the rarely told coming-of-age story of a Muslim-American boy.

American Literature begins with the age of colonialism produced in the area of the United States and to preceding colonies. During its early history, America was a series of British colonies on the eastern coast of the present day United States. Therefore, its literary tradition begins as linked to the broader tradition of English Literature. The revolutionary period is notable for the political writings of Benjamin Franklin, Alexander Hamilton, and Thomas Paine. Thomas Jefferson's United States Declaration of Independence solidified the status as a key American writer. It was in the late 18th and early 19th centuries that the nation's first novels were published.

American immigrant novels explore the assimilation and the relationship of American immigrant towards American identity and ideas. These immigrant novels explore the families of first and second generation. These novels open with the wild feeling as the protagonist migrate towards America. However, once they arrive America, the immigrant family often finds difficult amidst unfamiliar and seemingly unwelcoming and introverted culture. Parents try to retain their culture from the native while the second generation are fully assimilated Americans who understand American culture and become the guides for their parents.

Immigrant writers discuss not only the diversity, expansion and evolution of literature, but also the integral elements of culture. Some immigrant authors like Janine Joseph, author of *Driving without a License* are transforming American literature. She was brought up in Southern California. Many of her poems and essays are about growing up undocumented in America. *Driving without a License* contains stories of childhood and coming-of-age, immigrant experiences and also.

"Coming-of-age" is a term used to describe the conversation between childhood and adulthood. Coming-of-age is a genre that focuses on the growth of a protagonist from youth to adulthood. Coming-of-age stories tend to emphasis dialogue or internal monologue over action and often set n the past. The subject of coming-of-age stories is typically teenagers. The Bildungsroman is a specific genre of coming-of-age story. Bildungsroman is a German word, first introduced by Karl Morgenstern in the early 11th century and later it was popularized by William Dilthey in the early 20th century.

The German word 'building' means "education", and 'roman' means "novel". In English, briefly, novel of formation, education, culture. A Bildungsroman is a story of

education. It is similar to coming-of-age story and the characters are more specific. It is especially prominent in literature and focuses on the protagonist's psychological and moral growth, and thus character change is extremely important. The goal is maturity and the protagonist achieves it gradually but with difficulty. The genre often features a main conflict between the main character and society. The story of coming-of-age story revolves around how a pre-teen discovers something about a parent. This could be a secret from the past or a personal life. Parents might admit to not being on love or deciding to change careers and move the family across the country.

Assimilation refers to the part of adaptation. Cultural assimilation is the process where a minority group gradually adapts to the customs and attitudes of the prevailing culture and customs. Assimilation is most often discussed in terms of minority immigrant groups coming to adopt the culture of the majority and becoming like them in terms of values and practices. This process can be forced or spontaneous and be rapid or gradual. Different groups can blend into a new homogeneous culture. Assimilation is a process that will differ based on race, ethnicity, and religion. The barriers to assimilation faced by religious minorities in America, like Sikhs and Muslims, who often ostracized for religious elements and thus socially excluded from mainstream society. Assimilation can also measure with language attainment.

When an immigrant arrives in a new country, they may speak the language native to their new home. Immigrant assimilation is a complex process in which immigrants not only fully integrate themselves into a new country but also lose aspects, even all of their heritage. Assimilation usually referred to immigrants, but in multiculturalism, cultural assimilation can happen all over the world and within varying social context and is not limited to specific areas. People from different countries contribute to diversity and from the "global culture" which means the culture combined by the elements from different areas to affect one another.

Acculturation is the process of social, psychological and cultural change that stems from the balancing of two cultures while adapting to the prevailing cultures of society. Individuals of a different culture try to incorporate themselves into the new more prevalent culture by participating in aspects of the more prevalent culture, such as their traditions, but still hold on to their original cultural values and traditions. Acculturation is the process of change in beliefs or traditional practices that occur when the cultural system or one group displaces that of another.

The process of acculturation can cause conflict within individuals and families because they feel the competing pressures of adopting new cultural norms and maintaining the ways of life of their country of origin. Acculturation refers to psychological changes in individuals because of migration. From the perspective of a bi-dimensional model of acculturation, an immigrant group is economically marginalized. They are likely to also be socially marginalized from mainstream society. Acculturation is the fundamental aspect of psychological development for adolescent in the process of migration. As children enter adolescence, they become increasingly engaged in the larger society beyond their family and ethnic community.

Hayat Shah, a young Pakistani American, lives in a boring suburb of Milwaukee with his unhappily married parents who are secular Muslims. His mother's best friend Mina and her son Imran come from Pakistan to stay with the family, escaping her ex-husband who threatens to take away Imran. Mina brightens the lives of the Shah family, becoming especially close with Hayat, telling him Sufi stories and teaching him the Quran. Hayat becomes obsessed with being a hafiz after Mina tells him that the parents of hafiz are guaranteed a place in Paradise. Meanwhile, she meets Dr. Shah's best friend Nathan and falls in love with him. Nathan, who is a Jewish, explores Islam and even expresses an interest in converting.

Dr. Shah is an atheist and warns his best friend not to convert as he believes the local Imam is only interested in money. When Hayat, Nathan and Dr. Shah go to the mosque to see the imam about Nathan converting he preaches an anti-Semitic Khutbah, devastating Nathan. Hayat is jealous when he realizes that Nathan and Mina plan to marry. He sends a telegram to her ex-husband, revealing that Mina is marrying Nathan. Mina's family threatens to disown her if she marries him and Nathan moves away to Boston.

Dr. Shah angrily forbids his son to read the Quran and burns Hayat's copy, although he secretly reads it at school on his effort to become a hafiz. Against the Shah's objections, Mina decides to marry Sunil, a divorced Pakistani man from Kansas. During her wedding, Hayat discovers from Farhaz that true hafiz recites the Quran in Arabic while he has only been learning it in English. As a result, Hayat gives up on the Quran for many years. After her marriage Mina realizes that her new husband is controlling and abusive; he forces her to move back to Kansas with him. After Eight year, when Mina is dying of cancer, Hayat finally confesses to her that he sent the telegram. She forgives him and after she dies, he sees Nathan and learns that the couple had been secretly keeping in contact.

This novel *American Dervish* focuses on the concept of the loss of identity. Identity is the belief and personality that makes a person or a group. A psychological identity relates to self-esteem, and individuality. Identity is the individual characteristics by which a thing or person is recognized. “Identity is not fixed and singular. It is fluid, multiple, relational and in process” (Tsang Sze Pui, Jappe 5). The term “identity” describes personal identity that makes a person individual. An identity is who or what a person or thing is. It is a state of mind in which someone perceives their characteristics feature that leads to finding out who they are and what they do and not that of someone. “People experience identity through communication, meaning that identity is often framed in terms of enactments or how they express their identity to those around them” (Crosby 16).

Ayad Akhtar’s *American Dervish* presents the struggle of the immigrants, trying to assimilate themselves with the host culture. There are also people who try to hinge on their faith managing to resist assimilation, and a few others despite their conservative background, easily move on their journey, and try to integrate themselves with the cosmopolitan culture of their host country. The novel focuses generally on the challenges faced by the immigrants in a foreign country with a cosmopolitan culture and particularly in the case of the Pakistani Muslim family in America.

Ayad Akhtar’s novel *American Dervish* examines the dilemma of the immigrant family of Hayat Shah thrown between the overbearing influences of their faith on the one hand and the promises of the secular space they adopted on the other. In the novel, Ayad Akhtar portrays a second generation Pakistani boy’s struggle in choosing between his religion and the culture of cosmopolitanism. However, different characters in the novel try to change their attitude towards religion.

Even the other characters in *American Dervish* face this difficult situation. The novel presents the Pakistan immigrant family of Naveed Shah, consisting of his wife Muneer and their son Hayat, who is in his preteens at the beginning of the novel. Naveed finds more freedom in America than Pakistan; he falters from his faith in the process of trying to adapt to the American Culture, which threatens to ruin his family life.

American Dervish showcases the politics of polyvocality and the diversity of voices within Islam. While polyvocality is often celebrated as a challenge to representations of Islam, as a monolith, *American Dervish* illustrates that it is neither a neutral concept nor an end unto itself. Written in the bildungsroman form or the story of formation of a Muslim protagonist into a national citizen, the novel orchestrates polyvocality towards specific ideological ends. The bildungsroman’s insistence on the reconciling Islam with national

belonging necessitates a univocal resolution to polyvocality, which requires the novel to draw distinction between the Islamic approaches, legitimize hierarchies between them, and privilege select voices that reinforce national agendas. *American Dervish*, specifically, draws on Sufism's embattled and marginalized position within Islam to project it an amenable to national inclusion, and dismisses and discounts other Islamic voices, sanctioning hatred against them.

Polyvocal community is the one that speaks with multiple voices. The term polyphony suggests the idea of many voices. The struggle and lives of multiple communities in the Muslim diaspora have found their voices in this genre. *American Dervish* has indeed emerged as the preeminent form that showcases the plurality within Muslim community. The novel's setting is narrowly focused on Milwaukee's Muslim community of the 1980s.

Its polyvocality, based on a broad cast of characters an "unruly mass" with "various hues of brown" (301) lends it the halo of an epic, a grand and new kind of American text that interweaves Islam with the fabric of the nation. Because of the contradictions they endanger, proclamations of the novel's greatness and polyvocality deserve further analysis in the current historical moment that views Islam and America as vehemently opposed. Like the other Muslim polyvocal novels, written in the bildungsroman form. The bildungsroman does not simply reflect or dramatize polyvocality. Instead, the politic of polyvocality extend the novel's pages because this form plays an active role in the formation of the national community.

American Dervish offers a complex understanding of polyvocal Islam. First, it demonstrates how polyvocality actively catalyzes power relations within the Muslim community and is not simply the product of pre-existing hierarchies. Second, polyvocality within Islam signals neither egalitarianism nor democracy but produces its own privileges, hierarchies, injustices, erasures, and even failures. It is indeed ironic that while Muslim novels, including *American Dervish*, showcases polyvocality to challenge commonly held stereotypes about Muslims, they do not seriously engage with all the voices. The nation's demand for a univocal resolution to the bildungsroman mandates that they curtail or contain this very polyvocality. That is, the depiction of pluralism within Islam, while clearly a challenge to "monolithic essentialism" is no guarantee against "silencing the multivocality of the Muslim articulators" (Malik 1)

Ayad Akhtar's *American Dervish* focuses on the cultural adaptation. Mina Ali, who come from Pakistan admired towards the American life style and tries to adapt herself to the new culture. Hayat who lives in cosmopolitan city and he started learning the new words

from Quran and tried to use those words in order to speak. Naveed who adapts himself to the cosmopolitan city, has developed the habit of consuming alcohol and liberates from those Islamic tenants. The novel's description of multiple interactions of Islamic faith, all within the Greater Milwaukee no less, suggests that the Iman's sermon is not mainstream Islam, but the believable intensity of the scene as Akhtar evokes it highlights the reality of this troubling strand

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VOICING THE UNVOICED: SALMAN RUSHDIE'S *MIDNIGHT'S CHILDREN* AS A POLITICAL SATIRE

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Abstract: Salman Rushdie, one of the most notorious writers of Indian Diaspora, settled in England, shot into fame through his stunning success, *Midnight's Children*. The literary significance of *Midnight's Children* is linked with a style of writing or technique that incorporates magical or supernatural events into realistic narrative without questioning the improbability of the events. *Midnight's Children* won for him 'Booker of Bookers prize' in 1993. In 2008 it was selected as The Best of Bookers. This paper *Voicing the Unvoiced: Salman Rushdie's Midnight's Children as a Political Satire* deals with the History, Consciousness, Interpretation, Partition, Political Freedom, Post Colonialism and Nationalism with reference to Rushdie's *Midnight's Children* and also attempts to show how the concept of magic realism is applicable to *Midnight's Children* and its impact to the literary work. India has so many stories to tell about the past, the present and the future. It is true that a nation is not there if it is not part of one's own consciousness. A nation does not exist as a physical entity, but lives by and speaks to us through the culture's soul. *Midnight's Children* is Rushdie's interpretation of a period of about 70 years of India's modern history dealing with the events leading to the partition and beyond. The identification between the public and private strands is complete in this novel and that gives unity to the novel. Throughout *Midnight's Children*, the protagonist Saleem Sinai successfully tells the stories of his life and India's pre and postcolonization. Saleem flashes back to major moments in his life while commenting on those events in the present. He offers his opinion on how his life unfolded in order to give the reader different perspectives, from struggles and tragedies to victories and joys.

Keywords: postcolonial modernity and magic realism, partition, interpretation, polyphonic narrative, cultural diversity, self-assertion, hybridity etc. Salman Rushdie, one of the most prominent and powerful yet controversial novelists of the late twentieth century, belongs to a cosmopolitan group representing various religions, communities, professions and views. His writings focus on the east-west encounter, conflict between the old and new, postcolonial modernity and magic realism. Salman Rushdie's *Midnight's Children* explores the different dimensions of the colonial part of India. The novel foregrounds incidents that take place in India at the time of Independence. Saleem Sinai is the central figure around whom the main

plot has been intertwined. He is a telepath with a nasal defect. He was born at the exact moment when India became independent. Rushdie never fails to point out how the postcolonial culture and its influence has resulted in the psychological and moral debasement, the novelist's shrewd observation of men and his satire never missed its mark. His vision of welfare society in India and his concern for the dignity of man both in the national and transnational contexts are clearly revealed in *Midnight's Children*.

Midnight's Children is Rushdie's interpretation of a period of about 70 years of India's modern history dealing with the events leading to the partition and beyond. The identification between the public and private strands is complete in this novel and that gives unity to the novel. Throughout *Midnight's Children*, Saleem Sinai successfully tells the stories of his life and India's pre and post colonization. Saleem flashes back to major moments in his life while commenting on those events in the present. He offers his opinion on how his life unfolded in order to give the reader different perspectives, from struggles and tragedies to victories and joys.

This novel is an imaginative tale that centres on the life of Saleem Sinai. Saleem is a boy who was born at the stroke of midnight on August 15, 1947, the precise moment that India becomes independent. Because of his timely birth, Saleem believes that his life is infinitely tied to his nation, so as India goes through the struggles of stabilizing as a sovereign state, he undergoes his own ordeals. Saleem's birth is so remarkable that he, along with the thousand other midnight's children, is given a magical ability: he can hear the thoughts of all the midnight children and of others around him. So, Saleem creates the Midnight's Children Conference and uses its members to observe the social and political changes that reinvent the country, offering insight on the religious differences that led to the separation of India and Pakistan.

Throughout the entire narration, Saleem tells his tale to Padma his caretaker, avid listener, and biggest critic. In doing this, Saleem is able to record his life, while flashing back to crucial moments in India's past that shape his family's history. *Midnight's Children* begins on the midnight of August 15, 1947, problematizing history, both retrospectively and prospectively to provide 'alternate history' through Rushdie's own narrative voice, along with Saleem's subjective self. By flashing in and out of the past, Saleem is able to offer his own opinion on the various events that parallel his life and India's colonization.

Saleem begins off his tale in Kashmir, the place where his grandparents met in 1915. At this point in India, the British Raj is still very much in rule, but Kashmir remains untouched because the partition has not yet wreaked havoc on the city. Saleem's grandparents

see each other for the first time on the day World War I ends. Saleem continues to chronicle his grandparents' marriage, their move to Agra, and finally, the moment when Saleem's parents meet. By the time his parents, Ahmed and Amina Sinai, move to Bombay to settle down, India is on the verge of collapse because of religious differences.

On June 8, 1947, Amina finds out that she is pregnant, and the partition of India is announced. Moreover, a fortune teller prophesizes Saleem's timely birth, claiming to Amina, "A son, Sahiba, who will never be older than his motherland—neither older nor younger" (96). So, Saleem Sinai is brought into the world on August 15, 1947, and celebrations take place to mark the independence of India and the fall of the British Raj. Adult Saleem mentions that Prime Minister Nehru wrote him a letter, saying,

My belated congratulations on the happy accident of your moment of birth!
You are the newest bearer of that ancient face of India which is eternally
young. We shall be watching over your life with the closest attention: it will
be, in a sense, a mirror of our own. (139)

By doing so, Nehru gives Saleem, along with the other Midnight children, the responsibility of pushing India into becoming the great nation that it can be. By combining magic realism with polyphony, which reflects the consciousness of the others, the novel presents subjective versions of reality suggesting that reality is a matter of perception. Thus it takes polyphony one step further by the use of magical elements in giving voice to various possibilities. Through its polyphonic narrative and magical realist elements, *Midnight's Children* not only undermines the official accounts of history and the essentialist conceptions of identity and nation but also provides a critique of realism. By encompassing cultural diversity of the multicultural Indian community and replacing the totalising version of reality with a multitude of perspectives, the novel demonstrates the multiplicity of reality and undermines systems of authority.

Salman Rushdie's *Midnight's Children* features a polyphonic narrative that demonstrates the above mentioned "urge" to capture various modes of reality represented by the Indian subcontinent. Its first person narrator Saleem Sinai's autobiographical narrative provides an imaginative version of the historical events of his time that subverts official accounts of history and creates an alternative to the totalitarian and unifying understanding of truth. The novel mainly deals with the historical events in India after its independence from British rule. Saleem, switched at birth with Shiva, and other midnight's children, who were born at midnight on August 15, 1947, when India officially became independent of Britain, have magical powers hinting at the multiple possibilities of India, but they are hunted by the

state and most of them are sterilised or murdered. The repressive power of the state, represented by the rule of the Prime Minister Indira Gandhi, referred to as the Widow in the novel, attempts to eliminate cultural differences that constitute the Indian population in order to create a unified, totalising version of reality.

The biggest lapse in Saleem's recollection of thoughts occurs when he loses his entire memory. Immediately after a bomb falls down on his parents during the air raid in Pakistan, Saleem is struck on the head by a silver spittoon. The impact of the spittoon causes him to forget all of his memories, which adult Saleem later calls this as his process of purification. He ends up at a secret camp of the Pakistani army and travels with them for a period a time, being referred to as "Buddha" (322) since he cannot recall his own name.

Saleem creates the special type of history of an unreliable narrator, as he has his own perspective of history. He combines 'fiction' with 'facts' to emphasize the ambiguous nature of history. His memory serves as a way for Saleem to shape India's history to fit in with his own, and the reader sees only his interpretation of the country's history. But, Saleem's mistakes cause his readers to be skeptical of his narratives because the truth behind them is flawed by the missing information.

Lastly, Saleem is able to recount India's colonization by encountering personal struggles, tragedies, and other crucial events at the precise moment that India does. His own birth happens to take place as India is partitioned and created into a new nation. This incident marks the beginning of Saleem's journey into becoming completely tied to India. He prospers as India does but also suffers the same way that India does.

Rushdie implies that Saleem's generation has failed to consolidate the possibilities inherent in independence. The possibility exists in each passing generation of midnight children, who are the children of each successive era. Each generation, as Saleem muses, will erase the presence of a previous generation that has not yet learnt to define a stable and solid sense identity. The individual voice is swamped by the creeping progression of time and history: nevertheless, the text's conclusion is open ended.

As a postcolonial text, *Midnight's Children* signals the present reality of the past colonization. It also attempts to narrate the writer's assumption about a life story or a nation's history. It centres on the author's native India and it is a major milestone in postcolonial literature. Rushdie's novel depicts postcolonial India with its traumatic colonized history – the enslavement and the struggle for freedom from the British. It is a documentation of traumatic experiences under the British rule and their feeling of displacement and dispossession of men and women who face diasporic experiences. The novelist examines colonialism existing

within the postcolonial context through Indian culture, and storytelling. He suggests the subservience of the colonized through colonial discourse.

Midnight's Children aims at decolonizing the mind of the readers by making nativism evident in one form or another. It is a protest novel voicing social injustice. Rushdie highlights alienation of individuals supported by white colonialism and oppression. His postcolonialism makes him break the literary tradition of moral perspective. His magic realism is a device which binds Indian culture of the past with the multiculturalism of the present. The abilities of Saleem and other children born at the stroke of midnight on August 15, 1947, their abilities to communicate with each other, Saleem's ability to read the minds of those around him make *Midnight's Children* a postcolonial magic realist work. In this magic realist text, Rushdie displays his preoccupation of borders and centres. He tries to destabilize their fixity.

Rushdie's *Midnight's Children* is a postcolonial fiction as it deals with the postcolonial India after its release from the British colonial rule for long. The novel breaks down the national and geographical barriers as it extends beyond the borders of India into Pakistan. For example, Saleem Sinai the central character is the biological son of a Hindu woman, Vanita and an Englishman, William Methwold. But he is brought up in an orthodox Muslim family; he is half Hindu and half Muslim. As he is brought up by his Christian ayah, Mary Pereira, he also imbibes incredible faith. As a result he compares himself to the legends and myth of all these religions.

Alienation is one of the features of postcolonial fiction. Saleem Sinai suffers from isolation and dispossession towards the end of the novel as all the members of his family are wiped in Indo-Pakistan war for liberating Bangladesh. Hence, *Midnight's Children* reflects the postcolonial hybridism through conflict of cultures and political offshoots. Free India herself is 'twice born' out of original India and British colonial rule.

Rushdie recalls the Indian parliament of "half -grown brats" (238) because the distortion is severe. "Those children born in the last seconds of the hour were little more than circus freaks" (238). The writer points out the degeneration of India after independence. Partition of India has also deranged the sense of moral values of men and they often forget the new "myth of freedom" (Wilson 23). Saleem who represents the author, is reduced to a state of an animal as he is psychologically affected because of Ahmed's violent behavior towards his mother, Amina. He forces Amina to take Saleem to Pakistan when he comes to know that he is not Saleem's biological father. There he experiences the harshness of martial law. When Saleem's father suffers from heart attack, Amina returns to Bombay. After India's

military loss to China, Saleem's family moves to Pakistan once again. In the war between India and Pakistan Saleem loses all his family members except Jamila his sister – a famous singer in Pakistan.

The title *Midnight's Children* gains significance as the country still remains in darkness and the Indians remain in ignorance and indifference to the condition prevailing in India. Indians consume alcohol in a dry state and in artificial midnight because India's political freedom is not a reality as it exists only in the dreams of Indians. Rushdie's vision of India is not quite positive as it is marked by his sense of exile and alienation. The novelist identifies himself with three nations. He pronounces: "I am emigrant from one country (India) and a newcomer in two – England where I live, and Pakistan, to which my family moved against my will" (*Shame* 85).

Rushdie shows his resistance to the traditional way of writing through a fine mixture of myth and history, stylish language, history, satire, philosophy, imagination, and art that satisfy the senses of the readers. Most of the stories are based on some historical facts but are narrated with the elements of myth. The myth of Indian freedom reveals the miserable human condition. The multicultural creative artist, unfolds a full circle intrigue of dynasties with terrific pace. The history of India's Independence struggle and the final victory leads to only disintegration, identity crisis and distortion. The writer makes use of history but as a postcolonial modernist, he denies any fixity to truth as history cannot capture the past as it really happened. He uses colonial metaphors of migration, hybridity and globalization in this postcolonial novel. He makes use of the postcolonial strategies – a blend of history, myth and magic realism. As Rushdie states, "facts are hard to establish, and capable of being given many meanings. Reality is built on our prejudices, misconceptions and ignorance as well as on our perceptiveness and knowledge" (*Imaginary Homelands Essays and Criticism* 25). All diversity cannot be contained by a coherent narrative, thus Saleem disrupts the linearity of the narrative by his digressions, distortions, and intentional mistakes which depend on the unreliability of memory.

For Saleem, India means multiplicity, therefore the state's totalizing tendencies cannot represent cultural diversity. He challenges the forces that legitimize certain ideologies by reflecting the individual perception of reality. In his account of the past his mistakes give a sense of his withholding information. He accepts his mistake as his own version of reality. In doing this, he suggests the fact that what he tells is just his perception of reality, not an absolute truth. Unlike the totalising discourses through which the individual is silenced, in the novel, the totalising version of history is replaced by an individualised perception of reality.

Beside the perception of reality by various social classes and religious communities, another element that contributes to the multiplicity of voices is the use of myth. The use of myth can be a device to privilege and liberate the native culture from the predominance of the colonizer force and its rational tendencies. The characters such as Shiva and Parvati, taking names from Hindu gods, repeat the myths. Saleem uses fantasy and magic to embellish reality and tells their story as an interpretation of the myths of gods Shiva and Parvati who have a son, Ganesh. Shiva has destructive qualities, and Parvati stands for fertility and devotion just like the characters in the novel. Likewise, their son Adam has big ears like Ganesh.

Michael Reder asserts that Saleem's mythology is personal because he suggests a new mode "which is the creation of a personal mythology that resonates in relation to, but independent of, the national culture from which it emerges" (229). In line with this, for Saleem, "sometimes legends make reality, and become more useful than the facts" (47). Further Saleem affirms that "Picture Singh and the magicians were people whose hold on reality was absolute; they gripped it so powerfully that they could bend it every which way in the service of their arts, but they never forgot what it was" (385). The magicians in the magician's ghetto are communists, led by Picture Singh, the snake charmer. They stand for the suppressed and marginalised classes of India. The state regards them as a threat, and during the destruction of the slums, they all die. The intermingling of myth and magic, then, provides liberty and an opportunity to give voice to unofficial reality.

His fine mixture of myth and history shows his resistance to the traditional way of writing, which is also postcolonial strategy. He has used language as a weapon for liberation. Rushdie, the voice of the unvoiced exhibits the state of powerlessness of Indians and leaves them a message that only conscious struggle of Indians to redress the societal and political inequalities can empower them to realize the independence of India. *Midnight's Children* is Rushdie's attempt to create a revolution in the consciousness of the Indians to have self-assertion of their cultural identities. Asha Kaushik remarks: "As a cultural quest for political relevance and vice versa, the novel is a valuable study in contradictions of the hegemonic process in India" (113). *Midnight's Children* remains the embodiment of hybridity, because every aspect of the novel is imbued with this mixing and melding of various elements and characteristics. Along with the use of hybridity, the novel's use of humour throughout the text allows for the enthusiastic and exuberant exploration of Indian postcoloniality and history, allowing the novel to create its own literary and historical identity, instead of forcing the novel to remain a mere retelling of history. Through dependent forms of hybridity, the novel

becomes able to openly explore Indian postcoloniality, while discussing the problems associated with this postcoloniality.

Midnight's Children employs different levels of hybridization, each depending on each other to exist and work within the text, through which the novel illustrates India's emerging postcoloniality. The ability of the narrator, Saleem Sinai, to wordlessly communicate with the other Indian children born on the same day, the date of Indian independence, August 15, 1947, demonstrates how magical realism gives Indians the opportunity to communicate the thoughts, desires, and dreams of a nation. Saleem remains unsure whether he has fallen in love with Padma. Padma's relationship with Saleem shifts, from being merely a listener, to his helper and editor, to perhaps his lover. Yet these changes in their relationship further confuse Saleem's narrative, but there is no solution to fix his problem. These complications in Saleem's relationship with Padma further illustrate the difficulties in creating a postcolonial narrative. Just as Saleem tries to combine oral storytelling with novel writing, becoming confused with the methodology of each, Saleem struggles with telling his story due to the psychological interactions. Thus, Padma serves the role of the Western world, a former colonial ruler, who listens to Saleem's postcolonial narrative of his own familial history and his version of Indian history. Through the formal hybridity of magical realism, the social hybridity of the multiple and diverse characters, and the historical hybridity of the characters' perspectives, along with the hybridity of storytelling itself, with Saleem's conflict between oral storytelling and novel writing, the novel is able to adequately respond to and attempt to solve the issues surrounding postcoloniality.

This novel *Midnight's Children*, is often associated with several categories of literary fiction, including magical realism, postcolonial fiction and postmodern literature. *Midnight's Children* is as complete a reflection of the life and character of the subcontinent as any single novel could possibly provide. The dynamic relationship between Saleem's individual life and the collective life of the nation suggests the public and the private will always influence one another, but it remains unclear whether they can be completely equated with one another.

Rushdie shows concern over the degeneration of politics, loss of identity, traditions, and religious beliefs and deals with the narration of history and identity, both at national as well as individual levels and their implications in the dynamics of politics. Rushdie has used language as a weapon for liberation. Rushdie, the voice of the unvoiced exhibits the state of powerlessness of Indians and leaves them a message that only conscious struggle of Indians to redress the societal and political inequalities can empower them to realize the

independence of India. *Midnight's Children* is Rushdie's attempt to create a revolution in the consciousness of the Indians to have self-assertion of their cultural identities.

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DECONSTRUCTING THE SOCIAL CONSTRUCT IN LIZ TIGELAAR'S PLAYING WITH THE BOYS

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Abstract:

“You can never know what you can until you do it,” is the striking sentence that awakened the protagonist to reach the life changing goal. Postcolonial literature is the only literature that involves all fields and gives voice to all of them. Comparing sports with literature, this paper gives an elaborate study of society involving in sports and the role of women in sports.

Keywords:

Sports, Women Empowerment, Football Participation of Women, Defiling the Social Ideas, Physical Empowerment of Women through Sports.

Postmodern literature gives voice to all sorts of fields and ideas, one such idea is sports. The role of sports in literature was not much elaborated in earlier days, but in modern days it is in progress. Literature can convey any emotions through any path as it is, that makes sports literature more attractive and more vibrant.

Rachel Elizabeth Tigelaar is an American television writer, producer and author. She has worked on the series *Brothers & Sisters*, *Dawson's Creek*, *What about Brain American Dreams*, *Once and Again*, *Once Upon a Time*, *Revenge*, *Bates Motel*, *Casual* and is well known for creating and executive producing The CW series *Life Unexpected*. She was co-producer of the girls-in-sports Disney feature film *Stick It*. She loves sports and believes in empowering and motivating young women to embrace their athleticism while encouraging them to lead active healthy lifestyles.

Tigelaar was born in Washington, D.C. She was adopted as a child, which influenced her work on *Life Unexpected*. She grew up in Dallas, Texas, and Guilford, Connecticut, and graduated from Ithaca College with a degree in scriptwriting and politics. Tigelaar, in 2000, was an assistant on the series *Dawson's Creek* and co-wrote her first episode with Holly Henderson, her third-season episode is *Show Me, Love*. Tigelaar also co-wrote with Holly Henderson two novels in the *Dawson's Creek Suspense Trilogy*, a series of novels based on the characters from the television series. From 2001-02, Tigelaar was an assistant to executive producer on the series *Once and Again*. Tigelaar became a writer for the series,

American Dreams in 2002 and wrote two books based on the series in 2004. Tigelaar also wrote three episodes of the animated television series *Totally Spies!* from 2001-02.

Tigelaar was an associate producer on the 2006 comedy-drama film, *Stick It*, about gymnasts. Tigelaar released her first novel as a solo writer in 2007 titled, *Pretty TOUGH*, a novel about two very different sisters, Krista and Charlie Brown, who have to face their differences and learn to work together when they are recruited for their high school soccer team. Tigelaar released a follow-up to the first novel titled, *Playing with the Boys*, in 2008. *Playing with the Boys* deals with the story of a football player Lucy Malone and was published in the year 2008. The opening of the novel reveals the despair condition of Lucy. she is very much worried about her name which misses letter K to become Lucky. Her father Greg does not want to stay at Ohio after his wife's death. So, he decides to migrate to Los Angeles. The decision shatters Lucy's inner feelings and her friendship with Anne.

At Los Angeles, Lucy gets the friendship of Charlie Brown, a multitalented girl. She sees Charlie as a surfer at first sight and gets tensed to speak with her. Sooner she comes to know that Charlie is her classmate as well as a soccer player. She is so excited when she encounters a soccer team at Beachwood. She enters into the team with the help of Martie, her coach. There she finds many good souls like Pickle, Max, Charlie, etc. Lucy stands out with her super accurate kicking talent. 'Hell Week' carries sweats, blood and scars. It will squeeze them and calculate each players' capability. Lucy lacks the skills of attacking and tackling which lead her out of the team. She is heartbroken when she does not make the Beachwood High soccer team. She has overthrown her anger on Martie. She suggests her to use her kicking ability in varsity, men football team. At first, she surprises and neglects the offer so Martie quotes "you never know what you can do until you do it" (81). Later, she turns into positive vibes and believes "sometimes where you think you'll fit in the least is where you'll fit in the most" (80).

Lucy has to kick in front of coach Offredi in the try-out section. Her kick has reached more than forty feet which is a record in Varsity. Teammates start to hate her because of her gender except for Benji. He has taught the rules and kicking position to her. He is the backbone of all her success. But her father has opposed her to join the team. So, she starts lying and hiding everything from his knowledge. Devon and Adam, fellow players who never let her allow to kick properly. They give some trouble to send her back home. One day, her teammates have pasted her in the goal post and there is nobody to rescue her. Finally, she is rescued by Regan, the classmate. No one else wants her on the team. But she continuously

fighters against the hard situation. She ends up making the team but faces many challenges being a girl on the boys' team.

Ryan is the most attractive player in the team. Lucy has some infatuation on him and wants to get his hand. On the other side, Pickle also has some affection for him. She asks Lucy to express her feelings to Ryan. Lucy is entangled in a critical state, caught between love and friendship. Lucy obeys her friend and reveals Pickle's heart to him. Ryan does not say anyone's name but says that he has an affair. Kendall, a classmate, uses this infatuation as a trump card to humiliate both. So, she frames a fake love note and sends it to both. It ends up with great shame to Lucy and Pickle.

As a player, Lucy does not allow her personal feelings into her profession. She is back to form with a positive mindset. Her leg got broken in a match and she has to take rest for ten days. Her place is replaced by Benji. The team beats Hillman Hall and ready to face the finals against Oak Wood. Dr. Cane reports that Lucy's fitness and health are good and she is ready to play. Finally, her father allows her to play and they win the finals. She discovers that Ryan and Kendall are lovers. When Ryan approaches Lucy to dance, she denies and picks Benji as her dance partner. She realizes that her real partner is Benji and proposes to him. Both are very happy and Lucy feels that she is lucky enough to have such a pair.

Lucy Malone's determination and strength lead her to go, where no other girl in school has gone before. She constantly feels that she has to prove herself. After joining the soccer team, she gains potential friends. She starts learning people in the football field. She wins all her hurdles, caused by her teammates. But her positive mindset transfers herself. She makes history by playing football in the boys' team. Lucy is the heroine of the novel. She is portrayed as a brave and rare personality, because she has accurate kicking ability. This rare ability leads a new path in her life, by offering an awestruck chance of being a member of a male football team. This concept inbuilt with lots of opinion and ideas, hugely make the readers to analyse more about gender structure and ideology which the society has constructed. Society constructed ideology that reveals the reality of a gender conflict, which arouses unwanted issues in terms of the empowerment of women. Lucy undergoes the same issue, Tigelaar uses Lucy deliberately in-order to kick out the realistic problem of woman amidst the male team. If the role is played by a male character, it seems impossible to encounter the same issue. So Tigelaar uses this technique by converting the gender of the character that reveals the stereotypical society's evil eye on the growth and development of women. In this case, society has nothing to do with the women's empowerment, it becomes

problematic when it affects the pride of male and also their conceptions on women become wrong.

With regard to Lucy, there is a thought that a female player cannot kick the ball not even equal to the weaker male kicking the ball, when Lucy could kick the ball more than forty feet. No male eye can bare the strength of a female player, which directly murders the conception of male constructed society's view on female players. Tigelaar elaborates more issues which proportionally affect the empowerment of women specifically on sports field. Thus, Tigelaar decides to take vital writing, to depict enormously the qualities of female players and how they are chained by the stereotypically constructed society's convictions.

The novelist comprehends the true colour of society and its roles particularly on sports. Tigelaar is smart enough to point out the real society's colour on gender. Gender is a common term that generally refers to the society's constructed roles, activities, and attributes, that a particular society considers appropriate for men and women. Gender discrimination is the greatest issue in every field. Even Sports encounters gender discrimination, here it is just in the form of stereotypical tension. The expectation of femininity often leads women to be dissuaded from lifting weight, sweating, grunting, and being aggressive, participating and, competing in sports and, physical activities. This notion leads women to cease from sports, though they are packed with sports skills. Womanly intention created by the patriarchal society let women to be muted towards sports. The word 'femininity' strongly moulds the women of patriarchal society to be more stereotypical by nature. This can be seen in Margaret Atwood's "*In Good Bones*", "You have good bones, they used to say, and I paid no attention. What did I care about good bones, then? I was more concerned with what was covering them. I was more concerned with lust and pimples. The bones were backdrop" (54).

Chiefly women are not allowed to play games like football, weight lifting, wrestling, and boxing. This idea is revealed when Martie asks Lucy to play football, describes it as a "crazy Idea" (78). Football, Soccer, Baseball, and cricket are exclusively for men, whereas women use these games as second hand. Visibly one can witness a great division, as certain games are labelled only for men. But they forget to label games only for women. Men can enjoy all sorts of priority in sports. Football is viewed as the most fashionable sport for men, whereas women cannot equalize the stamina of men. Liz Tigelaar attempts to crack this notion through her creation, Lucy Malone. In order to add more emphasis on gender equality, Tigelaar offers her female characters with male names, example: Charlie Brown, Max, Pickle, etc. This act implies the sense of equality of the author and she amplifies that name does not construct gender. This act deconstructs the social construction of name giving.

Looking through the society, name divides the version of male and female. Authors like Tigelaar discourages the division among all genders.

Anima and Animus are terms given by C. G. Jung, a Swiss psychiatrist. Anima means an inner feminine part of the male personality and Animus means an inner masculine part of the female personality. “No man can converse with an Animus for five minutes without becoming the victim of his own Anima” (29). *Playing with the Boys* is loaded with Animus personality taking Lucy as example, which is evident with kicker role in both the teams. The below words are powerful evidences of Lucy’s quality of Animus.

Tonight for the first time, a girl was going to play football under these lights. She might have looked slight and slender, like she was a fragile doll that could easily break, but she wasn’t. If this week hadn’t broken her, nothing would. She was fired up. She was ready. (159)

It’s a hard path for women to achieve in the male focussed society and its very rare to figure out men who allow women to succeed. The account of successful women in the field of sports is quite very few indeed, yet few players make the society to salute their talents. History always reminds that conquerors are not losers; the path of glory of women is not easy they need to face so many hurdles and obstruction to construct a victory. Among those hurdles, the most vital obstacle is the male environment and their nasty notions. Offerdi, Lucy’s football coach, never has a trust on female sports abilities.

Lucy’s father Greg stands in the same row because his own insecurity over life stops Lucy’s liberty on her passion. Benjamin’s father who hesitates to understand the equal rights and opportunities available for both men and women, he wants to maintain the partiality over the availability of opportunities to be continued. These people do not treat her like with male players, at the same time they are not ready to have belief on her talents. They rather mistreat her and they become a barrier to Lucy’s achievement. Lucy overcomes all these obstacles with self-energy, self-confidence, and mostly by hard work.

Masculinity never encourages feminism, rather it encourages, feminine nature as it is weaker in nature. Patriarchal society tries to dump women’s ability. They eagerly wait for a woman to make a mistake and if it happens, they will corner them. Lucy’s fellow players always find fault in her gaming style. Even her coach Offerdi does not believe her and the entire team wishes to send her out except Benji. Benji’s father, Mr. Mason hates Lucy for playing football with a male team. She accepts everyone’s hatred and turns it into the steps of her success. There Lucy proved her feminism is more powerful than her femininity, which is encouraged and supported by the society.

Women have struggled due to gender discrimination, gender inequality, patriarchal problem and gender performativity. Women have not thrust the problem on men. There are women who are really motivated by men. The ironical statement is that there are also men who want to rescue women from the social construction rules but their voice fades inside the world. The supportive men are not brave enough to resonate their voice. Benji remains silent when Lucy hanged on the goal post. Coach Offredi cannot support her against Benji's father. Thus, all are muted by the social power structure.

The protagonist tries to survive in the male dominated soccer game and breaks the stereotyping, that soccer is only a game for masculine gender and not for female. The protagonist tries to prove that she does not lose her femininity even after playing a masculine game. All she wants is to erase the masculine identity given to the soccer game. Her affection towards her lover helps her achieve her goals. She becomes a role model to all the women as she struggles amidst the male gaze and conquers the male dominated game. She secures the 'dominant' position in Raymond Williams' 'RED'. In the beginning she is a residual and becomes an emergent in the middle and at the end of the novel she becomes a dominant woman, conquering the male designed and male dominated game. Though she does not call her as a feminist, she can be called as a complete feminist, who stands as a role model for other women.

This new way of evaluating sports and gender background that is intermingled one with sports and its structure. The tension between the pursuit of male approval and sports participation is similarly manifested points out the social disorder created by the female sports participation, which is deliberately declared by the society. This idea conveys the roles regarding gender ideology and society's expectation on team games and the demeaning treatment experienced as a direct result of gender discrimination. It discriminates one to the extent of toughest at the same time the other to the extent of least tough.

This paper portrays how the central character tries to survive in the masculine soccer game and erases the gender stereotyping, that soccer is a taboo for women. Lucy proves that her femininity cannot be affected by the masculine game. Through this attitude, she completely neglects the masculine identity of the soccer game. She succeeds in this field and makes a history which gives a new meaning of woman, by deconstructing the social construction.

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THE SIBLINGS REDEEMING JOURNEY TOWARDS HOME: *HOME* A DOMESTIC NOVEL

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Abstract

Home a mere word which gives a soothing effect and a sense of belonging to a place, to another person or to a passing moment. Home is not just a place for shelter it is something deep and it gives a definition of who we are and home is a place to where we constantly stick with in at any hard times. Toni Morrison's *Home* presents a story about a brother and sister who return to a small town in Georgia, both damaged but destined to find their home again. Morrison manages to capture the African Americans experience during the period of the 1950s.

People who cannot accept their self were victims of violation and abuse by their parents or society and they gradually developed lower self esteem. This wound in their soul will never allow them to expand or enlarge them in any field. They are enslaved to their gloomy past which constantly reminded them as misfits and unsuitable characters for this world. Their own reflection arouses disgust and contempt and they believed nobody could redeem them from their reduced circumstances. To climb up every mountain basically a hindrance towards the path of victory or towards any progression is very challenging task particularly in this world which worships whiteness.

This world is allured towards everything that is white and the rich and popular whites are dominating the world. They set up new trends which clearly popularize them and they draw a line which separates them from the others whom they categorize into aliens. This labeling is done based on the colour, race and gender. Many African Americans are deprived of getting good jobs with fair salary and the whites are the only holder of high positions. Morrison clearly depicts the 1950s where American which is said to be a land of opportunities but not many doors was open for the black people to succeed. It is evident that wealth and privilege are for the white and unfortunately the blacks have to watch them from a distance and they ought to remember that this path is never meant for them. This gradual degradation wounded the mentality and this ill treatment made massive effects on their personality which lead towards self loathing and inferior complexity. It took decades for black people to overcome above all hatred and negativity.

Keywords:

Trauma, Racism, Redemption

As an African American writer Morrison's contribution for her race by faithfully recording and giving a vivid description of that particular era is flawless. The damage caused by the whites is irreparable after years of subjugation. Morrison bravely points out the entire world attitude towards her community but her way of conveying the matter is handled very gently. She never condemns the whites for their cruelty but by accepting and forgiving she proved that mercy is more important and very necessary element in every human character. The world in which we live have plenty of invisible line drawn which segregates and validates every one and these lines actually limits the dreams and ambitions of many people who doesn't fit under the circle because of the place and the colour in which they were destined to born. But today the African Americans battled against all odds and got liberation from bondage and this novel gives a glimpse of the shady past they underwent. Throughout the novel *Home* the idea of home is presented and in the very beginning as Frank money wanted to get back to Lotus in Georgia the place that he addressed as his home even though all his memories about that place was bitter and he firmly believed that there is no future for him there. Frank himself said:

Lotus, Georgia, is the worst place in the world, worse than any battle field. At least on the field there is a goal, excitement, daring and some chance of winning along with many chances of losing. Death is a sure thing but life is just as certain. Problem is you can't know in advance. In Lotus you did not know in advance since there was no future, just long stretches of killing time. There was no goal other than breathing, nothing to win and, save for somebody else quiet death, nothing to survive or worth surviving for. If not for my two friends I would have suffocated by the time I was twelve. (35)

Things started to change when Frank money left his home town and his beloved sister Cee and signed up for service in army. The American army is mentioned as the desegregated place. It is harsh environment in the entire world because of the horrible experience faced by the characters is evident in the novel. It even get worse when Frank saw with his own eyes witnessed the cruel death of his two friends and this forms a sense of guilt in him and later develops as a mentally disoriented disease which made him unstable and ruined his personal life particularly his love relationship with Lily, the woman he truly loved than any other women he met previously in his life. This shows the psychological problem but the racial discrimination mentioned caused further damage. The African Americans are used merely as

war machineries and army is the only place where they got recognition because of the demand for men to fight in Korea. In *Home*, Morrison supports this idea when the Reverend Locke says; “An integrated army is integrated misery. You all go fight, come back, they treat you like dogs. Change that. They treat dogs better” (18).

Frank while at Lotus, Georgia never let any stranger or young boys get close to his sister but now his absence allowed those worthless intruders get into her life to spoil it entirely. First her affair with Prince and second the cruel Dr. Scott who made experiment on her body which almost killed her. Frank Money has always taken care of his sister since childhood, because their parents have to work a lot to have some money to survive. “Mama and Papa worked from before sunrise until dark” (43). The concept of “home” extends beyond the material structure of a house into a psycho-emotional space of being. Carole Després explains that home provides a sense of “physical security” for individuals and thus becomes a “haven” or “sanctuary” wherein one can escape “outside pressures” and maintain “privacy and independence” (98). Home, she explicates, offers both security and solace, affording its occupants a sense of “belonging” (98), “there’s no place like home” underscore a state of safety, comfort, and nostalgia. Accordingly, home becomes a “locus of intense emotional experience,” offering inhabitants an “atmosphere of social understanding” where one’s identities and behaviors are often accepted (98).

Here the siblings take efforts to reunite and this shows they belong to each other and they both are the others firm support and psycho emotional space. For Cee it is Frank her brother is her home and for Frank it is his sister. Lotus might be a place at the southern part of America but it is more than a material structure. The community where they belong nourished them and the people of Lotus aided full support in morally, physically and played a vital role in the sibling’s journey towards healing and redemption. Judith Herman claims in *Trauma and Recovery* that only when trauma survivors manage to recall “in depth and in detail” their painful memories, and to refashion them into a meaningful narrative do they begin to show the capacity “to reconstruct and to integrate” those memories into their life stories (175-84).

The past was dreadful for both Frank and Cee and in the present they both struggle to get over their past where Frank was constantly tormented by the thought of killing a child at Korea who looked like Cee and in the case of Cee, her womb was mutilated and she lost all the possibility of attaining motherhood in future. They both are hurt both mentally and physically but they still thrive with a hope and having each other by their side and this gives an assurance that at least their future will be peaceful because they have reached Lotus and

the entire community embraced them. Yet they are not completely healed but the novel ends with a positive note. The siblings' sweet bay tree stands as a striking metaphor for trauma and healing. The sweet bay tree has a hollow space at its center, but it has two strong branches that reach out and it keeps growing:

It looked so strong
So beautiful.
Hurt right down the middle
But alive and well (143).

This purest love between the siblings reminds of a verse from Bible, “A friend loves at all time, and a brother is born for a time of adversity” (Proverbs 17:17).

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**COMMEMORATION OF A GRUESOME MEMORY: A STUDY OF GABRIEL
GARCIA MARQUEZ'S *CHRONICLE OF A DEATH FORETOLD*.**

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ABSTRACT:

The noble laureate Gabriel Garcia Marquez in his *Chronicle of a Death Foretold*, projects the role of Latin American countries in the act of man slaughter. *Chronicle of a Death Foretold* revolves around the final moments of the protagonist named, Santiago Nasar. Santiago was murdered by the twin brothers namely Pablo Vicario and Pedro Vicario for taking away the virginity of their Angela Vicario. The man behind the act of deflowering Angela remains to be a mystery in *Chronicle of a Death Foretold*. The age old customs and traditions pave way for the murder of Santiago. In spite the whole town knows about the murder that was about to take place the whole community turns deaf and blind to the incident. The political institutions and church accepts the murderous act as a natural event. *Chronicle of a Death Foretold* is viewed through the eyes of the Narrator, who identifies himself as one of the close friends of Santiago Nasar. Gabriel Garcia Marquez exhibits his mastery in the detailed narration of the final moments of Santiago's struggle between life and death.

Keywords:

Latin America, Man slaughter, Deflowering.

Latin American culture is a mix of various cultural expressions from different regions. Latin American literature comprises of oral and written literature of the Latin America with special emphasis on Spanish, Portuguese and other indigenous languages of America. Latin American literary scope confines itself to the national literatures of South and Central America, Mexico, Cuba, Puerto Rico and parts of the West Indies. When Latin American colonies began to declare independence from Europe, a desire arouse among writers to create their own literature that accurately reflected the lives and concerns of native Latin Americans. Latin American literature gave birth to the literary genre Magical realism. Magical realism is known for its supernatural elements in realistic narrative. The two key terms in discussion of Latin American fiction is 'Boom' and the 'new novel'.

Gabriel Garcia Marquez is one of the literary giants who lived in twentieth century. Gabriel Garcia Marquez was born on 1927 in Aracataca situated in a tropical region of Northern Columbia, Latin America. Marquez began his career as journalist in El Universal. Garcia Marquez is a novelist, short story writer, essayist and script writer. He combines the

journalistic style of narration with other literary technique like Magical realism and Symbolism.

The journalist style of narration is evident in *Chronicle of a Death Foretold*, which occupies a unique position among Marquez's other works. The lucid style of writing, use of accurate words and expressions are characteristic features of the *Chronicle*

of a Death Foretold. Marquez captured the nuances of life in a realistic and magical tone. *Chronicle of a Death Foretold* was published in 1981, when Gabriel Garcia Marquez was active in Colombian politics. Marquez's reputation reached the peak in 1982, when he was awarded Noble prize in literature. Garcia Marquez is considered as the most prominent figure in Latin American literature. Garcia Marquez was recognized as the chief exponent of magical realism tradition.

Chronicle of a Death Foretold foregrounds the role of a small town in Colombian society, in the act of man slaughter. The novel centers on the assassination of the protagonist, Santiago Nasar. By a pair twin brothers named Pablo Vicario and Pedro Vicario to save the honor of their sister, Angela. In *Chronicle of a Death Foretold* Marquez has experimented with the narrative framework, describing the same incident from multiple perspectives and generating suspense over the outcome of an incident when conclusion is known from the opening paragraph.

ON THE DAY they were going to kill him, Santiago Nasar got up at five-thirty in the morning to wait for the boat the bishop was coming on. He'd dreamed he was going through a grove of timber trees where a gentle drizzle was falling, and for an instant he was happy in his dream, but when he awoke he felt completely spattered with bird shit.(1)

The entire novel, *Chronicle of a Death Foretold* is narrated by the unnamed narrator considered as protagonist's close friend. The narrator can be identified with the man Marquez himself. "I returned to this forgotten village, trying to put the broken mirror of memory back together from so many scattered shards"(5).

The novel uncovers the mystery murder of the protagonist Santiago Nasar, who was murdered by the twin brothers named Pablo Vicario and Pedro Vicario. *Chronicle of a Death Foretold* was in the form of testimonials of eyewitnesses of the townsfolk. The characters of the novel recollect their own versions about the incident. "In the course of the investigations for this chronicle I recovered numerous marginal experiences, among them the free recollections" (43). The narrator combs over each and every detail of Santiago's last day of

life with utmost perfection. The narrator concludes that the death of Santiago was foretold and it was a series of inexplicable coincidences that lead to Santiago's murder.

The novel *Chronicle of a Death Foretold* deals with diverse themes of honor and sexual morality. The lamentable plight of women is depicted in the novel by women characters. The concept of marriage is portrayed as a matter of convenience and a venue to showcase one's wealth. The narrator highlights the role of society in Santiago's murder. The real perpetrator of the crime is society, despite the whole community knowing that Santiago was about to be murdered by the twin Vicario brothers, the people of the community turns deaf with not even a single person to warn about the disaster.

THE LAWYER STOOD by the thesis of homicide in legitimate defense of honor, which was upheld by the court of good faith, and the twins declared at the end of the trial that they would have done it again a thousand times over for the same reason. (48)

The twin murderers Pablo and Pedro are not burdened with the whole responsibility of the gruesome murder of Santiago Nasar, but they are represented as victims of the society they belong to. The entire community has to be blamed as it fosters an attitude of machismo that pushes the twin brothers Pablo and Pedro to revenge Santiago Nasar who was charged for deflowering their sister Angela.

The twin brothers Pablo and Pedro, hint the whole town people that they are waiting to kill Santiago Nasar "we're looking for him to kill him" (54). But not even the town's mayor Don Lazaro Aponte felt the necessity to stop the brothers from committing the heinous crime, or to warn Santiago Nasar about the impending danger. The prevailing social code of machismo prevents the townsfolk to see criminal side of the act as honor killing.

But most of those who could have done something: to prevent the crime and still didn't do it consoled themselves with the pretext that affairs of honor are sacred monopolies with access only for those who are part of the drama. "Honor is love". (98)

Magical realism is an important feature in almost all of Marquez's work, the employment of Magical realism is presented through dreams and omens. In *Chronicle of a Death Foretold* Marquez deals with reality and supernatural elements are depicted as part of reality. The ostensible magical elements in the novel contribute to make the picture of a small Colombian town vivid and realistic. The setting comes alive with the lucid details about the people's beliefs and superstitions, age-old conventions and dead habits.

Marquez's indictment of Latin American society for its anachronistic cult of machismo comes from a reformatory zeal which was often thwarted and throttled in real life by the reactions of the society. Marquez takes the role of the narrator by himself and puts together the testimonies of various people regarding the crime twenty seven years after the incident and gives a quasi- journalistic account of his friend's death. Garcia Marquez decoded the folly and pathos of human life with parallel to reality in his novel *Chronicle of a Death Foretold*.

Marquez portrays the official authoritative figures in the government with extreme ridicule in order to expose hypocrisy and the problem of a power imbalance both in historical and contemporary sense. *Chronicle of a Death Foretold* is the story of a murder. Marquez projects the themes of honor and fate cautiously, using the town's hesitation to prevent Santiago Nasar's murder despite foretold warnings. Marquez portrays how honor and fate flaw Colombian culture and their belief system. Marquez effectively creates a fictional situation that highlights how deeply rooted philosophies can lead to danger.

Garcia Marquez ridicules the role of religion with the names of his characters in the novel *Chronicle of a Death Foretold*. Almost all the characters in *Chronicle of a Death Foretold* have names that either mean or signify something. The name of the protagonist, Santiago was the name of the patron saint of Spain, known as 'Matamoros' or 'Moor slayer'. Nasar is the name often connected with Moorish connotations. Santiago's father Ibrahim Nasar is an Arab, "Ibrahim Nasar came with the last Arabs at the end of the civil wars" (9). Santiago's mother Placida Linero was from Hispanic ancestry. The name of Angela's father 'Ponico Vicario' is equated to Pontius Pilate, a Biblical character responsible for crucifixion of Jesus Christ.

In the novel, *Chronicle of a Death Foretold* Ponico Vicario forced his daughter Angela to marry Bayardo San Roman. Garcia Marquez gives the name Angela to a woman who is impure when Angela stands for purity. Marquez brings in the element of irony to glorify Angela's inner purity of mind. Maria Alejandrina Cervantes a harlot is named after Mother Mary. The murderers are named after Spanish counterparts 'Peter' and 'Paul', the apostles as Pedro and Pablo respectively. The characters name serve as means through which Marquez make allusions to Christianity.

Religion comes under severe criticism in *Chronicle of a Death Foretold*. The hypocrisy of religious authorities is brought to spotlight. Garcia Marquez mocks the unresponsive and lethargic church. Religion turns as a catalyst for the crime. By exposing the hypocrisy of church authorities, Marquez asks to reevaluate the blind faith on church and

religion. Garcia Marquez's aloof representation of the elusive Bishop, whose mere thought arrival was the cause for much celebration, creates a symbolic and human way of visualizing the absence of God. The role of religion in *Chronicle of a Death Foretold* plays an integral part in the main event of the novel.

They surrendered to their church a few minutes after the crime. They burst painting into the parish house, close pursued by a group of roused-up Arabs, and they laid the knives, with clean blades, on Father Amador's desk. Both were exhausted from the barbarous work of death, and their clothes and arms were soaked and their faces smeared with sweat and still living blood, but the priest recalled the surrender as an act of great dignity. (48-49)

Marquez strikes a parallel between Santiago Nasar and Jesus Christ. Both Christ and Santiago Nasar are inheritors and representatives of the patriarchy. Both of them are victims of the same patriarchy. Both had Semitic ancestry and like Jesus Christ, Santiago Nasar was pinned onto a wooden door and stabbed and sent to a pathetic death without trial. Santiago Nasar was murdered for the town's sins. The apparent paradox is central to the perpetuation of culture which demands sacrifice of a beloved son. "It looked like a stigma of the crucified Christ"(76). In critic Stanley P. Baldwin's opinion:

Perhaps this little token of goodness symbolizes the intangible goodness that Santiago carries inside himself like a medal. Further, the stab wound in Santiago's right hand resembles one of the wounds of the crucified Christ. Even if Santiago took Angela's virginity, the Vicarios make him a sacrificial lamb, just as Christ was. In order for the town to maintain its stability, it must uphold its code, and under the terms of that code, Santiago must die. Santiago's sexual experience does not undermine the Christ figure reading.

Garcia Marquez proposes a strong critique on church in the episode of autopsy through the metaphor of inept interpretative bungling of Father Carmen Amador. Father Carmen Amador and Colonel Lazaro Aponte, people with the responsibility to maintain order in the society, conveniently forgot to help Santiago. The colonel as the mayor of the town fails to maintain order and decorum in that situation. He promised to take care of the situation but again fails to do his duty. "He promised to take care of it at once, but he went into social club to check on a date for dominoes that night, and when he came out again the crime had already been committed" (111). Gabriel Marquez challenges many core beliefs of Latin American communities in *Chronicle of a Death Foretold*. Religion comes under severe criticism in *Chronicle of a Death Foretold*. The hypocrisy of religious authorities is brought

to the spotlight. Marquez also embarks on a quest for a better life through rejecting and reevaluating the traditional roles of government and military, established ideas of honor, and organized religion as to call for contemplation of current situations.

Chronicle of a Death Foretold is considered as a postmodern masterpiece. The story of *Chronicle of a Death Foretold* is an attempt to piece together the fatal day when Santiago Nasar is murdered, for having seduced and deflowered Angela Vicario, who is disowned by her outraged husband, Bayardo San Roman. *Chronicle of a Death Foretold* is written in the vein of popular literary genre of postmodernism. Irony the most avidly used technique by the postmodern writers, irony has been suffused into *Chronicle of a Death Foretold* to make it multi-faceted.

The title *Chronicle of a Death Foretold* makes a mockery of the process of chronicling as the story line operates in a circular manner the novel begins and ends with death. *Chronicle of a Death Foretold* is not a record of facts, but rather a collection of opinions and individual perceptions about the incident, arranged in a random order. The story is not recorded in chronological order either. Marquez pushes the envelope with his own deconstruction of the entire traditional way of presenting a murder investigation. Each and every character in *Chronicle of a Death Foretold* is aware that Santiago Nasar is going to be killed. “There had never been a death more foretold” (50). However no one bothers to warn the unfortunate protagonist. An element of irony comes when the religious authorities turn blind to Santiago’s murder. Use of Ironic elements clearly suggests *Chronicle of a Death Foretold* as a postmodern masterpiece.

Garcia Marquez’s title *Chronicle of a Death Foretold* operates on two levels, the death has been foretold to the readers at the onset and the brothers Pablo and Pedro who would be avenging their sister Angela’s honor, informs everybody in the town about their intention of killing Santiago. The other irony is the elusive question whether Santiago Nasar was destined to die. “ But no matter how much they tossed the story back and forth, no one could explain to me how poor Santiago Nasar ended up being involved in such a mixup” (20).

Postmodernist novels had started the trend of defying the expectations usually associated with the main characters of the novel. Marquez uses the same technique in *Chronicle of a Death Foretold* the reader may view *Chronicle of a Death Foretold* as a parody or mock tragedy, where the protagonist Santiago Nasar is fated to die. The complexity of the text lies in the categorization of Santiago as the hero. Throughout the entire novel one can’t help but realize that Santiago was not the typical hero. Santiago Nasar was not even a hero but an ordinary man who had his own fears, own faults and own flaws of character.

The theme of machismo plays a huge role in *Chronicle of a Death Foretold*. Bayardo San Roman is depicted as a man with macho attitude. He doesn't hesitate to send Angela back when he gets to know that she is not a virgin. His masculine pride is reflected by sending Angela back to her home. Twin brothers avenging for their sister Angela's honor is regarded as their duty. Only then the brothers will be considered as men. The marriage of Bayardo and Angela becomes a public affair with the entire town is invited. The class question comes to the forefront in *Chronicle of a Death Foretold*. The prominent factor that makes Santiago Nasar stand out of status as an upper middle class man. The narrator highlights the society's role in Santiago Nasar death, which fails to save a fellow human being. The narrator is trying to purge himself of his guilt of not having done anything to save his friend. He seems to attain a cathartic relief by writing about the incident.

Marquez in *Chronicle of a Death Foretold* provides the readers with multiple readings. *Chronicle of a Death Foretold* reinforces its important feature of being comfortable with the self reflexivity, temporal, disorder, fragmentation and irony, the cornerstones of cultural and literary phenomenon called postmodernism. *Chronicle of a Death Foretold* is an attempt to understand a complex phenomenon that has left all the critics divided in their opinion of whether to praise or to criticize it. The *Chronicle of a Death Foretold* which uses most postmodern techniques is purely a postmodern novel.

Chronicle of a Death Foretold is not arranged chronologically. The narrator moves back and forth in time. Flashback is used as a technique in narration of the events. The *Chronicle of a Death Foretold* is journalistic and fictitious at the same time. The narrator played the investigative- journalist manages to blur the boundaries between fact and fiction, objectivity and subjectivity. Marquez has captured the nuances of the life of Latin American people in *Chronicle of a Death Foretold*. The folly and pathos of human life is depicted in a charming way by Marquez. His love for the characters is evident in *Chronicle of a Death Foretold*, which makes it as one of the masterpieces by Garcia Marquez. Marquez proves his genius quality of writing in *Chronicle of a Death Foretold*, it engages the reader till page and at the end it is purely a thought-provoking novel.

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JAMES BALDWIN'S GO TELL IT ON THE MOUNTAIN: A PSYCHOANALYTIC APPROACH

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Abstract:

The human mind, the manipulating factor of the entire human body, is controlled by invisible forces, both divine and earthly, which shape a person's personality. The moral and ethical, societal, spiritual elements jointly comprise the inner soul. The stable psyche an individual enjoys and his untumultuous life are directly correlated. The examination of the factors which contribute to the psychology of a human being is of vital importance in the current scenario of degrading psychological conditions. Alienation, the state of instant inertia of the mind, is caused when the racist society and fascist family conditions stare at the face of an individual. A communion of human tears with divine blood produces the product of tranquil spiritual self, thereby initiating a stop clause to the identity crisis raging within the protagonist, John Grimes. This paper elucidates spirituality as a triumphant psychological remedy with the ineffectiveness of the potions of society and family.

Keywords:

Identity Crisis, Racial Subordination, Psychological Trauma, Spiritual Solace.

Literature, an ideal medium that dissects and disseminates the outward appearances in the shred of reality, best magnifies the collective spirit of the society. A novel or any work of art with a purpose imprints its impact more deeply in the hearts of people, than those written for pleasure. Hence, the literature which illuminates the internal self of humanity, or a particular race in general, ought to have an in-depth study, to deliver the effect which the author intends.

African American literature mirrors the racial injustice inflicted upon the Blacks by the Whites, and the strained psychology they suffer as a result. The religious literature details the powerful influence one's personal relationship with God can have, on his or her life. As literature throws light upon the truths of life, it deals with the alienation of individuals with much intensity. All these three strains of influence culminate into a comprehensive whole in the novel, *Go Tell It on the Mountain*.

Baldwin has carved with utmost perfection, the internal selves of the African Americans and presents the two extremes of their spiritual life, the state of being spiritually

dead but physically alive and the state of possessing a spiritual identity in Christ. Billy Graham advocates this idea in his famous sermon:

Most of you will admit that something is missing in your life, but you probably will not admit that you are already a living dead person ... If you are outside of Christ, you are a dead person. The place of your spiritual deadness is your daily existence. Your physical body is the tomb of your spiritual death.

Baldwin may be exalted not only for his mastery in the art of writing, but for his supremacy in the depiction of human psychology.

This paper aims to delineate the general psychology of a young African American, John Grimes. The first two components of society and family prove to be disruptive in the case of John Grimes. Bound by the fetters of racial injustice and troubled family conditions, he experiences complete alienation and seclusion not only amidst the society but also within his family. However, his attempts to regain his identity by adopting the sinful ways of the Whites become a failure, and he is desperate prior to his conversion. With the killing of the old John and the birth of a new spiritual John, he assumes a life full of cheer and contentment.

New factions of John's psychology may be illuminated, by contrasting John's character with his stepfather's. John is an alienated being, whose alienation is due to the harsh and biased treatment offered by Gabriel. However, Gabriel is the cause for the degradation of his own mind. John's confused psyche takes a productive turn towards tranquility after he submits himself entirely to Christ, yet, Gabriel who scorns him for the sinful life he leads, has a sinful self hidden beneath the faithful Christian life he leads. Gabriel harbours an immense hatred for the Whites within his heart, and this further intensifies the instability of his guilt-ridden life, but John, on the contrary, yearns for a life like the Whites, and this collapses his life, which is already insecure. Though Gabriel and John possess completely ruined selves, the former is the cause for his own downfall, whereas, the latter is the victim of external influences.

The prime purpose of the novelist is to showcase the isolated life of John. Therefore, the penetration into the internal self of John, to figure out the causes for his alienation, gives a new dimension to the studies in African American literature.

According to Sigmund Freud, one enjoys a stable psyche if his ego brings about a balance between his id or pleasure principle and his superego or morality principle: "The ego represents what may be called reason and common sense, in contrast to the id, which contains the passions" (Polka 198). However, the African Americans possess an unstable psyche, since

the ethical principle of the society is always in defence of the Whites and their deliberate acts of sinning. The ego is always submissive in the case of the Black Americans, for the entire submission to the racial domination, destroys their id and the revolt against the societal evils is against the ethical principle fixed by the White Americans. As Maya Angelou states in *All God's Children Need Travelling Shoes*:

No Black American I had ever known knew that security, our tenure in the United States, though long and very hard earned was always so shaky. We had developed patience as a defence, but never as aggression. (52)

John is never directly affected by the racial injustice, but the ideals ingrained in the minds of the Whites against the Blacks is the cause for him, and hence every African American, to be considered as a stranger amidst the society. The society's view towards a Black is best expressed in these lines:

He remembered the people he had seen in that city, whose eyes held no love for him. And he thought of their feet so swift and brutal, and the dark gray clothes they wore, and how when they passed they did not see him, or, if they saw him, they smirked. And how the lights, unceasing, crashed on and off above him, and how he was a stranger there. (38)

John's life reflects the state of affairs during the mid-twentieth century (i.e.) the indirect yet drastic impact the social ethics has on the African Americans. Hence, racism either through direct domination or indirect impact through social etiquettes, can completely shatter the psyche of a Black American. Gloria Wade Gayle's observation regarding the shattered state of the African American community, parodies Baldwin's projection of the African American world:

There are three major circles of reality, in American society which reflect degrees of power and powerlessness. There is a large circle in which White people, most of them men, experience influence and power. Far away from there is the smaller circle, narrow space in which the Black people regardless of sex experience uncertainty, exploitation and powerlessness. Hidden in this circle is a third small enclosure in which women experience pain, isolation and vulnerability. (3-4)

Like every Black American, John yearns for the carefree life of the Whites and is of a notion that his tragic life would come to an end, if he lives a luxurious life like the Whites. Though he eventually accepts Christ into his life, he initially tries to adopt wicked means of living, as most of the African Americans do. It may be concluded from John's life, that the

happy life, the White Americans lead, is a sort of dream life or illusory world for the Black Americans into which they seclude themselves to attain a moment's bliss. However, they end up more devastated when they come to realise the reality, and the walls of illusion are broken, just like John feels when he comes back to his home after watching the movie and finds his brother wounded by the White folks.

An African American could be accepted by society, only when he adopts the Whites' mode of living. This psychology of the Black Americans is evident from John's thought process. John feels that he is unfit to live in the society dominated by the Whites and even amidst his own house, due to his fatherless condition. Baldwin portrays John as a complete stranger in the streets, park and even in the library, to emphasise the estrangement of the entire Black American community. "And then everyone, all the white people inside, would know that he was not used to great buildings, or to many books, and they would look at him with pity" (42-43). His existence was never a matter of fact to anybody in the society and even in the family. Eric Fromm indicates that: "The alienated person does not experience himself as the center of his world, as the creator of his own acts, but his acts and their consequences have become his masters" (120). Human relationships which enable an individual to regain his identity, seem to deny the very right of existence to the African Americans, and are hence responsible for the degradation of their psychology.

Almost every Black American appears to be alienated beings amidst the society, yet, they become the masters of their own house. If an individual is distanced from his family, even the dim hope for his future fades away. Such is the case with John, yet, Christ brightens the possibility of a promising future. One's mother offers compassionate encouragement and love, with the absence of worldly love, his father provides security, and safeguards him from the invisible threats of the racist society, his sibling partakes in his joys and sorrows. However, Christ's love surpasses the family love and God shelters his children within his protective wings when parental love fails.

By taking the central plot of the story, John's fourteenth birthday, into account, Baldwin's ironical portrayal of John's alienated self and the complete death of his identity, may be brought to light. John completely loses his peace of mind due to his fatherless condition, stepfather's ill-treatment, his mother's inability to show her love, his stepbrother's arrogance, and the family's ignorance of his fourteenth birthday. He hates to live in his home amidst his family, a life captivated by fear, dread, lovelessness, despair and pain. Even the temporary solace he receives by going to the movie is disturbed, by the tumultuous family conditions. He wakes up every morning, feeling an emptiness in life and closes his eyes every

night, repenting for his sorrowful day. Though John's family directs him to have a strong foundation in Jesus, they fail to act as a living example of Christ, which leads him to detest the spiritual way of living. His dream was to live in,

a world where people did not live in the darkness of his father's house, did not pray to Jesus in the darkness of his father's church, where he would eat good food, and wear fine clothes, and go to the movies as often as he wished. In this world John, who was, his father said, ugly, who was always the smallest boy in his class, and who had no friends, became immediately beautiful, tall, and popular. (21)

Hence, the first chance of regaining an identity, lost due to racial oppression, proves to be ineffective in the case of John. However, Baldwin highlights that there is a second chance of revitalizing the disintegrated self of John.

Though many external forces play a vital role in controlling a person's psyche, Christ is the prime controller of a person's psychology and the game-changer of a person's life. As Christ says in the book of Luke:

The Spirit of the LORD is upon Me, Because He has anointed Me To preach the gospel to the poor; He has sent Me to heal the brokenhearted, To proclaim liberty to the captives And recovery of sight to the blind, To set at liberty those who are oppressed. (4:18)

Hence, Baldwin unveils the basic truth that Jesus could deliver the African Americans from the bondage of racism and the troubled psyche, which is a result of racial domination. One's ego comprises of many components, of which spirituality is one. If the societal rules predominate the ego of any Black American, it is impossible to bring about a balance between his id and superego, yet, if Christ predominates his psyche may be balanced.

Through the novel *Go Tell It on the Mountain*, Baldwin emphasises the fact that, the divine providence can provide hope to the hopeless, love to the loveless, peace to the confused, stability to the unstable and eternal life to the doomed. Baldwin clearly differentiates religion from spirituality by the portrayal of two contrasted characters, Gabriel and John respectively. The readers eventually come to realize that spirituality is a matter of the soul or heart, whereas religion is the matter of the external world, at times, of masks and fakeness. Spirituality, or one's rebirth in Christ, is a chain reaction that is characterised by the reversal of his psyche. Hence, every reborn Christian receives all the positive aspects as a bonus, in addition to Christ's forgiveness, which is a result of complete surrender to God. An individual's mind becomes calm as a result of Christ coming into his heart, and his changed

life represents his tranquil soul. However, his psyche takes an opposite turn if he lets Satan, the disrupter of peace, enter into his heart, of which Gabriel is a perfect example.

By juxtaposing the conversion of both Gabriel and John, Baldwin justifies the fact that, Christ's forgiveness has the same effect upon any person unmindful of their evil past. The final chapter of the novel elaborates the rebirth of John, whose inner soul was dead till then due to the dreadful impact of the society and family, thereby giving a final psychological touch to a perfect work of racism and spirituality. The timeless, unchanging and abstract spiritual truth of salvation, is explained by the life of John in the novel *Go Tell It on the Mountain*. Spirituality attains its perfection not only through the experience of salvation, but when one becomes a witness of Christ through the flawless life he leads. Hence, spirituality which brings about an utter transformation of personality, may be termed as a fundamental psychological principle.

Christ influences a person's psyche through various modes like sermons, reading of the Bible, advice of elders, prayers of the saints in the Church, and a personal relationship with the men of Christ, in John's case with Elisha. John's redemption is an outcome of all these joint influences. However hard a person may thrive for his peace with the labour of his hands, with the intelligence of his mind, with the instincts of his heart, he achieves contentment in life only when he kneels down in prayer.

It is evident from John's trip to the theatre, and Gabriel's sins with women, that one's attempts to regain his lost identity and peace, by worldly ways, ends in failure. The stark contrast between John's temperament before his conversion and after his rebirth, justifies the fact that a person can have a new beginning in Christ. Baldwin gives a detailed description of the process of salvation, (i.e.) the transformation of his psyche, how a guilt-ridden sinner recognises the wickedness of his soul before the justice of God, how he fears the perdition that awaits him, how the devil brings the ugly reality of his sin to threaten him, how he experiences a terrific dilemma, and how he finally tackles all these hurdles to receive the divine blessings of God. Hence, salvation itself is a basic psychological process which every believer has to pass through, to attain the final destination, eternal peace. James Baldwin's *Go Tell It on the Mountain*, portrays the relationship between psyche and spirituality and elaborates that Christ can put an end to the tragedy in people's lives and turn their night into day, by shining his light upon them.

The popular thought that the African Americans have a doomed fate, without any possible means of redemption, is proved false by James Baldwin's *Go Tell It on the Mountain*. Christ can change the course of one's life and trauma of one's mind, no matter

what the colour of his skin is, no matter what race he belongs to. Baldwin's novel provides solutions to the unsolved problems of the Black Americans. Hence, a psychoanalytic approach to the novel, in a different context, not only projects the painful life which the African Americans lead, but also highlights the promising future ahead of them, in the guise of John's life, which each Black American identifies with his own life.

Go Tell It on the Mountain justifies Baldwin's role as a teacher of social values, spiritual truths, life lessons, and above all, as a novelist with a purpose. A psychoanalytic reading of the racist studies adds a new colour to the African American literature and exalts the novelist as a writer who is concerned about the rise of his race.

This paper attempts to underline the importance of every psychological element in the shaping of one's personality and how the three components become a comprehensive whole, in the mind. Society, family and spirituality are jointly responsible for the proper functioning of a person's life. However, not all the factors are active in every individual and one's life is towards decline only when his faith in God is lost. A person can survive with the lack of encouragement from the first two components, but never with the absence of the third.

John's drifting identity becomes stable, with the advent of Christ into his life and he attains a new identity as a redeemed Christian, he becomes a child of the heavenly father, and the lack of fatherly affection is filled up by God's love, his yearning to assume the ways of the Whites dies away and he is filled with a thirst to adopt the spiritual ways of living, and he begets a new soul in which the conscience, or God's warning, is always awake.

John's life emphasises that Christ fills the void which no other person can fill, gives a contentment in life which no other worldly things can provide and a hatred for sins which is their object of pleasure till then and thereby awards a calm psyche in addition to all these blessings. The balanced impact of religious etiquettes and spirituality can productively influence a person's psychology. Following the religious customs merely, without a personal encounter with God and the death of the sinful self, can disorient an individual's psyche abruptly. With the birth of Christ into one's heart, a new self which is devoid of the past anguish and despair, is born. Hence, spirituality can help a person regain his life anchor his life firmly in Christ, and have a peaceful psyche amidst the world of tears.

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THE HYPOCRISY OF POLITICAL MANEUVER THROUGH THE RESONANCE OF HISTORICITY IN ASHWIN SANGHI'S CHANAKYA'S CHANT.

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ABSTRACT

This study is an attempt to elucidate a theoretical perspective and outlines an analytical framework for political maneuver in the ancient geo-politics that incorporates the idea of historical context within literary and structural imperatives. Spirotextualism, with conjunctures of structural imperatives and spatial settings of inter- state alliances, establishes cultural understanding as well as historic relations. At the most abstract level it discusses the spread of legal discourse, rules and procedures into political sphere, policy- making fora and processes. The ascendancy of legal discourse through hypocrisy is evident in every aspect of modern life. This article also focuses on NewHistoricism as an interpretive strategy particularly in the context of literature.

KEYWORDS: Political Maneuver, New Historicism, Spirotextualism.

Literature is an adroitness of putting old words in new places with deep natural sensibilities and specimens of the conversations of an age, preserved in the spirit of taste and of genius. It is an amalgam of secrecy as well as voices echoed to successive generations, to be fed in turn by them.

As literature is the reflection of society, so is the writer the product of society. On the one hand he influences society by writing his ideas and thoughts; on the other hand, he is influenced by a number of factors prevailing in the society such as social and literary conventions, political, economic, educational and religious atmosphere of the society influence him a great deal besides the individuals.

Indian literature in English echoes the culture and contemporary realities of India to the World literature. It gets developed by adopting various genres from other literatures. Indian writers have stepped on all genres of writing in World literature, but in the present era the most dominating genre in Indian writing is Fiction.

As an apparent consequence, genres in Indian Literature will definitely keep on changing with the change of time, never forsaking its cultural richness from which it has come up today. Among various genres in Indian Literature, fiction is the rotund fruit which blossoms spontaneously. The study of history, its understanding and interpretation has

become more dynamic in the contemporary world than in the past. Writers hold diametrically opposing and sometimes radically different points of view.

Interaction between history and fiction is the best way to approach and acknowledge history in relation to fiction. The contemporary Indian writers including Ashwin Sanghi, Amish Tripathi, Aroon Raman, Hindol Sengupta, Christopher.C.Doyle and Vineet Aggarwal put together ‘their’ accounts of history along with whims and fancies of fictional writers.

Ashwin Sanghi is an Indian writer in the fiction-thriller genre. He is one of India’s best-selling conspiracy fiction writers and is an author of the new era of retelling Indian history or mythology in a contemporary context. He has been hailed as the Indian Dan Brown for *The Rozabal Line* and *The Krishna Key*.

Ashwin Sanghi’s works are peppered with long timelines, mythologies and skilful blending of fact and fiction, past and present and a core historical mystery that holds it together. Ashwin Sanghi’s *Chanakya’s Chant* presents a gripping tale of wisdom, wit and mind boggling political strategies. The novel has two parts with the past reincarnated in the present. The story oscillates between ancient and modern India. The past is dominated by the presence of Chanakya and the present has adopted an ordinary man Gangasagar Mishra.

The two subjects are poles apart and to combine them and make the outcome interesting is a herculean task. But Ashwin Sanghi makes it look effortless and perfect to the core. The role of Chanakya is inseparable from Indian history without which the Indian Geography would have been different and more particularly the Mauryan Empire.

Chanakya’s Chant is an off-beat political thriller in which the cunning game of politicians is exposed. It discloses all the unknown incidents behind Alexander’s poisoning, Paurus’ murder and the most lethal of them all is the revelation of Vishakanyas who were secretly working for Chanakya.

The other protagonist is Gangasagar Mishra, a teacher from Kanpur. He uses everyone in the story as a pawn to make Chandhini Gupta, the next Prime Minister of India. Great men achieve greatness not by facing substandard opponents, is another important theme revealed in both the plots.

Ashwin Sanghi makes his readers put forth many questions such as “What if Chanakya were alive today?”; “What if Chanakya were a player in today’s politics?”; “Will Chanakya of contemporary India be successful this time?”; “Would his brilliance and principles be relevant in today’s politics?”

Ashwin Sanghi illumines the hypocrisy of political maneuver and the struggle between past and present and offers a possible solution to it. The passage of time and the shift

in time have brought *Chanakya's Chant* to centre stage. The unending fascination lies not only in its power to penetrate the readers but also in the remarkable complexity of the historical as well as the fictional characters.

The basic difference between ancient history and contemporary is the timeline that both the periods covered. Ancient history covers events from the beginning of recorded history to early middle ages or the post classical era. Contemporary history covers the span of historic events that are immediately relevant to the present time. Modern history never records everything that ancient history causes. But the impact it leaves in the contemporary stage can never be avoided.

Exploring what historians sometimes call the 'pastness of past' in distant ages constructed their lives, involves a sense of beauty and excitement, and ultimately another perspective on human life and society. Ashwin Sanghi presents the contrast between ancient and modern times through the portrayal of two different characters which belong to different ages through spirotextualism.

The novel is considered as a social satire which aims arrows of criticism against the existing evils of the day. This thesis explores *Chanakya's Chant* as a replica of the ancient India with the hypocrisy of political maneuver through the resonance of historicity in Ashwin Sanghi's magnum opus.

The parallelisation in portrayal enumerates the transition in the way of living with political conspiracies in the center. It introduces the important aspects of the novel exalting the work as a summit of wit and mastery over several techniques. In *Chanakya's Chant*, new historicism is viewed as a form of cultural analysis which analyses the ways in which a cultural product interacts with and participates in the historical context, especially with reference to the power relations operating within the society of its time. The notion that historical values change over time, whereas historicists prioritize the unchangeable notions of facts is revealed.

Chanakya's Chant comes as breath of fresh air in the torrent of mythological retellings. One of the most characteristic feature is that it deals with legend rather than mythology. Sanghi employs the method of parallelisation to bring familiarity to the fore instead of changing the very essence of characters by comparing the ancient and modern epithets.

Gangasagar is the modern day fictionalised version of Chanakya, thus aiding in achieving familiarisation. He becomes a prototype to understand the current politics in the shade of the past. The plot moves from the canon of fantasy fiction to historical fiction as contemporary issues find its counterparts in a remote past.

Being a historical pine thriller, the portrayal involves a speculation and an attempt to get at the truth, subtle explanation of the causes and origin of existing things and deep knowledge of the how and why of events. A hunted, haunted Brahmin youth vows revenge for the murder of his beloved father. Cold, calculating, cruel and armed with a complete absence of accepted morals, Chanakya becomes the most powerful political strategist in Bharat and succeeds in uniting a ragged country against the invasion of the army of that demigod, Alexander the Great.

Pitting the weak edges of both forces against each other, he pulls off a wicked and astonishing victory and succeeds in installing Chandragupta on the throne of the mighty Mauryan Empire. Political killing and conspiracy remain at the core of this historical thriller.

But history, which exults in repeating itself, revives Chanakya, two and a half millennia later, in the avatar of Gangasagar Mishra, a Brahmin teacher, who becomes a puppeteer to a host of ambitious individuals, including the progress of the slumchild Chandini into a powerful woman. Chandhini represents women who have acquired progressively greater voice and representation in civil society and the formal political system.

The path to success of both Chandragupta and Chandini follows a similar course: recognition of their potential by their gurus in early life, education in top universities to gain understanding of politics, use of cunning alliances to establish political reputation and finally achieving the political power and a successful long reign.

Bloodshed, legal trials, betrayals, murders, assassination attempts and all that makes the plot undergo several ups and downs, endorsing enthusiasm and hope on one hand as well as anger and fear on the other. The balance in proportion and the extent of emphasis in both the plots proves the artistic excellence as well as the neutral perceptions.

The plot centres on the four- stage struggle in both ancient and modern times, including ignorance at first stage followed by sarcastical view of society, then the fighting spirit of the upcoming and the oppressed against the dominant evils and ultimately comes the victory when freed from the invisible clutches of the society, implying that strength comes from an indomitable will rather than strong physique.

In the modern day depiction the role of Chandragupta has been reincarnated through the character, Chandini who is also a mere puppet in the hands of her guru, Gangasagar Mishra. The iterative interaction between government and people and also with the institutionalised change through policy reforms is at the heart of *Chanakya's Chant*. Ashwin employs spirotextualism for analysing events from past as well as present.

Spirotextuality is concerned with the fact that the old stimulates the new while the new confirms the old. It also accounts for situations where two or more writers writing differently seem to express the same ideas, sometimes even using similar words in some lines.

Spirotextuality is used more often to narrate the transformation of Chanakya and Gangasagar from ordinary men to masters of intrigue and conspiracy. It is the brain of Chanakya, the smart political strategist, with his shrewd tactics and unbelievable brilliance, resists all other mighty invasions and traps laid against him.

Ashwin Sanghi has meticulously revealed the fact that the society and political scenario remained as unchanged as the human nature itself. He deliberately depicts the division of society on the grounds of religion, caste, community and economic status and insists on the adverse consequences and the tremendous impact of the “Divide and Rule” policy.

Spirotextual contexts incorporate variant recyclings of the old and progressive inclusion of the new, with something old in the new and something new in the old. It acknowledges continuity in tradition as well as originality and novelty which are critical for growth in global literature and progress in civilisation. “The past is not necessarily a ; the future, but it does partly help explain the present” (Tharoor 113).

A glorious past is no guarantee for a shining future unless we remain detern execute the common goal of attaining or regaining what we have lost, through the past learnings and experiences more particularly in the times of turbulence and violence. This is what the author of *Chanakya's Chant* has been insisting throughout the novel through spirotextualism which is an alternative world view that is more realistic, more comprehensive, more historically sensitive and more defensible.

In *Chanakya's Chant*, Ashwin Sanghi covers the entire spectrum of princely life about 2300 years ago, with its splendour, elaborate rituals of the palaces, the harems, the concubines, the sex revelry, the tyranny and despotism of the rulers. The socio-historical milieus of 340 B.C, forms the backdrop of this novel, which was marked by the fast changing political scenario and shall be interpreted in the lights of new historicism.

New Historicism is a form of cultural analysis which examines the ways in which a cultural product interacts with and participates in its historical contexts, with reference to the power relations operating within the society of its time. The degree of resentment it engenders in its blurring of boundaries between history and literary criticism is to reconceive history on the model of literature.

New Historicists assert the interconnectedness of literary text with non-literary ones signifying that a literary work is not a product of a single author, but of its relationship to other texts which are extra-literal. Literary text is akin to other texts pertaining to other disciplines of knowledge in particular socio-cultural scenario.

The duties of the king as implied in the musty rolls, parchments, and manuscripts are brought into light, which has been categorised as *Raksha*, protecting the state from external aggression; *Palana*, maintenance of law and order within and finally *Yogakshema*, welfare of the people.

The duties are followed by inscriptions portraying the possible means by which a king can settle political disputes such as *Sama*, gentle persuasion and praise; *Daama*, monetary incentives; *Danda*, punishment and *Bheda*, intelligence, propaganda and disinformation. The novelist lays emphasis on the visions of Chanakya, in *Arthashastra* where he says that the power of punishment when exercised impartially in proportion to the guilt, irrespective of whether the person punished is the crown prince or an enemy slave, that protects this world and the next.

New Historicism understands the stories of the past as society's way of constructing a narrative which unconsciously fits its own interests. New Historicists are traditional historians who eschew any reorganisation of history that might diminish their own power or the importance of their subjects.

The role of horoscope and astrologers find a great place in Mauryan Dynasty, implying indirectly the invasion of external forces rather than the native enemy Dhananandha. This becomes evident when Chanakya chants, unlike the Sun which awakes in the east and falls asleep in the west, the Hellenic star has arisen in the west and is travelling eastwards, in reference to the Macedonian divinity- Alexander The Great.

New Historicists typically make liberal use of historical anecdotes or material artefacts in order to inform, contextualize and illustrate historical concepts. It is the use of past as an impetus for political struggle in the present and make it clear that the discipline of literary studies is not removed from the sphere of others.

The motto of New Historicism seems to be it can connect anything with anything. Although this dismissive explanation minimizes the importance of the New Historicism, it does speak to the degree of resentment it engenders in its blurring of boundaries between history and literary criticism. In this regard *Chanakya's Chant* has established a balanced and proportionate view on both the historical and literary figures, thereby erasing the boundary between the historical context and literary fiction through resonance of historicity.

Resonance of Historicity means the power of the displayed object to reach out beyond its formal boundaries to a larger world, to evoke in the viewer the complex, dynamic cultural forces from which it has emerged and for which it may be taken by a viewer to stand on one's own track, to convey an arresting sense of uniqueness, to evoke an exalted attention. The key is the intimation of a larger community of voices and skills, an imagined ethnographic thickness.

Political hypocrisy means a situation in which individuals do not follow their own expressed moral rules and principles in social life. The relationship between power and hypocrisy has been tested empirically. The phenomenon of hypocrisy has been approached in two ways in literature. The prime way is the discrepancy between expressed standards and behaviour whereas the other way is the discrepancy between the appropriateness and desire for a moral transgression committed by the self and the same transgression by another.

The hypocrisy of political maneuver and resonance of historicity bridges the gap between two distinct eras. Be it the throne of Chandragupta Maurya or the office of Chandhini, the hypocrisy in the administration, politics and their ideals leaves a great impact on the subjects and territories.

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VANCHINATHAN - AN IMMORTAL MARTYR

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Abstract

Vanchinathan, originally called SankaraIyer played a significant role in the freedom movement. He was born in the year 1881 at Chencottai in Tirunelveli district of Tamil Nadu. His father was RaghupathiIyer. He was attracted by the revolutionary ideas of Subramania Siva, another prominent extremist of Tamil Nadu. When he was working in Punalur, Vanchinathan had secret contact with revolutionary association. He was a great patriot. He decided to take part in the revolutionary movement. S.P. Johnson loaded the dead body of Vanchinathan in a good train by 12.40 pm and went to Tirunelveli. He took the body in front of the public to enquire about him. The police had no idea about Vanchinathan.

Keywords: revolution, contribution, endurable, bravely, Swadeshi Movement.

Introduction

In the history of freedom struggle contribution in India, the of freedom fighters from Thoothukudi is more endurable in the south. The freedom fighters VeerapandiaKattabomman, Bharathiyar, V.O.Chidambaram Pillai and Vanchinathan fought bravely against the British regime.ⁱ

Early life of Vanchinathan

Vanchinathan, originally called SankaraIyer played a significant role in the freedom movement. He was born in the year 1881 at Chencottai in Tirunelveli district of Tamil Nadu. His father was RaghupathiIyer. He married Ponnammal when he was twelve years old. After completing his school education, he became a Guard in the Forest Department. He was attracted by the revolutionary ideas of Subramania Siva, another prominent extremist of Tamil Nadu.ⁱⁱ When he was working in Punalur, Vanchinathan had secret contact with revolutionary association. He was a great patriot. He decided to take part in the revolutionary movement.

Participation in the Freedom Movement

In 1908 there was a strike in Cotton Mills in Thoothukudi, which was organized by V.O.Chidambaram and Subramania Siva. It created a sense of patriotism in the minds of the people. The two leaders were arrested by the Government. The news of arrest spread like wildfire in the nook and corner of Tirunelveli District. Everywhere there was an agitation,

violence and riots broke out. As a result of this Vanchinathan was dismissed from service in 1910. After his dismissal Vanchinathan came to Pondicherry and met V.V.S. Iyer and Aurobindo Ghosh. Iyer prepared young men at Pondicherry by giving them training in the use of revolvers.

Robert William's Escourt Ashe

Ashe was arrived in India on 4th December 1895 and began his carrier as an Assistant Collector and then rose up to be District Magistrate and Collector. In 1907 he was appointed as collector of Tirunelveli. But he joined duty on 17th February 1908.²

Causes for his murder

When Swadeshi Movement burst out in India, Ashe was appointed as collector of Tirunelveli district. Anti-British feeling was high in peak in Tirunelveli district especially in Thoothukudi town. On 27th February 1908, about 1000 workers struck work in the Coral Mill in Swadeshi Movement burst out in India, Ashe was appointed as collector of Tirunelveli district. Anti-British feeling was high in peak in Tirunelveli district especially in Thoothukudi town. On 27th February 1908, about 1.000 workers struck work in the Coral Mills imposed and additional police were brought in. Ashe the divisional officer in charge called for a meeting with V.O. Chidambaranar. Finally V.O. Chidambaranar, along with his Swadeshi Colleague Subramania Siva and PodmanabhaIyengar, were arrested on 12th March, 1908.ⁱⁱⁱ

Murder of Ashe

Professor A. Subramanian in his book "*Ashe Kollyum India Punatchiyum*" wrote about the Murder of Ashe in very detail like". On 17th June, 1911 Ashe boarded at 9.30 a.m. in Maniyachi mail at Tirunelveli junction with his wife, Mary Lillion Patterson, who had rived from Ireland only a few days earlier. They had married on 16th April 1898. They were on their way to KodaiKanal where their four children, Moccoy, Arthur, Sheila and Herbert lived in a rented bungalow. The train pulled at Maniyachi at 10.38 a.m. The Ceylon Boat Mail was due to arrive at 10.48. a.m. As the Ashes sat facing each other in the first class carriage waiting for the Boat Maill arrive, a neatly dressed man with tufted hair and another young man wearing a dhoti approached the carriage. The former boarded the carriage and pulled out a Belian made Browning automatic Pistol. The bullet hit Ashe in the chest and he collapsed. The sound of the pistol shot was absorbed by the howling wind."^{iv}

However, on the face of it, William De Escort Ashe was a less obvious candidate for assassination than was L.M. Wynch, the Tirunelveli District Collector who had conceived and executed the plan of removing the Swadeshi Leader V.O. Chidambaram from the

political scene. Ashe had taken Charge as Joint Magistrate only on 3rd March 1908, a few days the events at Tirunelveli and Thoothukudi.

The ever alert CID recorded Vanchi's movements but failed to scotch the assassination Plot, Meanwhile the conduct of Ashe seemed to be showing signs of improvement. He was now moving socially with the local population and seemed to be attempting to his earlier reputation. None of his companion SankaraIyer kept a constant watch on Ashe's movement. When an attempt to enter Ashe's house failed. Vanchi decided to carry out his assault in broad day light at a public place.

As they arrived at Maniyachi and waited in the station, VanchiIyer, dressed in green coat and white dhoti with the hair at the back his head tied into a knot, approached the first class compartment and pointed a pistol at reflex action. After Shootings, Vanchi ran into a latrine where he shot himself dead. SankaranIyer who had accompanied him to the station quietly left the scene.^v

Ashe was still breathing but Medical aid could not be had immediately there. Only a railway apothem Cary came to do what he could. Ashe was placed in the same train he had travelled from Tirunelveli which was taken back to Tirunelveli assassin. Ashe last on his wife's arms when the train was passing Gangaikondan railway station about 15 K. M. off Maniyachi. His body was carried to his bungalow and that evening at seven it was laid to rest at the cemetery of English Church at Palayamkottai (just opposite to St. John's College).The Maniyachi Railway Station master sent a telegram to Thoothukudi Railway station master about the assassination and the suicide of Vanchinathan, which reached A.R. Coy, the sub. Collector Thoothukudi by 11.30 a.m. He along with the Assistant superintendent of police, Thoothukudi arrived Maniyachi by 12.45 P.M. The body of Vanchinathan was taken to Tirunelveli by a good train. The revolver taken from Vanchi was Browning automatic Pistol whose magazine and breech were empty. The assassin had obviously charged it with only two cartridges –one to shoot Ashe and the other, for himself.

The district Medical officer removed from the muscle of his neck the bullet that killed him. His body was examined in the presence of the Panchayatars. In one of his coat pockets was a purse made in France, bearing picture of Queen Victoria with the image of British royal Army above. The purse contained a second Class ticket from Tirunelveli bridge to Maniyachi for 17 June 1911, issued for the very train in which Ashe travelled..

Three days later a hostel keeper RamalingaIyer by name, of Virarghava Puram, Tirunelveli recognized the body as that of VanchiIyer son of one RaghupathiIyer. On being closely examined, RaghupathiIyer said that he and his son were not on talking terms, for

quite some time tune. Almost the entire Indian Press both European and native was vehemently in condemning the act as heinous and dastardly, tarnishing the fair name of the presidency and characterized the killing as the most wanton and unprovoked outrages and called upon the People to see that anarchical crime did not gain a foothold in the Presidency. One school of thought was firm in its conviction that Ashe's Madras was one of a series organized and directed outside the Madras Presidency for the express purpose of destroying the Raj.^{vi}

Vanchinathan Letter

British government has conquered unethically the ruling power from Indians and the sanathana Dharma is destroyed by them, Every Indian is trying to make British leave our nation. Our land which was once ruled by Righteous kings like Ram, Arjuna, Guru Govinda, Shivaji is now being ruled by the cheap beastly British whodon't even leave innocent animals flesh in their dish. Such cheap George V is willing to suppress our freedom. We brave hearts 3000 have taken a oath to kill the brutal George V king on his landing to India.

To inform this grand plan I who was last among them have done this act of killing Ash Durai today. Next day the British confirmed that it was an suicide. The report told that the bullet has pierced his tongue, spinal nerves to brain and has reached the back of head.

From the letters they got information about two of the members Aarumugappillai and SomaSuntharaPillai and arrested them. These two members became approvals and indentified 14 others members as below

1. Sankara Krishna Iyer
2. NeelakandaBrahmachari
3. Suppaiyah Pillai
4. Muthukumarasamy Pillai
5. Madathukadai Chidambaram Pillai
6. JaganathaIyengar
7. HariharaIyer
8. PappuillaiIyer
9. DesikaIyer
10. VembuIyer
11. Arunachala Pillai
12. Alzagappapillai
13. VantheMatharamSubramaniyaIyer
14. PichumaniIyer

After the assassination of collector Ashe Vanichinathan name was slowly erased from the history. It was partly because of EVR Periyar and his movement which ridiculed and oppressed all Brahmins because Vanchinathan was a Brahmin. Indian Freedom Struggle and history books did a great disservice to those who really fought for the Independence.^{vii}

Conclusion

In the history of Independence India a Dalit outfoot paid floral tributes to Collector Ashe, who was assassinated by Martyr Vanchinathan at Maniyatchi Junction. Since this great Briton was against Untouchability and recognised the Dalits as human beings even when the caste ridden society took all out measures to oppress them.

S.P. Johnson loaded the dead body of Vanchinathan in a good train by 12.40 pm and went to Tirunelveli. He took the body in front of the public to enquire about him. The police had no idea about Vanchinathan. Then a hotel owner named RamalingaIyer told that he took in his hotel for 7 days. The police found 5anna coin and 2nd class train ticket and a letter in his pocket. Then the police arranged for postmortem next day.^{viii}

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Social Condition of the Marava Community

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Abstract

The people are one of the three branches of the Mukkulathor Confederacy. Savings are kept in the form of land, jewels, cash. The life lead by them is simple and frugal. The Maravas settled in Ramnad and later moved in the neighboring country Tirunelveli Thoothukudi and Kanniyakumari. The marriage will be celebrated in the groom's house. A Brahmin priest is invited to perform the marriage rituals. In Tamil Nadu caste system is common. And it is very strong. Maravas were followed many customs superstition and rituals.

Keywords: Brahmin priest, Confederacy, exogamous marriage, puunuul.

Introduction

Maravar also Maravan are one of the oldest social groups to be mentioned by the sangam Tamil Literature. Maravas are courageous breed and were involved in the Major wars that Tamil Nadu witnessed. The people are one of the three branches of the Mukkulathor Confederacy. It often use honorific title Thevar. The Maravas were classified as Sudras. Maravars stood next to Vaisiyar in the 18th century by the virtue of their economic and political position. The savings are influenced by customs, social obligations, and ceremonies. Savings are kept in the form of land, jewels, cash. The life lead by them is simple and frugal.¹

Origin, History and Legend

Maravar in Tamil means a warrior. They are brave warlike and fierce and have preserves their freedom and independence over the centuries. The Maravans also owned land and worked as farmers. Most of people lived in rural areas. The large majority of the Maravas speak Tamil as their first language. A later western writer Valaentia referred to the Marava of Ramnad as a warlike, brave and active race of south India. The Maravas settled in Ramnad and later moved in the neighboring country Tirunelveli Thoothukudi and Kanniyakumari.²

According to a legend Maravars who lived in the southern district helped sri Rama when he invaded Sri Lanka to defeat Ravana. On account of their great services to Rama, they were hailed as Deva or Thevar. Thever meaning god. Tamil Nadu Chief Minister Ms. Jeyalalitha announced that those belonging to the three subdivisions of Maravar, Kallar, Agamudaiyar would be regarded as 'Thevar' from 20 October 1994.³

Society

They had fighting as their principal occupation. The Maravas were essentially a community doing military service to their chiefs nor were rendering police duties. A Jesuit writer expresses surprise as to why these Maravas should be indifferent to trade and industry and even to agriculture, when they have their own man as king. Thevar is synonymous with “celestial” or “Lord”. It is believed that the surname Thevar was given Maravas by Lord Rama. The Maravas were native warlike clan and they fought along side lord Rama against Ravana. Initially the Thevar surname was only used by the males in the family as all female were called Nachiyar. It is an honorific name for the girls as it is synonymous with the word princess.

Marriage

Today the dowry system is common among the Maravas though discouraged and banned by legislation. The girl is having the right to get the mother’s property and jewels. Kallar used thali and served vegetarian food on the marriage day, The Melainadu Kallar used karunkanni (ornaments) and serves non vegetarian food. Agamudaiyars marriage ceremonial as carried out among the poorer. Agamudaiyar is very simple.⁴

The marriage will be celebrated in the groom’s house. A Brahmin priest is invited to perform the marriage rituals. Marriage is one among the life style ceremonies celebrated in the community. Among the kondayankottai Maravas exogamous marriage are celebrated. The people of a particular kilai will marry only with the other kilai not in their own kilai. Widow remarriage is permitted.⁵ The two main sub-division found in this District are the Sembinnattu (otherwise called kottali) and the Kondayankottai. Others section found in small numbers are called Karkurichi, Vannikutti, and uppakatti. The Karkurichi people never conduct marriages outside their own sect.⁶

Puberty Function

The girl’s puberty is informed to the near relatives through the washerman. The maternal aunt or the paternal aunt of the girl will pour water for the path, which is called Tanneer Urrruthal. For Sixteen days the girl is kept inside the house. At the sixteen days, a Brahmins is invited to conduct Pooja for the rituals.

Baby shower

The valaikappu or bangle wearing ceremony on the eve of child during the first pregnancy to the Marava women. Bangles made of gold, silver or cheaper materials are used for this purpose as per the economic status of the parents of the women. Seven days after the

birth seven bands of thread twisted into one cord soaked in turmeric solution is tied in the hip of the child. This is called kayirpoduthal. This ritual is performed by the maternal uncle of the new born child. Ear piercing is also common among the Maravas of Tirunelveli. Two children subsequently die, for the third child the nose piercing ceremony will be conducted and named as Mukkan or Mukkayi. This is prevalent almost among all the caste of Tamil Nadu.⁷

Food

Rice is the staple food of Maravas who take meals at mid day and supper after sunset. The poor Maravas who are able to afford rice three times a day use Kambu, cholam, and other food (cereals). They are non-vegetarian by nature but avoiding beef to eat. On the contrary the agricultural labourers and artisans took Kanji or cold rice water in the mornings.¹ Since the Thevars of Kovilpatti area are dry land cultivators. They prefer Kambu. Eating the ground fruit is a taboo for the Thevar.

Dress

The people in the village wear simple garment. The common man wore a piece of cloth wrapped around his middle and another his head. The Marava male wore a lower cloth and upper cloth, turban. The dress of a woman consisted of a (saree) of eight yards. The kappa was favourite ornament of Maravan. Urali women wore pencil shaped pendant called kuchu which they hung around their necks.

Position of Women

The status of the female members of the Marava was not equal to that of the males. Their position in the community can be explained with a peculiar, curious, practice of marriage followed up to the first half of the 20th century. Today the girls are also attending schools and colleges.⁹

Ornaments

The women of the Marava caste in the past followed the customs of wearing a jewel in their long ear lobe called pambadam. Nowadays, this custom has gone into oblivion. It was usual for them to wear five ornaments in each ear piercing four ornaments and one in the earlobe in the neck they have worn a jewel chuththumany.

Death rituals

The custom of taking neermalai is also prevalent among the Maravas. The sons, son-in-law and young children will go to tank or river or well and bring water to bath the mortal remains of deceased. The barber will tie the puunuul on the bodies of the son of the deceased person. If the dead person is wedded female, the shroud would be brought from the parents

house of the women. The Maravas dispose of the dead either by burial or cremation. Usually the body will be buried in the sitting position. After the dead body is placed in the pyre a mud pot filled with water will be placed on the head or arm of eldest son or brother thrice. Holes will be made in the pot for every circle and at last it will be broken bride and head of the body on the pyre.

Finally after outing fire in the pyre he will return home without turning back his head. The next day they will clan the grave and transplant tulasi or naanal or sow nine type of seeds. If the sees and plants sprout, it is believed that the deceased person is a good man. In case of burial, the dead body will be put down the grave. The eldest son or the person who performed the last rite would pour the first handful of sand of the body and following that the grave pit will be closed. The Krarumathi a post death ceremony, will be conducted on the seventh ninth or Sixteenth day of the death. They prepared food will be in place in three leaves. The offering will be taken by the washerman, barber and the pakadai respectively.

Family deities

The Maravas are having their own cult shrines some of them worship karuppasamy, a hunter god. They also perform the annual worship of Kodai for Sastha, Sudamadaswamy , peichchiamman, BrahmmaRachchashi , Madasamy and other folk deities. Animal sacrifices are very common almost in all the cult shrines. Persons servings as priests during Kodai festivals.

ThevarJeyanthi

The Mukkulathor celebrated the coincident birth and death anniversary of U. MuthuramalingamThevar annually in October. He was noted politician from the community and event, known as ThevarJeyanthi, gained the approval of the Government of Tamil Nadu in1993, which enabled the event to obtain police protection, road closures and the like. The Mukkulathor treat MuthramalingamThevar as a deity and it was from this time that the Jayanthi shifted from being a fairly minor affair to one of considerable significance.¹⁰

DNC (De-Notified Community)

The State Government on Friday issued the much awaited order restoring the De-notified tribes status to the 68 communities who have been called as De-Notified for the past 40 years. To enable change of nomenclature, the State government withdrew its GO issued on July 30, 1979 which charged the nomenclature of 68 De-notified Tribes as De-Notified Communities. However, the order failed to bring cheer among those who fought for this name change for the past 40 years as the GO said these communities would be continued to be called as De-notified Communities in Tamil Nadu for the purpose of availing State

Communal Reservation and benefits under state welfare schemes. The GO issued on Friday quoted the report of the committee: As the matter is relating only to the withdrawal of GO MS.No.1310, Social welfare Department dated 30,July 1979, without any change in the reservation percentage and roster system or any other principle of social inclusion, it may not jeopardize the Tamil Nadu Act 45 of 1994.¹¹

Conclusion

In Tamil Nadu caste system is common. And it is very strong. Maravas were followed many customs superstition and rituals. Generally a person or a community is considered powerful depending on their wealth land, education and political support. The status of Marava community is also considerably changed. By their hardwork in various fields like information technology, music, cinema, sports industrial, political etc. played vital role and master the scenes.

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HISTORY OF ST.ANTONY'S CHURCH

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Abstract

The people of Athithiravida built then small church. The street in which the church located is Madasamykoil Street. The church built with two small towers merely with a help of these people when St. Antony's church dedicated to 3rd August in 1963. Alay A. Kattar presented status of way of the cross. The bell by Ponnusamy, fans by DhanisMachado and Leo Machado, LurthuMatha cave by Alwin A. Kattar, Electric lights were by Xavier Kardosa and IngnasiKardosa. St. Antony witnesses the confluence of the religions namely, Hinduism, Islam and Catholicism.

Keywords: offering, Harmonium, upliftment, Anbiyam, Tsunami.

Introduction

In 1962 St. Antony's church had been a sub-parish to the Chinnakoil parish before it was divided as a separate parish. At first St. Antony's church was running in a small cottage which accommodated hundred people. The people of Athithiravida built then small church. The street in which the church located is Madasamykoil Street. Then in 1962 St. Antony's church divided from Chinnakoil parish as separate parish by the Assistant Bishop Thomas Fernando. The parish of Fatima church had been joined together with this parish.¹

Origin

M. GnanaPragasam took charge over the church as the parish priests. The Assistant Bishop Thomas Fernando put the foundation. The church built with two small towers merely with a help of these people when St. Antony's church dedicated to 3rd August in 1963. A committee formed to build the church S.M Pillai was the chairman of the committee with help of Doctor Augustine, Edward Jacob, Francis, Antony Muthu Pillai and Jacob, the public people purchased bricks and gave those offerings, seventy feet length and ten feet breadth church was built the help of the people. CelastianMachado helped to built the church and the alter. Augustine, A. kattar helped to built the tower. He purchased the statue of St. Antony and presented it to the church. Alay A. Kattar presented status of way of the cross. The bell by Ponnusamy, fans by DhanisMachado and Leo Machado, LurthuMatha cave by Alwin A. Kattar, Electric lights were by Xavier Kardosa and IngnasiKardosa. In 1964 the house parish

priest was built in the Land, which had been presented by Edward. In 1970 the parish priest purchased twentyfive cents of Land for Rs. Twenty six thousands and built the Porch. Until 3rd May in 1970, Rev.fr.GnanaPragasam had served as parish priest for eight years. All Glory and success complitation of the building of St. Antony's church belongs to the parish priest Gnanapragasam. The second parish priest HermansModuthagam built the middle Tower of the church for the memorial of silver Jubilee in which Bishop Thomas Fernando gets ordination.²

Church Masses

After St. Antony's church had become a separate parish. Masses held separately songs were sung in the language of Latin. Mrs. Elezebeth used Hormonium and sang songs with choir, now a day the methods of masses have been changed the songs in Tamil. Daily mass held at 6.00 pm. Then communion procession will be done. Every Tuesday masses held between 6.00 am and 12.pm noon and 6.30 pm. Every year on 13th June the festival of padua St. Antony's is celebrated.³

Service of St. Antony's Church

St. Antony's church rendered many social services for the upliftment of poor and downtrodden in the society. The parish council started by the parish priest Rev.Fr.Rajareegam Diocese Bishop Peter Fernando, First vice chairman. Bishop Jeeralraj Fernando and secretary Francis Amal George were the leader of parish.⁴

Miracles of St. Antony

When St. Antony was serving in Padua, he did thirteen miracles. So St. Antony's church festival is celebrated for thirteen days.

Festival and Jubilee Celebration

St. Antony Feast

The annual novena for St. Antony is held between June 4th and 12th every year. The feast is celebrated on June 13th every year. Feast of St. Antony's tongue is celebrated on February 15th every year.⁵

Silver Jubilee

The consequence of St. Antony's church being divided as a separate parish in 1962 and getting better in its service. The silver Jubilee was celebrated on 13.08.1988 which was presided over by the parish priest Rev. Fr. Guruz Antony.

Golden Jubilee

In the event of golden Jubilee a compound song mass held in the evening on 12.08.2012 which was led by Rev. G. Kulantharaj, the Basilica parish priest of St. Antony's church Puliampatti.

Administration of St. Antony Church

The parish priest is the head of the administration. Parish finance group perform the administration. The incomes of the church got from special masses and the church masses, shops which have been kept for rents and from the offerings which had been collected in the church. These incomes spent to helped poor educational funds and developing the church.

Income of St. Antony's Church

A subscription of twenty paid by each and every family per month. The amount of two hundred and forty per year entered in the family cards, seventy charged for a common requiem mass. The amount for five hundred charged for the special masses like new sacrament and requiem masses. The amount for thousand charged for weeding masses. The amount for fifteen thousand charged as the rent for one day for the KalyanaMandapam which is belonging to the church and amount for nine thousand charged for the rent of half a day. The shops which are belonging to the church kept for the rent.⁶

Committees of St. Antony's church

There are three Committee's in St. Antony's church.

1. Parish Pastorate Committee.
2. Executive Committee.
3. Finance Committee.

Anbiyangal

In St. Antony's church of Tuticorin there twenty one are Anbiyams is functioning. These Anbiyams met at every Sunday after the mass commences, they conduct rosary and small prayer for their own family and also others in the world who suffered by natural calamities and their happiness. In every week one day the prayer was conducted in house of a selected member of the Anbiyam.⁷

Names of the BakthaSabai

1. Mariyainsenai
2. Thirukkudumbasabai
3. Society Vincent De Paul.
4. Ilaingarsabai
5. MathaSabai
6. Alter Boys.

Establishment of Separate Parish

In August 13, 1963 St. Antony's church became new and separate parish and it was blessed by Ivan Ambrose. In 1984, Fathima Nagar became a separate parish from St. Antony's church may 23. 2007.

Conclusion

St. Antony's church is a living testimony to the art and architecture of the people and helps in the history of Thoothukudi. It speaks volumes of the Pearl Fishery Coast in particular and the history of Thoothukudi in general. St. Antony witnesses the confluence of the religions namely, Hinduism, Islam and Catholicism. The church helps the people in many ways. It helps the poor by giving the financial assistance. The church also help the people who are affected by natural calamities like Tsunami, flood etc. thus the social service of the church is very useful to the society in many ways.

End Notes

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UNESCO'S HERITAGE SITES IN TAMIL NADU

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Abstract

Each World Heritage Site remains the part of the legal territory of the state where in the site is located and UNESCO considers it in the interest of the international community to preserve each site. In the far south, the Pallavas bridge the transition from rock-architecture to structural stone temples. The Brihadeeshwar temple at Thanjavur as it would come to be called in later years was a miracle of Indian Architecture, dominating the surrounding landscape. The Chola style continued to flourish for a century longer and expressed itself in a very large number of temples all of which cannot be mentioned. Heritage is almost a gift from people of the past to people of future world heritage sites are the treasure of past and wonders of nature.

Keywords: UNESCO, Monolithic rathas, garbhagriha, Heritage Monument.

Introduction

Heritage is the legacy from the past, any feature belonging to the culture of a particular society, such as traditions languages or buildings that were created in the past and still have historical importance. The cultural and natural heritage both are replaceable sources of life and inspiration. A list is maintained by the International World Heritage Programme administered by the UNESCO World Heritage Committee, composed of twenty one UNESCO member states which are elected by the General Assembly. Each World Heritage Site remains the part of the legal territory of the state where in the site is located and UNESCO considers it in the interest of the international community to preserve each site.

A World Heritage Site must be an already classified landmark, unique in some respect as a geographically and historically identifiable place having special cultural or physical significance (such as an ancient ruin or historical structural, building, city, complex, desert, forest, island, lake, monument, mountain, or wilderness 2 area). It may signify a remarkable accomplishment of humanity, and serve as evidence of our intellectual history on the planet.

UNESCO's Sites in Tamil Nadu

UNESCO has a list of 30 World Heritage Sites in India out of which four of them are in Tamil Nadu. In Tamil Nadu the UNESCO'S sites are categorized as two groups first three

are collectively known as Great living Chola Temples, the second one is the Group of monuments at Mahabalipuram and last one is Nilgiri mountain train. The Great living Cholatempls are Brihadisvara temple at Tanjore, Temple at Kongaikondacholapuram, Airavateswara temple at Darasuram.¹

Pallavas contribution at Mahabalipuram

Mahabalipuram, known by various other name such as Mamallapuram and Mallai was an ancient port, frequented by Greek and Roman merchants even in the pre-Christian era. The city was the secondary capital and Chief Port of the Pallava dynasty that ruled the region between the 4th and the 9th centuries A.D.

In the 7th century architecture of Mahabalipuram also called Mahammalla (meaning “great wrestler”) one of the prominent Pallava kings, embellished Mahabalipuram with numerous sculptures and monuments. In the far south, the Pallavas bridge the transition from rock-architecture to structural stone temples. Their architecture and sculpture constitute a most brilliant chapter in the history of South Indian Art.²

The temples of Pallavas are divided into three as cave temples, Monolithic rathas and Stone Temples. On the basis of the structure of the cave temples they are sub-divided into Mahendran style and Narasimha (or) Mamallan style. Stone temples are also sub-divided into two Rajasimhan style and Nandivarman style.

The monumental vestige of Mahabalipuram can be classified into four main categories. Monoliths which are free-standing temples cut out of solid rock from top downwards. Locally, such temples are styled rathas or chariots. Five such rathas are seen close to each other and these are collectively called Pancharathas or Panchapandavarathas. Four of these five rathas have seen named after the five Pandava brother while the fifth has been named after Draupadi, the single wife of the five brothers in the Hindu epic Mahabharata.

The Great Living Chola Temples

The important landmark in Thanjavur is the great Brihadeeswara Temple also known as the Big Temple it was built by Raja Raja Chola I in 1010 AD. It is one of the most magnificent temple of South Indian architecture. The temple was named as Rajarajasvaram the main deity Lord Siva is known as Peruvadaiyar.

The Brihadeeshwar temple at Thanjavur as it would come to be called in later years was a miracle of Indian Architecture, dominating the surrounding landscape. This temple was not just a temple; it was a symbol of his war booty towards its construction bagfuls of jewels,

230 kilos of gold and even more of silver. It was recognised as UNESCO'S World Heritage Site in the year 1987.³

The temple was located in the centre of the Chola Capital of Thanjavur and dominated its life. On 1st April 1954, the Reserve Bank of India released a 1000 currency note featuring a panoramic view of the Brihadeeswara Temple marking in cultural heritage. To celebrate the 1000th years of the grand structure, the state Government and the town held many cultural events. To mark the occasion the State Government organized a Bharathanatyam, classical dance show under noted Padma Subramanian.

To mark the 1000th anniversary of the building, 1000 dancers from various states of our country participated the concert record 11 verser of divine music. Thiruvisaippa composed by Karvur Deva, the guru of Raja RajaChola. On 26th September 2010, as recognition of Big Temple's contribution to the country's cultural, architecture epigraphical history a special 5 postage stamps featuring the 216 feet tall giant Raja Gopuram was released by Indian post.

The Second Temple comes under the Great Living Chola Temple is Gangaikondacholapuram Temple. It is situated in Udayarpalayam taluk of Ariyalur district. RajendraChola I, Son of Rajaraja I and his queen VanavanMadevi also called as Tribhuvanamadevi established this temple after his victorious march to river Ganges. For the administrative and strategic purpose he built another capital apart from Thanjavur and named it as Gangaikondacholapuram.⁴

The temple consists of three storeys and surrounded by a huge fort, the stones from the ruined outer wall was used by the British officials for construction of the lower anicut (Dam across river Kollidam) nearby. The establishment of the city and the contraction of the temple were completed between 1023 and 1029 AD. After the fall of Chola dynasty the city came into the hands of Pandyas and later on under the control of Vijayanagar dynasty. In the eighteenth century AD the French and English army occupied this region and used the temple complex as a fort. The bastions outside the enclosure walls on the west were erected during this period.

There are many shrine inside this temple found on the second praharam, Mahisasuramardhini shrine, Amman shrine, Chandigesvarar shrine Ganapathy shrine etc. There was Nataraja mandapam now totally destroyed and only the remains are found. The temple was completed and consecrated by Rajendra in his twenty third regnal years 1035AD. The total plinth of the temple is in rectangle shape 106m in length and 30meter in width. The garbhagriha measure was 8.25 square meter. There were two flight of steps on the

north and south sides; wherein two the big dwarapalaka guarding the entrance. The two flight of steps lead to north and south where on either side pairs of dwarapalaka present.

The temple was located at the centre of the city and occupies around six acres of land. There seems to be two praharas surrounding the srivimana. The second wall has the gopuram completely destroyed. Renovating the vimana the Archaeological Survey of India maintains it beautifully.

The Chola style continued to flourish for a century longer and expressed itself in a very large number of temples all of which cannot be mentioned. But two large temples deserve particular mention as being almost worth of comparison with the two largest specimens described above. They are the temple of Airavatesvara at Darasuram (Tanjore District) a magnificent structure typical of the stage of architectural development reached in the age of Rajaraja II, and the Kumpaharesvara at Tribhauvanam near Kumbakonam which has survived intact as built by Kulottunga III though with a few later accretions by away of subsidiary structures. The architecture and sculpture of both these temples have many features in common with those of their predecessors.⁵

Location

Airavatesvara temple is 4 kilo metres from Kumbakonam towards Thanjavur. It was built by RajendreChola in 12th century AD. It is a great example of Chola architecture. Darasuram is described as a sculptor's dream re-lived in stone. The front mandapa itself is in the form of a huge chariot drawn by horse. Legend says that Airavata, the white elephant of Indra, and Yama, the God of Death, had worshiped Lord Siva here. The front columns of the temple have unique miniature sculptures. The Archaeological Survey of India has restored the temple. UNESCO declared this as a world Heritage Monument in the year 1987.

History of the Temple

King Raja Raja II constructed this architectural and sculptural marvel temple in his name called Raja Rajishwaram at present Airavateswara in 1160 CE which almost two decades to complete.

This temple is a gem of Chola architecture. Through much smaller in size when compare to the Brihadisvara temple at Tanjore&Gangaikondacholapuram, this temple is different as it is highly ornate in execution.⁶

The toy train at Nilgiris

The Nilgiris means "blue mountains" a name derived probably because of the bluish green color of some of the semi -precious stones found here. The Nilgiri Mountain Railway toy train is the highlight of a visit to the popular hill station of Ooty, in South Indian's Tamil

Nadu state. Established in the early 19th century by the British as the summer headquarters of the Chennai government, Ooty now draws tourists wanting to escape the stifling summer heat.⁷The railway opened 1899 and was completed in 1908. It was declared a UNESCO World Heritage Site in 2005. The quaint toy train pulls blue and cream wooden carriages with large windows.

The Nilgiri Mountain Railway is 46 kilometers (28.5 miles) long. It passes through many tunnels, and over hundreds of bridges (about 30 of them are large ones). The railway is particularly picturesque because of the surrounding rocky terrain, ravines, tea plantations, and thickly forested hills. Coonoor, with its world famous teas, is a tourist destination in itself. The most spectacular scenery and best views are situated along the stretch from Mettupalayam to Coonoor. Hence, some people prefer to only travel along this part. The Archaeological Survey of India has restored the temple. UNESCO declared this as a world Heritage Monument in the year 1987.¹

Conclusion

UNESCO's world heritage sites occupy a very important place in the conservation of our glorious past. World Wide list of sites acts as a promoter of the culture. This magnificent peninsular state is home to most remarkable Temple architecture and a marvellous living tradition of music, dance and various art forms. Heritage is almost a gift from people of the past to people of future world heritage sites are the treasure of past and wonders of nature. They are supposed to be protected by all the nations of the world, respective of the place where they are located in.

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SRIVAIKUNTAM - A DIVYADESAM

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Abstract

Srivaikuntam contains the word Sri and Vaikuntam. 'Sri' denotes 'holiness' and 'Vaikuntam' the Holy Abode of Lord Vishnu. The northern part of Pandya country had its seat at Madurai and southern part at Tirunelveli. The southern part comprises of Tirunelveli region including Srivaikuntam Taluk. The Pandya rulers ruled this region in two capacities as Military Camp and a Government Marine capital clearly affords evidences that the people of Tirunelveli district were civilized 4000 years ago. Srivaikuntam region is noted for its excellence and efflorescence in the field of art and architecture.

Keywords: Vaishnavites, Divyadesam, Navathirupathi Temple, civilization.

INTRODUCTION

Srivaikuntam, the heaven of Vishnu is a panchayat town one of the 108 Divyadesams dedicated to Lord Vishnu, who is worshipped as Vaikuntanathar and his consort Lakshmi as Vaikuntavalli. This Divyadesam is also one of the Nava Thirupathis located in the ancient Pandya Nadu and now in Thoothukudi district of Tamil Nadu. The name denotes that, it is a place of religious importance and a holy place of the Vaishnavites. It is hailed as one of the Nine Vaishnavites shrines or Navathirupathi and first of the Navathirupathi Temple in Thoothukudi district. Srivaikuntam was under the control of the Pandyas, who were the staunch devotees of the lord of Srivaikuntam. Then it came under the Cholas and later Pandyas.¹

It is a pilgrim and tourist centre which attracts large devotees. Srivaikuntam is a famous place due to the birth of Kumara Gurupara Swamigal, a Saiva Saint. It is an important town not only for the Hindus but also to the Christians because of the Cruz Kovil or St. James Church. It is well known for religious harmony where all castes and all religious people live in peace and follow their traditional culture.

LAND AND PEOPLE

Srivaikuntam contains the word Sri and Vaikuntam. 'Sri' denotes 'holiness' and 'Vaikuntam' the Holy Abode of Lord Vishnu. Adichanallur and Korkai speak the historical antiquity and soil fertility of Srivaikuntam region. It is asserted that the people of Srivaikuntam Taluk had a long history prior to Indus Valley Civilization of 4000 B.C. The

civilization that developed in the Srivaikuntam region disappeared later on due to the shifting of river Tamiraparani and recession of the sea.

The northern part of Pandya country had its seat at Madurai and southern part at Tirunelveli. The southern part comprises of Tirunelveli region including Srivaikuntam Taluk. From the early days, Srivaikuntam has been one of the sub-divisions of Tirunelveli region and the rulers who had jurisdiction over Tirunelveli region wielded the same magnitude of rule over Srivaikuntam. In other words, Srivaikuntam was ruled by the same rulers of Tirunelveli region. The Pandya rulers ruled this region in two capacities as Military Camp and a Government Marine capital clearly affords evidences that the people of Tirunelveli district were civilized 4000 years age.²

RULE OF PANDYAS

The history of Pandya rule in Srivaikuntam region presented here is based on the research works available on the subject. Vadivalamba Nintra Pandyan, Palyagasalai Mudukudumi Peruvazhuthi, Kadalunmaintha Elamperumvaluthi, Arivudainambi, Arya Padai Kadantha Nedunchezhiyan and Talaiyalankanathu Seruventra Nedunchezhiyan, Mudathirumaran were the Pandya rulers of the Sangam period who ruled present Thoothukudi including Srivaikuntam Taluk.

PERIOD OF FREEDOM STRUGGLE

Srivaikuntam gave many leaders and freedom fighters when the Movement was in great exigency of freedom fighters. During the Gandhian era various political conferences were held throughout the Madras Presidency. In Srivaikuntam Taluk conferences held particularly in the years of 1931, 1937 and 1940.³

Srivaikuntam has been in different positions during the Pre-Independence and Post-Independence period. It served as an important administration unit even in the days of Nawabs. The Nawabs managed this unit through his agents called Amils who were appointed by the Amulders of Tirunelveli, the direct agents of the Nawab of Carnatic. After the days of Nawab administration, the British governed this unit as a revenue division known as Taluk by appointing Tashildars. Thus, day by day the importance of the place was felt by the administrators.⁴

HISTORICITY OF THE FORT

Kottai Pillaimars belonging to an agricultural Vellala sub-caste live in a mud-walled fort in the town of Srivaikuntam in Tirunelveli district. The adjective *kottai* (Tamil for *fort*) is attributed to this distance mode of living in a fort. Though only three families of the caste

now reside in the town, it needs to be dwelt as they have a peculiar legends, history and cultural tradition.⁵

MUD WALLED FORD

The mud fort of the KottaiPillamars is a prominent land mark in Srivaikuntam. It is located at its north-west end, a few hundred meters to the east of the Tamiraparaniriver. The fort is roughly rectangular in shape. Seen from outside it does not seem to qualify for the term fort. The walls are of mud, not stone, or any other long lasting material. There are no bastions or batteries or other structures associated with military features. It gives an impression of a walled enclosure meant to preserve the privacy of the interior.

The north-east and the south gates were normally kept closed. The north east door was opened only when any KottaiPillamar woman died. The corpse was carried through the gate to a special cremation ground meant for their women. The south gate was opened to allow the funeral procession of KottaiPillamar males. Now the west and the east doors are permanently open. There were 31 houses inside the fort. At present there are only 13 houses fit to live and the remaining are in a dilapidated condition. Of the 13 houses, only three are occupied and 10 remain locked as the owners had migrated outside.⁶

Kottamars (brick layers) are said to have migrated along with the KottaiPillamars as their servants. There were quarters for them inside the fort but they severed their connection with the KottaiPillamars by 1843 as animosity grew between them and they got evicted from the fort.

As the woman of the KottaiPillamars lived a secluded life preventing entry to anybody inside the fort except a few servicing community persons, the fort was without electricity till recently as the erection and maintenance of power supply would entail allowing other persons inside the fort.⁷

SOCIAL LIFE

The women of the KottaiPillamars till recently never came outside of the fort. They were born within the fort; they lived and died within it. Males from outside the sub-castes who were allowed entrance into the fort on select occasions for allotted tasks. Even civil and judicial authorities were not permitted entry. However there was no taboo on outside women entering the fort. The seclusion had been strictly adhered to for generations as far back as living memory goes according to a senior citizen of the region. The KottaiPillamar men were free to leave and enter the fort at will. They were agriculturists by occupation and their lands were located in villages, around the town. But now most of them have been sold out.¹

The KottaiPillamars limited their marriage alliances to the members living within the fort. Endogamy within the fort had also been strictly enforced for generations. If a bride could not get a suitable bridegroom with the fort or vice versa, they had to remain and die as spinsters. Marriage with sister's daughter was common among the KottaiPillamars. Both patrilineal and matrilineal cross cousins marriages were prevalent.⁹

INHERITANCE, SUCCESSION AND LEADERSHIP

Women are given small plots of land as part of dowry during the wedding, but most of the landed property is inherited by sons. Houses are the property of women, but both land and house are registered in the name of the male custodians, father or husband. There is no formal office of caste headman among the KottaiPillaimar. The only hereditary offices are that of *munsif (headman)* and *karnam (accountant)*. KottaiPillaimar as a group has been powerful in all public affairs of the region.¹⁰

In case, if a woman became widow, she should go back to the strict secluded life. For the 16 days after the death of her husband, she should be confined herself in a dark room and even her son should not be allowed inside. Only after the death, the KottaiPillamar women left the fort. The corpse was covered completely by the red cloth (in case of widows by white clothes) and carried in a bier to the cremation ground through the north-east gate, which would be opened only during the funeral procession of a KottaiPillamar women.

PRESENT SCENARIO

Though the literature and record in possession of the Pillaimars say that the area of the fort is 20 acres, the revenue record says it is only 14.82 acres including the portions acquired by the Government of Tamil Nadu for accommodating the State Transport Corporation depot (2.5 acres) in the year 1987 and by the Department of Telecommunication for setting up the Telecom Towers (1.00 acre) in 1994.

The condition of the fort now is very much dilapidated. It does not seem to be a fort. But it seems to be a mud bund of irregular shape and height bearing the patches of thorny bushes and the human and animal excreta in some places and with many breaches.¹¹ The entrances of the fort in the east, north-east and the west are still seen in a much damaged condition.

The fort is no more a prohibited place to the outsiders. Portion of it was acquired by the Government for public purpose and the southern wall of the fort was pulled down. The fort is not repaired since 1964 or maintained and perhaps it has been left to fade away naturally, except 13, all houses within the fort are in ruined condition. In the 1990 survey, the Government of Tamil Nadu had issued *pastas (deeds)* to the house owners individually.

However others are not permitted either to buy or to live as tenants in the houses, though some owners wish to sell and sent out.¹²

CONCLUSION

From the time immemorial Srivaikuntam has been associated with imperial tradition. It was one of the important of ancient Pandyas. It occupies a place on the pre historic map and attained an immortal fame not only in ancient Tamilagam but also in the ancient India as a whole, for it include the ancient historical places of Adichanallur, Korkai, Karunkulam, Murappanadu, Natham, Vasavappapuram, etc.

Srivaikuntam region is noted for its excellence and efflorescence in the field of art and architecture. The temples show their concern for a spiritual life. These majestic movements manifest the dream and achievements of the early Pandyas of Madurai, Later Pandyas and Nayak rulers through the ages. Srivaikuntam region proved to be a center of art and architecture.

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MARINE ELASMOBRANCH FISHERY RESOURCES OF THERESPURAM AND KEELAVAIPPAR, THOOTHUKUDI COAST – A BASELINE SURVEY

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Abstract

Marine elasmobranchs are one of the listed endangered species in the world; their richness has been found to decrease year by year. Subsequently the study was undertaken to create a record of elasmobranch species landed at Therespuram and Keelavaippar, Thoothukudi coast, from July 2017 to September 2017. During the study period 17 species of elasmobranchs viz; 7 species of sharks, 7 species of rays and 3 species of skates were recorded. Almost all the species were common at both the study sites except for the shark *Galeocerdo cuvier* and a ray *Taeniura lymma* which were recorded only in Therespuram landing centre. Statistical analysis of comparison between Keelavaippar and Therespuram shows more elasmobranch richness at Therespuram. High abundance of species was recorded during the month of July i.e. 175 and 84 at Therespuram and Keelavaippar landing sites respectively. One way analysis of variance shows a p-value of 0.002 which means the result is significant at $p < 0.05$.

Key words: Elasmobranch, Endangered, Richness, Skates, Keelavaippar

Introduction

The Gulf of Mannar, one of the Marine Biosphere Reserves situated along the southeast coast of India is rich both in species and habitat biodiversity. The reserve provides a highly productive area for marine fishery resource. It is rich in Elasmobranch diversity (Sharks, Rays and Skates) that are being habitually exploited in this region (Raje et al., 2007). A total of 110 species of elasmobranchs belonging to 42 genera are distributed in Indian waters (Raje et al., 2007). Sharks and their relatives are collectively termed chondrichthyan or cartilaginous fishes. They represent one of the oldest and most ecologically diverse vertebrate lineages. The group arose at least 420 million years ago and rapidly diversified to occupy the upper tiers of aquatic food webs (Kriwet et al., 2008).

The elasmobranchs are highly diversified in colour, shape, distribution and habitat. In India, sharks and rays are distributed in four habitats such as, pelagic (11 species of sharks and rays), benthopelagic (7 species of shark and rays), demersal (18 species of sharks and 14 species of rays) and reef associated (6 species of sharks and 4 species of rays) (Vivekanandan et al., 2009). In 2003 India occupied the third position in the production of chondrichthyan

resources among the Asian countries (Raje *et al.*, 2007). The total marine landing of shark, rays and skates in India during the year 2009 was 29,126 t, 20,980 t and 3,582 t respectively. Their contribution was nearly 6% of the total demersal marine fish production. Most of the elasmobranchs are predaceous and hunt their food in the surface and water column; some of the species are scavengers and filter feeders. Skates and rays are bottom living relatives feeding mostly on invertebrates. From the stand point of reproduction, elasmobranchs exhibit three modes of reproduction *viz*; oviparity, ovoviviparity and viviparity. The gestation period of elasmobranch varies based on the species (Raje, *et al.*, 2002).

As many as 30 to 40 species of sharks belonging to 15 genera occur along the Tamil Nadu and Kerala coasts. The Spadenose shark, *Scoliodon taticaudus* is the most commonly and abundantly caught shark, followed by milk shark, *Rhizoprionodon acutus* (Haneef, 2010). In Tamil Nadu Elasmobranch landing was 14,010t which included sharks (18.9%), rays (69.6%) and skates (11.5%) in 2009. The elasmobranch landing by trawl was 990t at Thoothukudi waters, of which rays formed 43%, skates 38% and sharks 18% (Anon, 2010).

Over the past millennia, human have deeply altered the biodiversity on earth, especially those of marine vertebrates (Hoffmann *et al.*, 2010). Despite being one of the finest predatory species on earth, their late maturity and slow growth rates with little capacity to recover from overfishing along with other threats such as pollution and habitat degradation have profoundly altered populations of the elasmobranch species in recent years (Simpfendorfer *et al.*, 2002; Dudley and Simpfendorfer, 2006; Stevens *et al.*, 2010; Ferretti *et al.*, 2010).

Hence an attempt has been made to carry out a preliminary survey of the threatened elasmobranch (sharks, rays and skates) resources from Therespuram and Keelavaippar landings of Thoothukudi coast.

Materials and Methods

Study area

Therespuram is a fishing village situated along the Tuticorin coast. There are 600 - 700 Canoes and FRP boats and 1500 fishermen involved in marine fishing. They are involved in both single and multiday fishing practices based on the seasons and deploy gill nets, bottom set gill nets, crab nets and seines to capture the fishery resources. The annual marine fish production is estimated at 400 – 700 tonnes. Keelavaippar a smaller fishing village compared to Therespuram, includes about 250 fishermen with 100-200 canoes being engaged in fishing practice. The gear types utilized are mainly gill net, carp net and seine nets. The annual production of marine fishes at Keelavaippar is about 50 – 100 tonnes.

Sample Collection

Fortnight sampling of elasmobranch fishes from both landing centres *i.e.* Keelavaippar and Therespuram were done from July 2017 to September 2017. The samples were handpicked and cleaned to remove the adhering debris and sorted out based on external features at the study site. The fishes were then photographed and identified using FAO species catalogue (FAO, 2000). Statistical analysis such as diversity indices and one way ANOVA were calculated to compare the species richness between the two study sites.

Results and Discussion

In the present study, 17 species of elasmobranchs belonging to five orders and 14 genera were recorded along the South east coast of India (Table 1) exclusively at the Therespuram and Keelavaippar landing sites. The elasmobranch resource from both the sites collectively included seven species of sharks, seven species of rays and three species of skates. Almost all the species were common at both the study areas except for the shark *Galeocerdo cuvier* and a ray *Taeniura lymma* which were recorded only in Therespuram. A total catch of 400 and 153 elasmobranchs was recorded at the Theraspuram and Keelavaippar landing sites respectively during the study period. Carcharhiniformes, Lamniformes, Orectolobiformes, Myliobatiformes, Rajiformes are the 5 orders encountered during the study period. Karuppasamy, (2016) has reported 44 elasmobranch species belonging to 7 orders, from Wadge Bank that extends from Kanyakumari to Vizhinjam, South India. Similarly, Gowthaman (2011) reported 73 species of elasmobranchs (including 41 species of shark) belonging to 6 orders, from Gulf of Mannar region. Joshi et al., (2016) has also recorded 51 species of sharks belonging to 7 orders in the Gulf of Mannar Ecosystem.

Sharks and rays are direct targets in most of the fishing areas along the Indian coast. In India shrimp trawl yields 86% of skate species, furthermore sharks are also captured through various gear types such as trawl net (32%), gill net (31%) and hooks & line (20%) (Raje and Joshi, 2003). But apparently at both the selected study sites sharks are not targeted catches but by-catches predominantly by the gill nets.

At Therespuram landing site the highest occurrence of sharks namely *Chiloscyllium griseum*, *Carcharhinus sorrah*, *Rhizoprionodon acutus*, *Carcharhinus limbatus*; Rays including *Dasyatis kuhli*, *Pasinachus sephen*, *Mobula japonica*, *Dasyatis zugei*, *Himantura uarnak* and Skates *Rhinobatos granulates* & *Rhynchobatus djiddensis* was observed. Whereas at Keelavaippar, Sharks *Chiloscyllium griseum*, *Rhizoprionodon acutus*; Rays *Dasyatis kuhli*, *Mobula japonica*, *Pasinachus sephen* and Skates *Rhinobatos granulates* & *Rhynchobatus djiddensis* dominated during the study period (Figure 1 to 3). The reason is

mainly attributed to the utilization of hook & line at both the landing sites that results in capture of untargeted elasmobranch resources.

High abundance of elasmobranches was recorded during the month of July i.e. 175 and 84 at Therespuram and Keelavaipar landing sites respectively. The high abundance of the elasmobranches during the month of July may be due to the fact that the ban period lasts from May up to July which may be favourable time period for the elasmobranches for reproduction. Rays were found to be the most dominant elasmobranch species abundant at both the study sites followed by the sharks and skates (Figure4). Concerning the IUCN status assessment, the study indicates that out of the total 17 species, 7 species (41.17%) are Near threatened, 3 species (17.64%) each under Critically Endangered and Least Concerned, 2 species under Endangered and 1 species (5.88%) each under Vulnerable and Data Deficient (DD) category of IUCN Red List (Fig. 5).

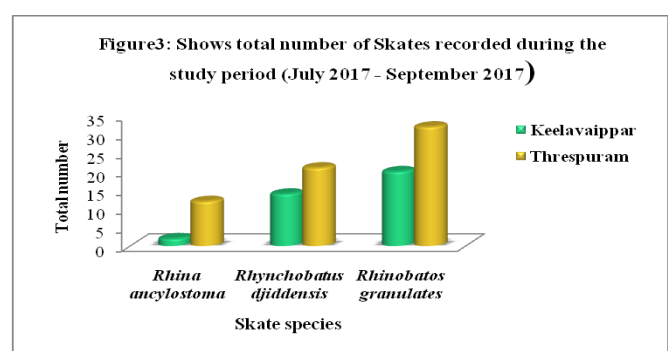
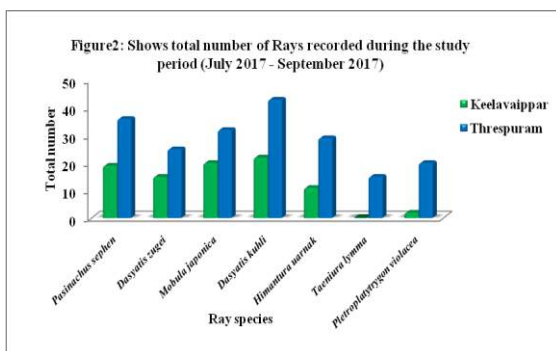
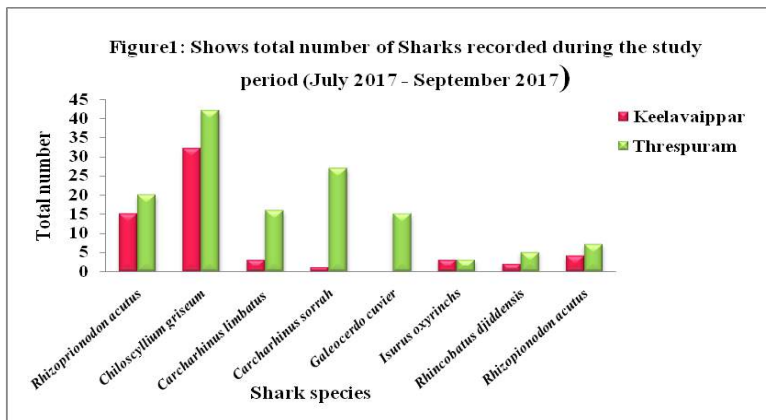
Moreover the elasmobranch richness is high in Therespuram (2.73) when compared to keelavaipar (2.29); similarly evenness values of 0.94 and 0.82 was observed at Therespuram and Keelavaipar which indicates that the species are more evenly distributed at former than at the latter study site. The calculated one way Analysis of Variance (ANOVA) shows a p-value of 0.0023 which means the result is significant at $p < 0.05$; and there is no significant difference between the two groups (Table2).

High fishing pressure on sharks and rays resulting in their consequent decline in population around the world has generated global concern about their conservation. Moreover the general perception is that population collapses are worldwide affecting all species, and that shark populations are globally under threat (Worm *et al.*, 2013) and that sharks cannot sustain any fishing pressure (Dulvy *et al.*, 2017). Substantial declines in apex predators can alter entire food webs (Estes *et al.*, 2011), thereby quantifying population trends of apex predators especially for ecosystem functioning.

Illegal off-shore fishing is one of the major threats to these species, due to its demand for a world wide range of products. Shark and ray meat has been consumed fresh or salted and sundried and are a valuable food item in many western Indian Ocean countries (IUCN, 2004). Therefore, future studies on the status and exploitation of the elasmobranch species along the coastline complemented with trade data are needed, and also information relevant to the targeted fishery should be collected to maintain a healthy population of these elasmobranch species in their natural habitat.

Conclusion

In India, although the fishing of elasmobranchs is prohibited fishery by-catch as a result of utilization of destructive fishing gear types and harmful fishing practices, has been inevitable. In the present study compared to Keelavaipar, Threspuram was found to be rich in elasmobranch catches. This is because the coast off Threspuram seems to be deep sea, and the fishermen tend to fish in the deep sea region that yields enormous number of fishery resource, and in fact elasmobranchs are found exclusively in deep sea area. Due to its high economic value, the fishermen tend to bring the elasmobranch to the shore even though not intentionally caught. Furthermore their richness has found to be declining due to the habitat destruction and anthropogenic pollution. Hence strict rules should be enforced to prevent the sewage disposal in the open sea, for which the industrial and domestic effluents should be treated before discharge. Ultimately awareness should be created among the local people by the government which is the need of the hour to develop strategies for the conservation and management of elasmobranchs. In this context, the present study is expected to help understand the current status of elasmobranchs being exploited in this region thus facilitating the sustainable utilization and conservation of elasmobranchs so as to protect these marvel resources of our ocean.



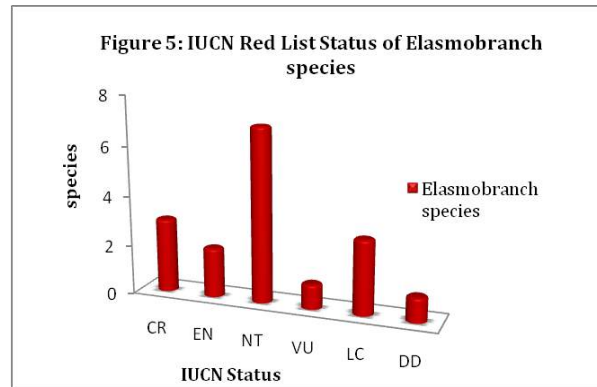
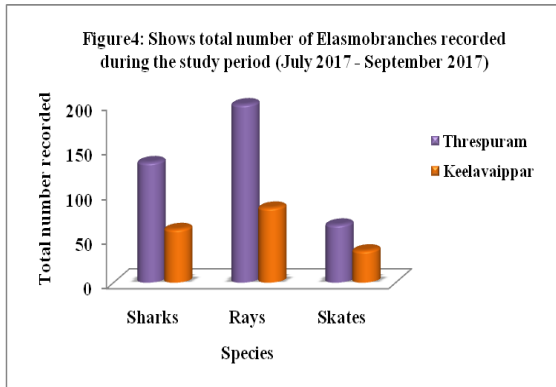


Table 1: Shows list of Elasmobranch species recorded during the study period (July 2017 - September 2017)

	Order	Scientific Name	IUCN	Thesapuram	Keelavaippar
Sharks	Carcharhiniformes	<i>Rhizoprionodon acutus</i>	LC	√	√
		<i>Carcharhinus limbatus</i>	NT	√	√
		<i>Carcharhinus sorrah</i>	NT	√	√
		<i>Rhizoprionodon acutus</i>	LC	√	√
		<i>Galeocerdo cuvier</i>	NT	√	-
	Lamniformes	<i>Isurus oxyrinchus</i>	EN	√	√
	Orectolobiformes	<i>Chiloscyllium griseum</i>	NT	√	√
Rays	Myliobatiformes	<i>Pastinachus sephen</i>	NT	√	√
		<i>Dasyatis zugei</i>	NT	√	√
		<i>Mobula japonica</i>	EN	√	√
		<i>Dasyatis kuhli</i>	DD	√	√
		<i>Himantura uarnak</i>	VU	√	√
		<i>Taeniura lymma</i>	NT	√	-
		<i>Pteroplatytrygon violacea</i>	LC	√	√
Skates	Rajiformes	<i>Rhina ancylostoma</i>	CR	√	√
		<i>Rhynchobatus djiddensis</i>	CR	√	√
		<i>Rhinobatos granulates</i>	CR	√	√

NT= Near Threatened, CR= Critically Endangered, EN= Endangered, VU= Vulnerable, LC= Least Concerned, DD= Data Deficient

Source	SS	df	MS	
Between-sample	1284.0278	1	1284.0278	<i>F</i> = 10.86339
Within-sample	4018.7222	34	118.1977	
Total	5302.75	35		

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***EUPHORBIA HIRTA* AS GREEN CORROSION INHIBITOR FOR MILD STEEL IN HYDROCHLORIC ACID**

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Abstract

The inhibition efficiency I. E % of *Euphorbia hirta* leaves on the corrosion of mild steel in 1M HCl was investigated. The weight loss method, Potentiodynamic polarization, electrochemical impedance were used to evaluate the corrosion inhibition performance of the *Euphorbia hirta* leaf extract. The results revealed that *Euphorbia hirta* acts as a corrosion inhibitor in 1M HCl. The inhibition efficiency increases with increase of extract concentration. The inhibition action was attributed to the adsorption of the chemical compounds present in the extract solution, on mild steel. The formation of an adsorbed film on a steel surface was investigated using scanning electron microscopy (SEM) and FT – IR.

Keywords: Corrosion inhibitor, Mild steel, *Euphorbia hirta*, Leave extract, Polarization, 1M HCl, Electrochemical Impedance Spectroscopy.

1. Introduction

In the Chemical or electro chemical reaction between a material usually a metal and it's environment that produces a deterioration of the material and it's properties. To stop metals (especially steel) from corroding we can try to stop the oxygen and water from coming in contact with the metal. Areas that are humid (more moisture in the air) will have more corrosion than areas that are dry. Corrosion is also faster when there are more ions present in the water. The minimization of corrosion by corrosion by coating with a protective metal, with an oxide or phosphide or similar substance or with a protective paint or by rendering the metal passive is known as corrosion control. Protective coatings are the most widely used corrosion controlled by modifying the metal and environment. Plants are sources of naturally occurring compounds, some with complex molecular structures and having different chemical, biological, and physical properties. The naturally occurring compounds are mostly used because they are environmentally acceptable, cost effective, and have abundant availability. These advantages are the reason for use of extracts of plants and their products as corrosion inhibitors for metals and alloys under different environment. Different plant extracts can be used as corrosion inhibitors commonly known as green corrosion inhibitors. Green corrosion inhibitors are biodegradable and do not contain heavy metals or other toxic compounds.

2. Experimental procedure

About 10g of powdered leaves of *Euphorbia hirta* was boiled in 100mL of water for 1hr. Then it was filtered sample was used to prepare various concentrations of inhibitors by diluting 2, 4, 6, 8, 10mL and blank in 1M HCl in 50 mL SMF. About 25mL of make up solution, the mild steel was dipped in different concentrations in all the beakers.

2.1. Weight loss measurements

Mild steel specimens of size 2.5 cm, with a small hole of about 1 cm diameter near its upper edge were used for weight loss studies. The specimens were cut abraded with scrubbed, rinsed with water before they were dried. The pre-cleaned and weighed specimens were suspended in beakers containing the test solutions. Tests were conducted under immersion test in 150 mL of the aerated and unstirred test solutions. Immersion of time was varied from 5hrs to 3days in 1M HCl. The specimens were retrieved from test solutions after 5, 10, 24, 48, 72hrs appropriately cleaned, dried and reweighed. The weight loss was taken to be the difference between the weight of the specimens at a given time and its initial time. The effect of temperature on mild steel corrosion and corrosion inhibition was investigated by repeating experiments 303, 313, 323, 333, 343K respectively. All tests were run in duplicate and the data obtained showed good reproducibility.

$$\text{Corrosion rate (mmpy)} = 87.6 \times \frac{W}{DAT}$$

Where, mmpy – millimeter per year ; W-Weight loss in mg ; D-Density in gm/cm³; A-Area of specimen cm²; T-Time in hours; R_{cor}– Corrosion Rate

The inhibition efficiency (%IE) and degree of surface coverage (Θ) were calculated using equation below respectively.

$$\%IE = \frac{W_1 - W_2}{W_1} \times 100$$

$$\Theta = \frac{W_1 - W_2}{W_1}$$

W₁, W₂ are weight loss in the absence and presence of the inhibitor respectively.

3. Result and Discussion

3.1. Weight loss method

The weight loss method of monitoring corrosion rate is useful because of its simple application and reliability. Several authors have been reported on comparable agreement between weight loss technique and the other technique 2of corrosion monitoring. The effect of addition of inhibitors at different concentration on the corrosion of mild steel in 1M HCl

studied by weight loss method at different medium for immersion period of 5 hours. A decrease in corrosion rate is observed in the presence of inhibitor to the blank.

Table 1 Effect of concentration of 1M HCl on corrosion rate

Medium used	Weight loss(g)	Corrosion rate(g/cm ²)
1M HCl	0.23	0.0410

Table 2 Effect of leaf extract on corrosion rate in 1 M HCl, at temperatures

Temperature °C	R _{corr} g/cm ²	Weight loss	I.E %	Θ
30°C	0.0267	0.15	10.6771	0.1006
40°C	0.0339	0.19	12.4183	0.1241
50°C	0.0374	0.21	14.4827	0.1448
60°C	0.0553	0.31	21.2328	0.2123
70°C	0.0607	0.34	23.2876	0.2328

Table 3 Effect of leaf extract on corrosion rate in 1 M HCl, at various time

Time(hrs)	R _{Corr} (g/cm ²)	Weight loss	I.E %	Θ
5	0.0267	0.15	10.6771	0.1006
10	0.0178	0.20	14.0845	0.1408
24	0.0085	0.23	15.7534	0.1575
48	0.0042	0.23	15.8620	0.1586
72	0.0032	0.26	17.8082	0.1780

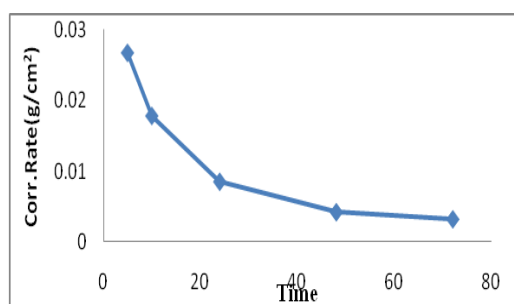
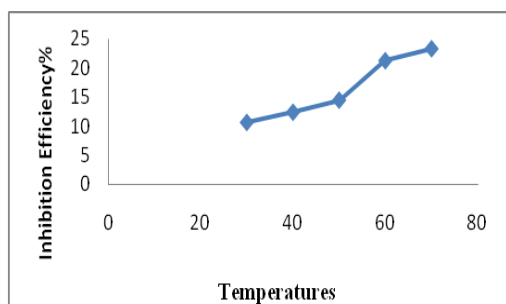
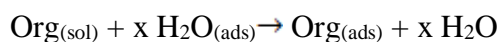


Figure 1 Plot of I.E% vs Temperatures **Figure 2** Plot of Corr. Rate vs Time in 1M HCl
in 1M HCl

3.2 Adsorption Isotherm

The nature of corrosion inhibition has been deduced in terms of the adsorption characteristics of the inhibitors. The adsorption of an organic compound adsorbed and a metal surface is regarded as a substitution adsorption process between the organic molecule in the aqueous solution and water molecule adsorbed on the metallic surface.



Where, x is the size ratio representing the number of water molecule replace by one molecule of organic compound adsorbed. The adsorption of organic compounds can be described by two main types of interaction. They are physisorption and chemisorption.

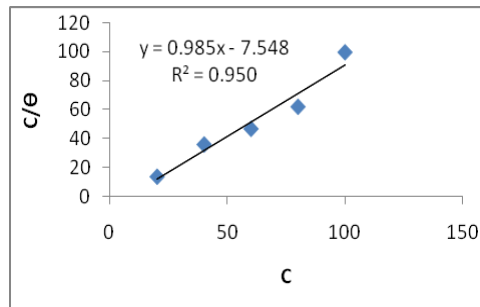


Figure 3 Plot of C/Θ vs C Langmuir adsorption isotherm in 1M HCl

3.3. Electrochemical Impedance study

The impedance measurement has been applied to the study of pitting and other localized corrosion. Polarization resistance R_p can be used to determine the resistance of the metal under investigation against corrosion. From the impedance and polarization study, we get the polarization resistance value. From that value we can calculate C_{dl} value using the formula

$$C_{dl} = 1/2\pi f_{max} R_{ct}$$

C_{dl} values are used to study about the corrosion efficiency.

Where, C_{dl} – double layer capacitance ; f_{max} - Maximum frequency ; R_{ct} - charge transfer

C_{dl} values are used to study about corrosion efficiency. The values obtained for the bare (1M HCl) corresponds to 0.2345, bare (1M HCl), with extracts corresponds to 1.7483. The AC impedance spectra of mild steel immersed in HCl, in the presence and absence of inhibitors, are shown in Figure 4. The AC impedance parameters namely charge transfer resistance (R_{ct}) and double layer capacitance (C_{dl}) are given in Table 3. When the mild steel is immersed in acid, the R_{ct} values are $0.561 \Omega \text{ cm}^2$ in 1M HCl and the C_{dl} values are 0.2345 Fcm^{-2} in 1M HCl. When the leaf extract is added to HCl, the R_{ct} value is increased to $1.549 \Omega \text{ cm}^2$ for 1M HCl. The increase in R_{ct} value confirms that a protective film is formed on metal surface.

Table 3 Electrochemical Impedence, measurements in 1M HCL

Coating Sample	R_{ct}	f_{max}	C_{dl}	I.E%	Surface coverage
Bare(1M HCl)	0.561	0.2663	0.2345	-	-
Bare with extract	1.549	0.7189	1.7483	63.78%	0.6378

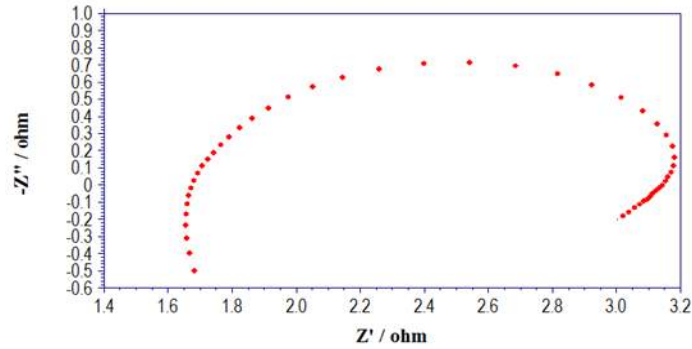


Figure 4 Nyquist plot for Bare 1M HCl with extract

3.4. Potentiodynamic polarization study

The potentiodynamic polarization behavior of mild steel in 1M HCl. Figure 5 shows that the potentiodynamic polarization behaviour of mild steel in 1M HCl containing different concentration of *Euphorbia hirta* inhibitor and observed data.

Table 4 Potentiodynamic polarization measurements in 1 M HCl with extract

Coating sample	E_{corr}	I_{corr}	P.E%
Bare (1M HCl)	-0.9185	0.0274	-
Bare with extract	-0.9205	0.0902	69.62%

The polarization curves of carbon steel immersed in 1M HCl in the presence and absence of inhibitors are shown. The corrosion parameters are given in Table 4. When mild steel is immersed in 1M HCl, the corrosion potential is -0.9185 V vs saturated calomel electrode (SCE). When the leaf extract is added to 1M HCl, the corrosion potential shifts to the cathodic side (-0.9205 V vs SCE). That is 0.8944 V to 0.9014 V vs SCE. This suggests that this formulation controls the cathodic reaction predominantly.

When carbon steel immersed in 1M HCl, the corrosion current, I_{corr} from 0.02747 to 0.02902 A cm^{-2} . And in 2M HCl, I_{corr} from 0.03063 to 0.02726 A cm^{-2} . This indicates that protective film formed on the mild steel strongly in 1M HCl.

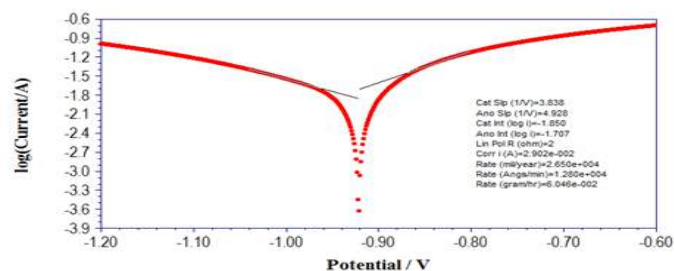


Figure 5 Tafelplot for Bare 1M HCl with extract

3.5. FT-IR Spectroscopy

The peak values obtained from FT-IR analysis are shown in the figure 4.25. The broad peaks are obtained 3695.61 to 3332.99 cm^{-1} assigned to the presence of a superficial absorbed water, stretching mode of an OH and C-H. The peaks at 3695 and 2978 corresponds to stretching vibration of aliphatic aromatic OH and C-H. The peaks at 2978, 2823, 2360, 1627 cm^{-1} corresponds to C-H stretch in the presence of alkanes, C-H stretch in the presence of aldehyde, -NH, -C=O stretching. The peaks at 671, 601, 470, 432 cm^{-1} corresponds to C-Cl stretching in the presence of alkyl halides. The peaks at 948, 1157, 1242, 1512 cm^{-1} corresponds to O-H bend in the presence of carboxylic acids, C-N stretching in the presence of aliphatic amines, -CH₂X in the presence of alkyl halides, -N-O asymmetric stretch in the presence of nitro compound. Almost all the peak observed for plant extract is also noticed in mild steel immersed in 1M HCl acid with plant extract as shown in the figure

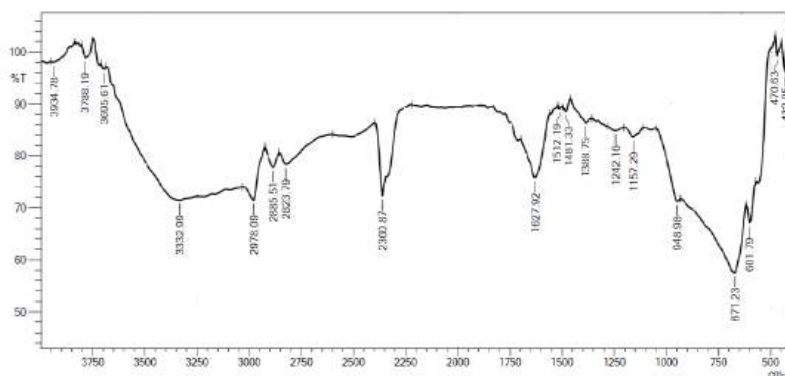


Figure 6 FT-IR Spectrum for leaf extract

3.6. SEM Analysis

Surface morphology of the mild steel surface was studied by scanning electron microscopy. Figure 7 shows that the SEM micrographs of mild steel surface after immersion in 1M HCl respectively. SEM photographs showed that the surface of metal has number of pits and cracks are visible in the surface may be belong to the plug type of corrosion. But in presence of inhibitor the dissolution process significantly reduced by the formation of thin film covered on the entire surface of the metal.

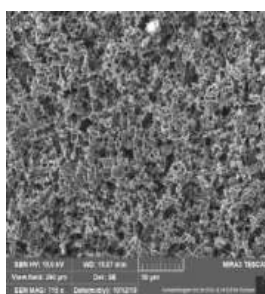


Figure 7 SEM in leaf

4. conclusion

The current investigation shows that the chosen plant is very effective in inhibiting corrosion of mild steel in 1M HCl. The major conclusions of this experiment are;

- All natural compounds act as inhibitors and the highest efficiency was observed at 1M HCl in the *Euphorbia hirta* leaves.
- The corrosion inhibition process follows Langmuir isotherm suggest that one molecule of the inhibitor occupying one active site.
- Inhibitors of the *Euphorbia hirta* leaves are easily available, non-toxic and eco-friendly as well as having good inhibition efficiency.
- The AC impedance spectra reveal that plant leaves form protective film on mild steel.
- The surface morphology of the corrosion inhibition is characterized by SEM analysis and suggested different morphological structures.
- From the tafel plot, potentiodynamic polarization nature of the corrosion inhibition is examined.

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SYNTHESIS AND CHARACTERIZATION OF CORROSIVE RESISTANT BEHAVIOUR OF GELATIN-IRON ZIRCONIA BIOCOMPOSITE

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Abstract:

Gelatin-iron zirconia nanoparticles were synthesized using co-precipitation method. The precipitation method was performed by adding ammonia solution to the aqueous solution of zirconium oxychloride, ferric chloride and gelatin by heating at 60°C. The surface morphology, size of the synthesized powders were structurally characterized by UV-Vis, FT-IR, EDAX, AFM, XRD and SEM. The UV-visible spectrum was noticed and the band gap is around 4.5 eV. The average particle size was calculated as 20nm with Body centered cubic crystals using scherrer's equation. The spherical shaped morphology were confirmed through the SEM analysis. From electrochemical impedance studies the prepared Gelatin-iron zirconia nanocomposites exhibit Corrosion resistance behavior.

Keywords: Gelatin, Zirconia, Co-precipitation, Corrosion resistance.

1.INTRODUCTION:

A biocomposite material formed by a matrix (resin) and a reinforcement natural fibers [1].The matrix phase is formed by polymers derived from renewable and nonrenewable resources. The matrix is important to protect the fibers from environmental degradation and mechanical damage, to hold the fibers together and to transfer the loads on it. In addition, biofibers are the principal components of biocomposites, which are derived from biological origins, for example fibers from crops (cotton,flax or hemp),recycled wood, waste paper, crop processing byproducts or regenerated cellulose fiber (viscose/rayon). The interest in biocomposites is rapidly growing in terms of industrial application (automobiles, railway coach, aerospace, military applications, construction, and packaging) and fundamental research, due to its great benefits (renewable, cheap, recyclable, and biodegradable). Biocomposites can be used alone, or as a complement to standard materials, such as carbon fiber. Biocomposites state that use of these materials improve health and safety in their production, are lighter in weight, have a visual appeal similar to that of wood, and are environmentally superior.[2-6]___Gelatin or gelatine is a translucent, colorless, flavorless

food ingredient, derived from collagen taken from animal body parts. Brittle when dry and gummy when moist, it is also called hydrolyzed collagen, collagen hydrolysate, gelatine hydrolysate, hydrolyzed gelatine, and collagen peptides. It is commonly used as a gelling agent in food, medications, drug and vitamin capsules, photographic films and papers, and cosmetics. Gelatin is in gelatin desserts, most gummy candy and marshmallows, and ice creams, dips, and yogurts. [7] Gelatin for cooking comes as powder, granules, and sheets. Instant types can be added to the food as they are; others must soak in water beforehand.

Zirconium is mainly used as a refractory and opacifier, although small amounts are used as an alloying agent for its strong resistance to corrosion. Zirconium has very low absorption cross-section of thermal neutrons, high hardness, ductility and corrosion resistance. Zirconium alloys are corrosion resistant and biocompatible, and therefore can be used for body implants. [8] This oxidized zirconium alloy material provides the beneficial surface properties of a ceramic, while retaining the beneficial bulk properties of the underlying metal, providing a good solution for these medical implant applications. Nanoscale iron particles are sub-micrometer particles of iron metal. They are highly reactive because of their large surface area. In the presence of oxygen and water, they rapidly oxidize to form free iron ions. They are widely used in medical laboratory applications and have also been studied for remediation of industrial sites contaminated with chlorinated organic compounds.

2. MATERIALS AND METHODS:

2.1 Synthesis of Gelatin-Iron zirconia nanocomposites:

Gelatin-Iron zirconia nanoparticles were prepared by conventional co-precipitation method. The chemicals of zirconium oxychloride and ferric chloride were dissolved in 50ml of distilled water. To this 1g of gelatin was dissolved in 50ml of water and added. To this solution few mL of NH_4OH was added slowly and heated at 60°C . After cooling the color of the solution changes to brown indicating the formation of Gelatin -Iron zirconia nanocomposites.

3. RESULTS AND DISCUSSION

3.1. ULTRAVIOLET VISIBLE SPECTROSCOPY:

The UV-Visible spectrum of synthesized gelatin-iron zirconia nanoparticles was studied in the fig3.1(a). An absorption band at **275 nm** is observed. The blue shift is attributed to the smaller size of nanoparticles. The fig3.1(b) indicates the synthesized particles are in small size the energy gap is **4.50852 eV**.

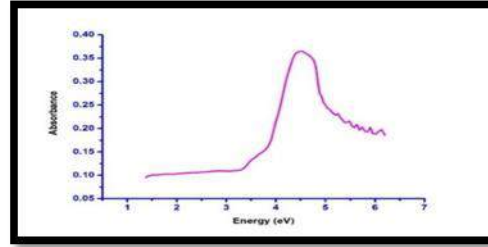
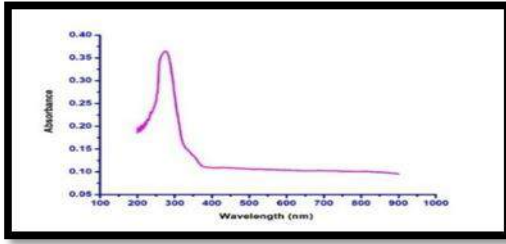


Fig:3.1(a)UV-Visible spectra Absorbance
vs Wavelength

Fig:3.1(b)UV-Visible spectra Absorbance
Vs Energy

UV visible spectra of Gelatin-iron zirconia nanocomposite

3.2. FT-IR Studies:

The FT-IR spectrum of Gelatin-Iron zirconia composite was shown in the fig3.2. In the spectrum was appeared the common band of protein from 1743 cm^{-1} to 1512 cm^{-1} corresponding to the stretching vibration of C=O bond, N-H bond and C-N bond. The presence of gelatin-Iron zirconia nanocomposites can be confirmed by strong absorption band of Zr-O stretching at 632 cm^{-1} and 594 cm^{-1} [9 &10]. The Fe-O stretching can be seen at 2360 cm^{-1} and 2322 cm^{-1} . The sharp band around 3741 cm^{-1} can be referred to the O-H stretching vibration.

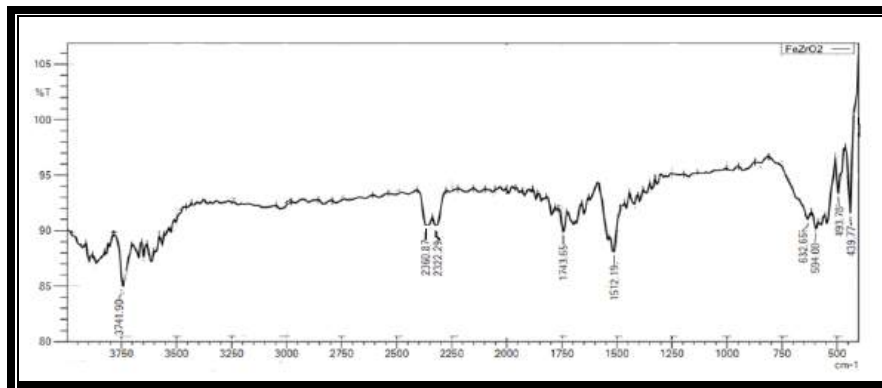


Fig.3.2 FT-IR Spectrum of Gelatin-iron zirconia composite

3.3.X-RAY DIFFRACTION (XRD):

. The structure of Gelatin-iron zirconia nanocomposites corresponds to body centered cubic structure which is confirmed by the crystalline lattice planes (210), (211), (222), (411). The average crystalline size of gelatin-iron zirconia nanocomposites was found to be **20nm**. The lattice value 'a' for the synthesized nanocomposites is **5.9740 Å**

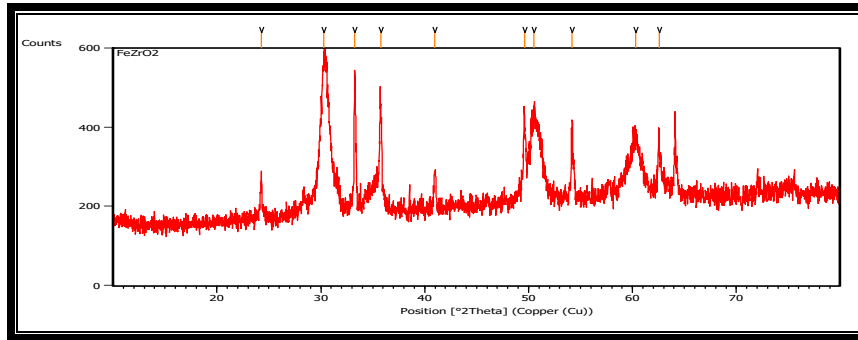


Fig3.3 XRD Spectrum of Gelatin-iron zirconia nanocomposites

3.4. SCANNING ELECTRON MICROSCOPE (SEM):

Fig3.4(a,b,c,d) shows the morphology and size distribution of the synthesized gelatin-Iron zirconia nanoparticles ranges from **50 μm to 1 μm** and they look like a rocks, nanoflakes, nano rods, spherical and hexagonal in shapes .

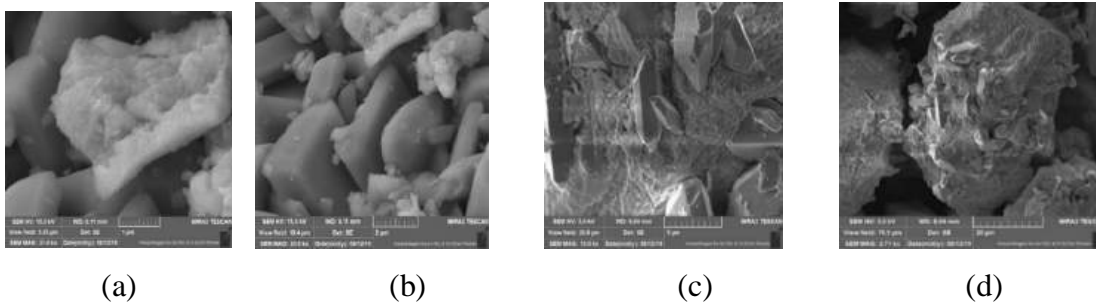


Fig:3.4. a,b,c,d SEM image of Gelatin-iron zirconia magnified at 1 μm ,2 μm ,5 μm , 20 μm

3.5.ENERGY DISPERSIVE X-RAY ANALYSIS (EDAX):

The elemental analysis of gelatin-iron zirconia nanocomposites was carried out using EDAX. The energy dispersive x-ray analysis was confirmed the elemental composition of the co-precipitation synthesized gelatin-iron zirconia nanoparticles. The **Figure 3.5** shows the **zirconia, iron and oxygen elements** present in synthesized gelatin-iron zirconia nanoparticles.

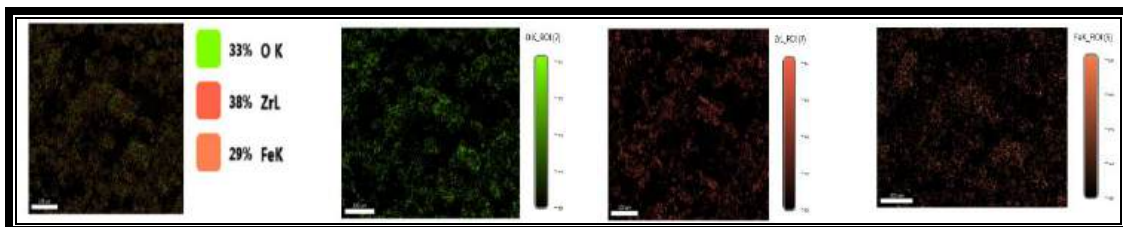


Fig: 3.5 Elemental analysis of Gelatin-iron zirconia nanocomposites

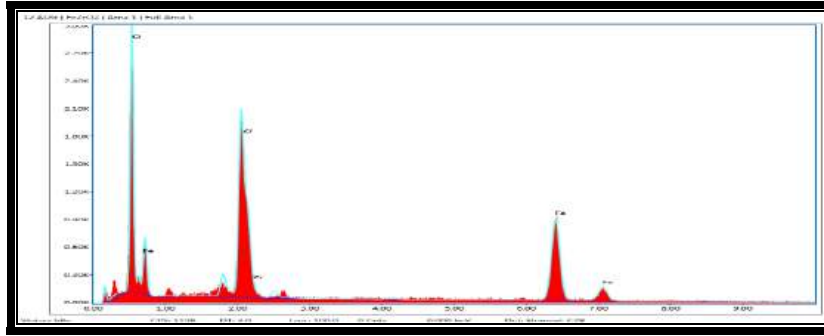


Fig:3.5.1 EDAX spectrum of Gelatin-iron zirconia nanocomposites

3.6. AFM analysis of gelatin-iron zirconia nanoparticles

Fig 3.6 shows the AFM spectral image of gelatin-iron zirconia nanoparticles. The scanning area of sample ($9.842\mu\text{m}^2$) between 0 m X $3.13\mu\text{m}$ and 0 m Y $3.13\mu\text{m}$. The size is in the range of 497nm to 328nm . 3D view shows that the nanocomposites are triangular in shape.

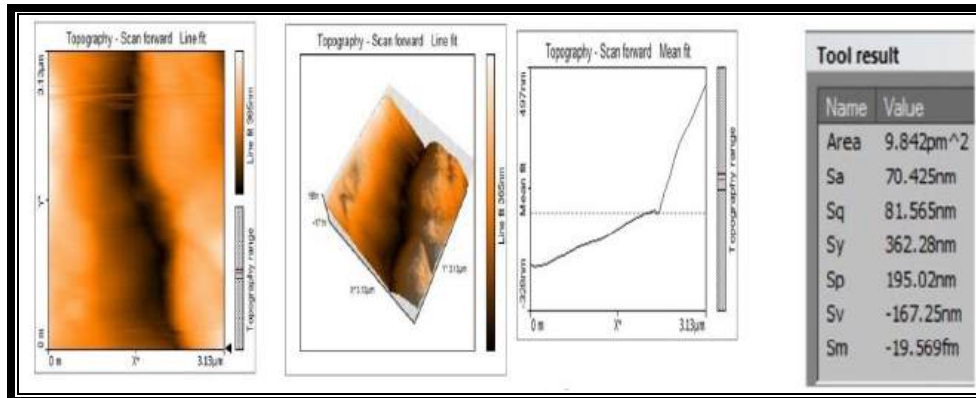


Fig : 3.6 AFM spectrum of gelatin-iron zirconium nanoparticle

3.7.1 Polarization measurements:

Polarization measurements for Gelatin -ironzirconia nanocomposites on Glassy carbon recorded in 1% HCl solution Gelatin Iron-zirconia nanocomposites nanocomposites coated on glassycarbon electrode surface in the selected corrosive medium. The corrosion-resistant characteristics of the coating 1% HCl corrosive media. In general, the shift in E_{corr} is more positive Gelatin Iron-zirconia nanocomposites coating as compared to the bare GC implying that the nanocomposites coating provide more effective protection to the mild steel corrosion in 1% HCl solution by cathodic corrosion reaction. Furthermore, the protection efficiency (P.E%) of the coating was calculated using the following formula,

$$\text{P.E.\%} = \frac{(I_{\text{corr}} - I'_{\text{corr}}) \times 100}{I_{\text{corr}}}$$

From the above formula can calculate the protection efficiencies of Gelatin Iron-zirconia nanocomposites as 40% in 1% HCl.

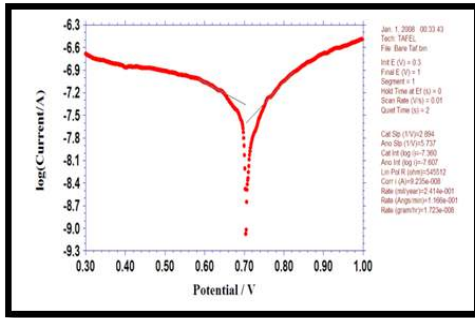


Fig: 3.7.1 Tafel plot for uncoated GC

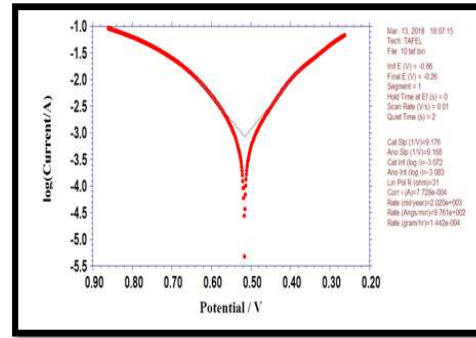


Fig: 3.7.2 Tafel plot for Gelatin-iron zirconia nanocomposites coated GC

Fig3.7.2 shows the corrosion current and corrosion rate is also less than bare for Gelatin-Iron zirconia nanocomposite coated GC Electrode. It makes the coating more corrosion resistant at lower concentration.

3.7.2. Electrochemical impedance study :

The impedance measurement technique has been applied to the study of pitting and other localized corrosion. Polarization resistance R_p can be used to determine the resistance of the metal under investigation against corrosion. From the impedance study, we get the polarization resistance value. From that the value we can calculate C_{dl} value using the formula ,

$$C_{dl} = 1/2 \pi f_{max} R_{ct}$$

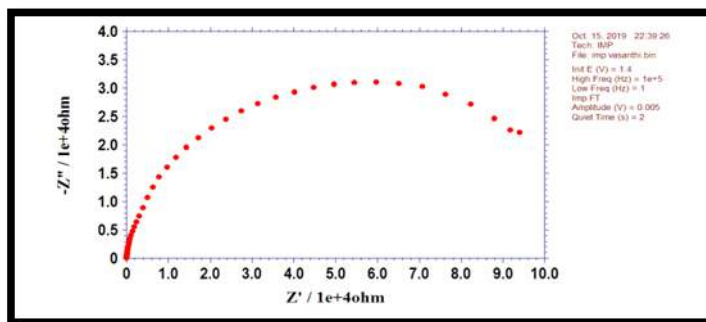


Fig.3.7.3. Electrochemical impedance spectra for Gelatin-Iron zirconia nanocomposite

The parallel combination of R_{ct} and C_{dl} gives rise to a semicircle (Fig:3.7.3) in the complex plane Z'' against Z' . The semicircle diameter equal to charge resistance (R_{ct}) value 11. This resistance exhibits the electron transfer kinetics of the redox probe at the electrode

interface. Gelatin-iron zirconia nanocomposite powder shows an improved specific capacitance of 471 F g^{-1} in pH 1 which is greater value at the current density of 1 A g^{-1} .

Conclusion:

Gelatin-iron zirconia nanoparticles was successfully synthesized by using co-precipitation method. The blue shift UV-Vis absorption peak at **275nm** confirmed the nanosize of the synthesized gelatin-iron zirconia nanoparticles. The FT-IR studies showed an absorption peak at **632,594 and 2360, 2322 cm^{-1}** which indicate the formation of gelatin-iron zirconia nanoparticles. The structural properties of gelatin-iron zirconia nanoparticle was studied by using XRD analysis average crystalline size of gelatin-iron zirconia nanoparticle is **20nm**. The surface morphology of the gelatin-iron zirconia nanoparticles was characterized by SEM analysis and suggested different morphological structure. It was a **spherical and hexagonal in shape**. The energy dispersive x-ray analysis was used to confirm the elemental composition of the synthesized gelatin-iron zirconia nanoparticles. Tafel curves shows that the protective action of the metal nanocomposites promotes a change of corrosion potential to more positive cathodically. From electrochemical impedance studies of prepared Gelatin-Iron zirconia nanocomposites exhibit good corrosion resistance behaviour.

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A STUDY ON CONSUMER ATTITUDE TOWARDS ORGANIC PRODUCTS

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ABSTRACT

Organic product has become a viable alternative for an increasing number of consumers, who are worried about the presence of chemicals residue and the negative consequences on the environment caused by intensive production methods. Organic products are obtained by processes friendly to the environment, by cultivation techniques that consider both the attributes of the final product and the production methods. The organic markets in India are largely spread across the food and beverages, health and wellness, beauty and personal care and textile industries. The highest growth is observed in the organic food segment, followed by textile, beauty and personal care. The present study, was undertaken to analyse the consumer attitude towards organic products and it assumes great significance in protecting the people and the environment.

Keywords: Organic products, health, wellness, eco-friendly

INTRODUCTION

An organic product is made from materials produced by organic agriculture. There are different types of organic products. However organic product is more known for food items like organic grocery, organic vegetables, organic certified food etc. Most appropriately organic products can be explained as any product that is made or cultivated organically as an organic. Most of the countries have very strict food safety and security guidelines to protect consumers from consuming harmful products. They have their own standards to define products as organic. According to USDA, in order for a product to be considered organic, organic standards must be met. Operations involving these organic products must be “protecting natural resources, conserving biodiversity, and using only approved substances.” To be marketed as "organic" products require certification and must comply with certain guidelines. In the United States the National List of Allowed and Prohibited Substances synthetic and non-synthetic substances that can be used in the process of producing organic products are specified. This list involves specific substances that can be used to produce organic material involving crops and livestock.

OBJECTIVES OF THE STUDY

- To find out the influencing factors in making the customer to buy organic products.

- To analyse the basis of reliability of a product as an organic product by the respondents

TABLE 1

REASON FOR SELECTION OF ORGANIC PRODUCT

Reason	No. Of Respondents	% Of Respondents
Price	8	13
Brand variety	18	30
Availability	5	8
Quality	29	49
Total	60	100

Source: Primary Data

The table 1 reveals that 49% of the respondents says that they select the organic products on quality basis, 30% of the respondents select the organic products on the basis of brand variety, 13% of the respondents select the organic products on price basis, while 8% of the respondents says that they select according to the availability of the organic products.

Thus majority of the respondents (49%) select the organic products on quality basis.

TABLE 2

RESPONSE REGARDING EFFECTIVENESS OF THE ORGANIC PPRODUCTS

Response	No. Of Respondents	% Of Respondents
Yes	52	87
No	8	13
Total	60	100

Source: Primary Data

Table 2 indicates that 87% have experienced the effectiveness of using organic products while 13% of the respondents did not feel the effectiveness.

Thus majority of the respondents (87%) say that the organic products have given them the desired benefits.

TABLE 3

REASON FOR PURCHASE OF ORGANIC PRODUCTS

Reasons	No .Of Respondents	%Of Respondents
Affordable	11	18
Medicinal	16	27
No side effects	19	32
Superior quality	14	23
Total	60	100

Source: Primary Data

Table 3 portrays that 32% of the respondents have purchased the organic products because it causes no side effects, 27% purchase for its medicinal value, 18% purchase for the

affordable price and 23% of respondents have purchased the organic products for the quality it offers.

Thus, majority of the respondents (32%) states that they have purchased

TABLE 4

OPINION ON PUBLIC AWARENESS

Response	No. Of Respondents	% Of Respondents
Yes, aware of organic products	50	83
No, not aware	10	17
Total	60	100

Source: Primary data

Table 4 it is observed that 83% of the respondents are of the opinion that the public are aware of the organic products while 17% of the respondents say that the public are not aware of the organic products available in the market.

Thus majority of the respondents (83%) are of the opinion that the public are aware of the organic products available in the market.

TABLE 5

OPINION ON PREFERRED SALES PROMOTION ACTIVITY

Sales promotion activity	No. Of Respondents	% Of Respondents
Free samples	13	25
Advertisement	25	49
Offers and discount	7	12
Others	6	14
Total	51	100

Source: Primary Data

Table 5 indicates that 49% of the respondents prefer sales promotion activity through advertisement, 25% prefer through free samples, 14% of the respondents prefer through offers and discount while 12% prefer other sales promotional activities.

Thus, majority of the respondents (49%) prefer sales promotional activities through advertisement

FINDINGS

- Majority of the respondents (87%) opined that the organic products have the desired benefits.
- Majority of the respondents purchase organic products because it has no side effects.
- Majority of the respondents (57%) state that organic products have become popular due to the enhanced health benefits.

- The study reveals that most of the respondents (83%) opined that the public are aware of organic products.
- Most of the respondents (85%) have stated that there is a need for a promotion of organic products.
- Major proportion of the respondents (49%) preferred advertisement as the best sales promotion activity.
- The study reveals that majority of the respondents are induced to “Buy One Get One offer”.
- Majority of the respondent select organic products for its quality.
- The study reveals that majority of the respondents are satisfied with the quality of the products.

CONCLUSION

The market for organic products must be at a proper location where the consumer can easily access them. Nowadays people prefer a shift from inorganic products to organic product due to health consciousness. Awareness can also be given about organic products for better creditability.

Government can take necessary steps to promote organic products in order to achieve a healthy lifestyle. By doing so, it is helpful for the sustainable development of the economy and we can achieve the goals of 2020.

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ROLE OF AGRIPRENEURSHIP IN THE RURAL AREAS OF THOOTHUKUDI DISTRICT

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ABSTRACT

Indian economy is basically agrarian economy. Agripreneurship have the potential to contribute to a range of social and economic development such as employment generation, income generation, poverty reduction and improvements in nutrition, health and overall food security in the national economy. A shift from agriculture to agribusiness is an essential path to revitalize Indian agriculture and to make more attractive and profitable venture. Due to the changing socio, economic, political, environmental and cultural dimensions over the world, farmers and nations option for survival and for sustainably ensuring success in changing their respective economic environments has become increasingly critical. It is also worth noting that the emergence of free market economies globally has resulted in the development of a new spirit of enterprise “Agripreneurship” and the increased individual need for running their own businesses. This paper mainly focused on the basic concepts of Agripreneurship in the rural areas of Thoothukudi district and the main purpose for promoting the agripreneurship development in those rural areas.

Keywords: Agripreneurship, poverty reduction, profitable ventures, agrarian economy and agribusiness.

INTRODUCTION:

Agri-business is an old concept but relatively a new term in business literature. In other words, agri-business comprises of organization and enterprises which in some way contribute for value and supply chain elements such as production, processing, marketing, packaging, transportation , whole sale and retail trade. An agripreneur may be defined as someone undertakes a variety of activities in agriculture and its allied sectors to be agripreneur. Agripreneurship forms the backbone of the Indian economy. Hence, India is also called as an ‘agriculture-dominated country’. Agri-business includes activities like dairying, sericulture, goat rearing, rabbit rearing, horticulture, fisheries, shrimp farming, vegetable cultivation, nursery farming and farm forestry.

The need for and significance of agricultural development in the country can be imbued with multiplicity of justifications as follows:

- Availability of land for agricultural purposes.
- Low requirement of funds for agricultural activities.
- Lack of employment opportunities in formal sector.
- Prevalence of large-scale unemployment.
- Both backward and forward inducements and linkages of agricultural development for industrial development.

STATEMENT OF THE PROBLEM:

Agripreneurship has identified as the key factor for the survival of industries in changing the global economy. Agripreneurship need knowledge, information about primary agricultural techniques and methods for production, harvesting, processing, wholesaling and retailing, financial services, transport, packaging, promotion and advisory services. This study has been made to identify the economic and social perspective which works as a barrier in the development of agripreneurship in the rural areas of Thoothukudi district.

OBJECTIVES:

- ✓ To identify the employment opportunities in Thoothukudi district through agripreneurship.
- ✓ To know about the techniques and equipment used by agripreneurship of Thoothukudi district.
- ✓ To find out the problems and expectations of agripreneurship in the rural areas of Thoothukudi district.

RESEARCH METHODOLOGY:

Sampling design	Convenient sampling method
Area of the study	Thoothukudi District
Period of the study	June 2019 to October 2019
Data used	Primary and Secondary data
Test for analysis	Simple Percentage Garret's Ranking

DATA ANALYSIS:

ENOUGH RETURN ON INVESTED CAPITAL

Enough return on invested capital	No. of Respondents	% of Respondents
Yes	34	56
No	26	44
Total	60	100

Source: Primary Data

Most of the respondents (56%) are satisfied with their return on capital invested.

REDUCING THE UNEMPLOYMENT PROBLEM IN RURAL AREAS OF THOOTHUKUDI DISTRICT

Particulars	No. of Respondents	% of Respondents
Yes	50	84
No	10	19
Total	60	100

Source: Primary Data

Majority of the respondents (84%) are satisfied with their return on capital invested.

FINDINGS:

- Most of the respondents (64%) are not getting any incentives under the Government schemes.
- Most of the agripreneurs as per the study are getting enough return for the capital invested.
- Most of the respondents(56%) are non-technical agripreneurs.
- Majority of the respondents (84%) are agreeing that agripreneurship is reducing the unemployment problem in rural areas.

SUGGESTIONS:

- There is an urgent need for promoting entrepreneurial culture among the people in rural areas and to create a vibrant environment for the rural development.
- Providing area specific technical training programs to develop the required technical competency among the potential entrepreneurs.
- Promoting the establishment of forum and platform where organization is concerned with entrepreneurial development in agriculture.
- Establishing developmental fund to support in terms of providing financial and marketing support.
- Entrepreneurial education and training to potential rural youth improves the infrastructural set up in rural areas.
- Identification of important and specific areas of agripreneurship development across the stages of value chain of the agricultural process and designing appropriate strategies for the promotion.

CONCLUSION:

One of the major problem faced in developing agripreneurship is lack of awareness and knowledge about the importance of developing agripreneurship. Added to this, disinterest shown by rural people towards assuming the career as agripreneur for one reason or other.

Rural people generally want to take-up salaried employment because of some assured income, lesser hours of work, lesser degree of responsibility, etc., this is supported by the society's higher degree of status accorded to the salaried people than to self-employed ones or agripreneurs further, the rural people are generally not aware about the entrepreneurial opportunities available and also support organisations and other information required to take the first step in their entrepreneurial career. With industrial attaining a plateau, the opportunities of value addition in farm produce has the potential to not only address the issues of employment but also carry forward the development agenda of the country in a more sustainable manner by balancing the growth requirement with the inherent strengths of the country.

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IMPACT OF DEMONETIZATION IN THOOTHUKUDI-

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ABSTRACT

Withdrawing units of money from circulation is Demonetization. It is defined as process by which currency units will not remain as a legal tender. The currency notes will not be taken as a valid currency. Demonetization is a step taken by the Government where currency units are ceased of its status as legal tender. It actually involves discontinuity of a particular currency from circulation and replacing it with new currency. The currency has been demonetized thrice in India- on 12th January 1946, 16th January 1978 and last on 8th November 2016. This paper is an attempt to find out the impact of Demonetization both positive and negative. This study is of descriptive nature and all relevant information have been taken from primary and secondary data. Books have also been referred for theoretical information on the topic as required.

Keywords: Legal tender, demonetized, circulation and valid currency.

INTRODUCTION

Demonetization means withdrawing the legal tender rights of any denomination of currency. It is the process of ceasing a unit of money of its status as legal tender. Demonetization coupled with Digital India and Jan DhanYojana, is aimed at strengthening transparency in money transactions by curbing black money, corruption and financial crimes. It may involve the introduction of new notes or coins of the same denomination or completely new denomination.

The currency has been demonetized thrice in India. The first demonetization was on 12th January 1946 (Saturday), second on 16th January 1978 (Monday) and the third was on 8th November 2016 (Tuesday). The Government believe that this currency ban is required for the four main reasons :

- ◆ To control inflation.
- ◆ To fight against corruption.
- ◆ To remove counterfeit currency.
- ◆ To discourage physical cash transactions.

On 8th November 2016, the Government of India announced the demonetization of all 500 and 1000 banknotes of the Mahatma Gandhi series. The Government claimed that

the action would curtail the shadow economy and crack down on the use of illicit and counterfeit cash to fund illegal activity and terrorism. This scheme has a great impact on the businesses, common people and financial institutions along with multi-diverse industrial background of India.

NEED FOR DEMONETIZATION:

The total currency in circulation as on March 31, 2016 was Rs.16,415 billion of which notes of Rs.1000 denomination account for 38.6% (Rs.6,326 billion) and Rs.500 account for 47.8% (Rs.7,854 billion). The importance of Rs.500 had been increasing over the years, from 4.1% on March 31, 1990 to 47.8% on March 31, 2016. Similarly, the share of Rs.1000 note had increased from 1.7% in 2001 to 38.6% in 2016. The total amount of Rs.500 and Rs.1000 notes amounted to Rs.14,180 billion as compared with India's GDP of Rs.1,35,761 billion in 2015 – 2016 or about 11.5% of GDP increasing nearly threefold from 2.8% in 2001.

REVIEW OF LITERATURE:

- ◆Kapila (2017) investigated impact of Demonetization in terms of rationales, the aftermath, the short and the long term economic impact, and the social and political fallout.
- ◆Jain (2017) suggested that the move had definitely brought a war on cash and pushing the objective of digitalization and cashless economy will reap long term benefits.
- ◆Dhingra (2017) argued that Demonetization is a powerful instrument of state policy that works like a divine 'Brahmasutra' and has to be used with utmost care and caution.
- ◆Vaidyanathan (2017) provided a vivid perspective on estimation of Black money and historical analysis of unaccounted money in India.
- ◆Maiti (2017) argued that Demonetization could help usher use of technology in transactions.

STATEMENT OF PROBLEM:

In the current scenario, Demonetization has revolutionized every sphere of the people's life. Demonetization did help the Indian Government to get the account for all the unaccounted cash as the people were forced to deposit the demonetized currencies in the bank, the impact of the same has been unprecedented on the businesses. However, it has also been noted that demonetization has led to the cash crunch in the industry that affected the ability of the companies to purchase raw materials and continue their production lines.

OBJECTIVES:

- To study the purpose for Demonetization.
- To analyze the positives and negative effects of Demonetization.
- To analyze the challenges faced in demonetization.
- To know whether Demonetization has helped to reduce corruption.

ANALYSIS AND INTERPRETATION:

MAIN IDEA BEHIND DEMONETIZATION

Particulars	No of respondents	% of respondents
Reduce Black Money	37	53
Encourage Digital India	8	11
Clean Corruption	7	10
Others	18	26
Total	70	100

REDUCES CORRUPTION

Particulars	No of respondents	% of respondents
Strongly agree	2	3
Agree	19	27
Neutral	30	43
Disagree	12	17
Strongly disagree	7	10
Total	70	100

RANKING OF VARIOUS CHALLENGES FACED DUE TO DEMONETIZATION

Particulars	SA (5)	A (4)	N (3)	D (2)	SD (1)	Total
1.Shortage of money	32	29	8	-	1	70
2.Less withdrawal of money	17	35	15	1	2	70
3.Disrupted routine work	14	26	22	7	1	70
4.Waited in long queues	33	23	11	2	1	70
5.Unable to meet daily needs	24	23	17	3	3	70

Particulars	SA	A	N	D	SD	Total	%	Rank
1.Shortage of money	160	116	24	-	1	301	21.55	I
2.Less withdrawal	85	140	45	2	2	274	19.61	III
3.Disrupted routine work	70	104	66	14	1	255	18.25	V
4.Waited in long queues	165	92	33	4	1	295	21.12	II
5.Unable to meet daily needs	120	92	51	6	3	272	19.47	IV
Total						1397		

GREAT IMPACT ON TAX EVADING PERSONS

Particulars	No of respondents	% of respondents
Yes	57	81
No	13	19
Total	70	100

RESEARCH METHODOLOGY:

Sampling design	Convenient sampling method
Area of the study	Thoothukudi
Period of the study	July 2019 to October 2019
Data used	Primary and Secondary data
Test for analysis	Simple Percentage Likert scale

FINDINGS:

- This study reveals that half of the respondents (53%) agree that the main reason behind demonetization is to reduce black money.
- It is found that 43% of the respondents have neither agreed nor disagreed that it has helped to reduce corruption.
- From the study, it is clear that the major challenges faced due to demonetization was the shortage of money.
- It is found that majority of the respondents (81%) agree that demonetization has caused a great impact on the tax evading persons.

SUGGESTIONS:

- ▶ With effective planning and precise implementation of the schemes in future it is certain that the dream of developed India with equal rights and opportunities to everyone will come true within a few years.
- ▶ To curb regular accumulation of more unaccounted money, Government could institute a mechanism of incentivizing tax compliance and demonstrative deterrents for those caught while generating black money.
- ▶ Rural social infrastructure such as Youth clubs, Panchayat Raj institutions should be energized for the propagation of digital rural economy.
- ▶ As per the study, many improvements can be taken by the government at suitable intervals to discourage hoarding of black money in the form of cash.

CONCLUSION:

India is the fastest growing economy of the world with a small current account deficit, insufficient fiscal space, low inflation and rising foreign exchange reserves. In fact, India with nearly 60 per cent of population below 35 years will be unchallenged for next half a century. Hence, despite short-term pain, the country is unified in this rare opportunity, to cleanse the economy from corruption, while on its way to becoming a superpower. The prime focus on corruption which started from demonetization eventually moved to a closely related issue of digitizing India and achieving a cashless or less cash economy which will have an electronic trace of transactions.

Demonetization, the PM's initiative has led to emergence of an army of citizens against corruption. Now the need is to meticulously plan and intensify the battle of corruption and take it to victory, once for all. India is standing at an important cusp of history because it has a choice to make a dividend or a disaster of its young demographic population of 79 crore below the age of 34 years. An honest ecosystem will be helpful to increase growth and employment in the country. Besides those ups and down, the entire efforts of the government and those hidden brains of our democracy has led to a massive change in our country.

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A STUDY ON CUSTOMERS' ATTITUDE TOWARDS ADVERTISEMENTS IN THOOTHUKUDI CITY.

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Abstract:

Every advertiser and every advertising agency want to find better ways to measure advertising effectiveness. Though there are misleading advertisements, business organisations never bothers in investing in advertisements. This is a detailed study about customer's attitude towards advertisements it in today's world. The study revolves around the awareness and impact of advertisements.

Keywords: Advertising, Misleading Ads, Customer's Attitude, Awareness.

Introduction:

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. Commercial ad often seek to generate increased consumption of their product or services through *branding*, which associates a product name or image with certain qualities in the minds of consumers. Advertisement may also help to reassure employees or shareholders that a company is viable or successful.

Statement of the Problem:

There are some problems which one may experience atleast once while at the time of purchase. There are so many advertisements for the one single product by different companies with their own brands. There are also numerous misleading advertisements. So, detailed study is undertaken to know the effectiveness of advertising on the purchasing power of consumers.

Objectives of the study:

1. To analyze the attitude and social economic life of respondents.
2. To analyze factors influencing people towards advertising.
3. To evaluate the challenges faced by the general public due to advertising.
4. To know the pros and cons of advertising.

5. A study on the social networks promoting advertising.

Methodology:

The present study is based on primary and secondary data. Primary Data were collected by distributing questionnaires among the respondents. The secondary data were collected from magazines, journals, articles, newspapers and websites.

Construction of tools:

Percentage method was used to analyse the data.

Analysis of data:

LEVEL OF ADVERTISEMENTS DESCRIBING PRODUCTS

DESCRIBEPRODUCTS	NO. OF RESPONDENTS	PERCENTAGE
Very well	13	19
Well	43	61
Average	9	13
Bad	5	7
Total	70	100

ADVERTISEMENTS INFLUENCE ON BUYING BEHAVIOUR

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Yes	24	34
No	7	10
Maybe	39	56
Total	70	100

PRODUCTS PURCHASED BASED ON ADVERTISEMENTS

Products	No of respondents	% of respondents
Electronics	23	33
FMCG	34	49
Garments	2	3
Automobiles	6	9
Farm products	2	3
Pharma	0	0
Others (luxurious products)	3	3
Total	70	100

OPINION ABOUT ADVERTISEMENTS

Opinion	No of respondents	% of respondents
Sell the product	44	63
Inform the customer	6	9
Increase the value of the product	16	23
Re-inforcement	4	5
TOTAL	70	100

MEDIA INFLUENCING ADVERTISEMENTS

Social networks	No of respondents	% of respondents
Facebook	36	51
YouTube	9	13
Google+	11	16
Instagram	2	20
TOTAL	70	100

ACCURATE INFORMATION PROVIDED BY ADVERTISEMENTS

RESPONSE	NO.OF RESPONDENTS	PERCENTAGE
Yes	30	43
No	19	27
To an extent	21	30
Total	70	100

PRESENCE OF MISLEADING ADVERTISEMENTS

Particulars	No of respondents	% of respondents
Yes	36	52
No	2	2
No idea	32	46
TOTAL	70	100

DISCUSSIONS:

- Majority of the respondents (61%) conveys that advertisements describes the product well.
- In regard to the purchasing power (56%) of the respondents either purchase products or avoid purchasing products based on advertisements.
- 49% of the respondents purchased fast moving consumer goods based on advertisements.
- 63% of the respondents opined that the main purpose behind the advertisements is to sell the product.

- 51% of the respondents expressed that media influencing advertisements is facebook.
- It is found that 61% of the respondents are satisfied after purchasing products based on advertisements.
- 52% of the respondents agreed that there are misleading advertisements emerging in today's world.
- 33% of the respondents expressed that advertisements increase the turnover of the firms.

SUGGESTIONS:

- Visual effects can be adopted by the Advertising Agencies to attract kids and teenagers.
- Information given on advertisements can be more accurate.
- Emergence of misleading advertisements, results in promoting more of fraudulent products.
- More care should be taken by the advertising agency while promoting a product. They should be careful enough, as not to advertise anything that disturbs the minds of the teenagers.
- The pricing policy and terms and conditions should be clearly mentioned for better improvement.

CONCLUSION:

Advertising is essentially a part of the service industry that involves communication of information and ideas to and on behalf of others by using various mediums like newspapers, magazines, posters, website and commercials on TVs. The advertising industry plays an important economic part in the overall development of the economy. The function of the economic system is to supply products and services for the use and enjoyment of the consumer. A substantial portion of our economic system is devoted to the fulfillment of wants and desires, which go well beyond the basic necessities of life. Advertising is an integral part of this activity and one of the most visible elements of the mass distribution system.

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IMPACT OF PLASTIC BAN POLICY BY THE GOVERNMENT OF INDIA FOR SMALL TRADERS

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ABSTRACT

India has witnessed substantial growth both in production and consumption of plastics. In absence of appropriate waste collection and segregation processes, the management of the waste especially for discarded plastics used for packaging, has become a challenging task. This article provides an overview of the available alternatives for resource recovery for plastic waste, with consideration of integrated waste management, to evaluate the best possible option available under Indian scenario.

KEY WORDS:

Plastic ban, plastics, pollution, ozone depletion, sociological, green environment, alternatives, resources, animals, consumption, litter waste.

INTRODUCTION:

Plastic bags or pouches are the types of containers made of thin, flexible, plastic films, non woven fabrics, or plastic textiles. Plastic bags are used for containing or transporting goods such as food, produce, powders, ice, magazines, chemicals and waste. It is a common form of packaging. Most plastic bags are heat sealed at the seems, while some are bonded with adhesives or are stitched. Most of the countries are introducing legislations to phase-out lightweight plastic bags, because plastic never fully breaks down, causing everlasting pollution of plastics and environmental impacts. Every year, about 1-5 trillion plastic bags are used and discarded around the world.

Several designs options and features are available. Some bags have gussets(a piece of material sewn into a garment to strengthen or enlarge a part of it) to allow a higher volume of contents, special stand-up pouches have the ability to stand up on a shelf or a refrigerator, and some have easy- opening or closing options. Thin, comfortable plastic bags, especially dry-cleaning bags, have the potential to cause suffocation. Because of this, about 25 children in the United States suffocate each year due to plastic bags, almost nine- tenths of whom are under the age of one. This had led to voluntary warning labels on some bags posing a hazard to small children.

NEED FOR PLASTIC BAN:

Today, people use plastic bags mainly because of their easy availability and conveniences. On the other hand, looking from different perspectives, plastic bags are an increasing problem on the world in 2019s environment. They are certainly affordable but in a sense, disposing them is remarkably difficult. People around us are not fully aware of the hazards and pollutions that are being caused by these plastics if they are not properly being disposed of. People do not seem to be concern for their own health and even the environment in today's world. On getting rid of them, they either throw it away or just burn it. It is an easy access of disposal. As for recycling aspects, it is not mainly available and people aren't informed of its existence and advantages. There are many harmfulness caused by the usage of plastics as well as when they aren't disposed off properly. This study has been made to analyse the impacts of plastic pollution and the harmfulness.

SCOPE OF THE STUDY:

The present study is to educate the general public about the impact of plastic usage. The role of plastic bags have come occupy in daily life. Although plastic bags were originally unpopular when they were introduced, shopping without a plastic bag today is almost inconceivable. There is an agreement within the field that cultural norms present a major obstacle to banning plastic bags. The study would enable the people to get more knowledge about the ill-effects of plastic usage.

OBJECTIVES OF THE STUDY:

- ❖ To study the socio-economic status of the respondents.
- ❖ To analyze the challenges faced by the society because of plastic usage and the reasons behind "Ban Plastics".
- ❖ To determine the harmfulness of plastics to the society and to study the impact of the policy towards the public and traders.
- ❖ To offer suggestions for better implementation.

ANALYSIS AND INTERPRETATION:**FAVOUR OR OPPOSE PLASTIC BAN**

Plastic ban	No of respondents	% of respondents
Favor	60	86
Oppose	10	14
Total	70	100

FORMS OF PLASTIC USED

Particulars	No of respondents	% of respondents
Bags	30	43
Cups	7	10
Bottles	31	44
Others	2	3
TOTAL	70	100

MAIN IDEA BEHIND BAN OF PLASTICS

Particulars	No of respondents	% of respondents
To avoid pollution	12	17
Improve green environment	31	44
Save Earth from ozone depletion	21	30
Encourage people to be more sociological	6	9
TOTAL	70	100

OPINION ON BAN OF PLASTICS AS A POLICY

Particulars	No of respondents	% of respondents
Highly satisfied	21	30
Satisfied	8	12
Dissatisfied	15	21
Highly dissatisfied	26	37
TOTAL	70	100

RANKING OF PLACES WHERE PLASTICS ARE MOSTLY USED

Particulars	1	2	3	4	5	Total
1.Supermarkets	19	10	20	6	15	70
2.Convenience stores	9	15	15	22	9	70
3.Departmental stores	12	18	16	19	5	70
4.Garbage disposal	17	13	14	12	14	70
5.Hotels and restaurants	10	4	8	10	28	70

Particulars	1	2	3	4	5	Total	%	Rank
1.Supermarkets	95	40	60	12	15	222	22.13	II
2.Convenience stores	45	60	45	44	9	203	20.23	IV
3.Departmental stores	60	72	48	38	5	223	22.23	I
4.Garbage disposal	85	52	42	24	14	217	21.63	III
5.Hotels and restaurants	50	16	24	20	28	138	13.76	V

RANKING OF SECTORS WHICH WERE MOSTLY AFFECTED DUE TO PLASTIC BAN

SECTORS	1	2	3	4	5	Total
1.Retailers	13	14	6	17	20	70
2.Milk stores	11	17	8	14	20	70
3.Hospitals	20	15	10	13	12	70
4.Restaurants/ Hotels	16	12	14	20	8	70
5.Soft drinks and beverages	13	7	15	25	10	70

RANK	100(Rij-0.5)/Nj	% Position	Garett value
I	$100(1-0.5)/5$	10	75
II	$100(2-0.5)/5$	30	60
III	$100(3-0.5)/5$	50	50
IV	$100(4-0.5)/5$	70	40
V	$100(5-0.5)/5$	90	24

SECTORS	1	2	3	4	5	Total	%	Rank
1.Retailers	975	840	300	680	480	3275	18.58	V
2.Milk stores	825	1020	400	560	480	3285	19.03	IV
3.Hospitals	1500	900	500	520	288	3708	21.48	I
4.Restaurants/Hotels	1200	720	700	800	192	3612	20.92	II
5.Soft drinks & beverages	975	420	750	1000	240	3385	19.61	III

FINDINGS:

- ❖ The main idea behind the ban of plastics, 44% of the respondents have stated that it is to improve the green environment, 30% have stated that it is to save the Earth from ozone depletion, 17% says that it is to avoid pollution and the remaining 9% says that it is to encourage people to be more sociological.
- ❖ Most of the respondents (86%) are convenient to the ban of plastics and 14% are inconvenient to it.
- ❖ 58% stated that the government's move towards the ban of plastic is at its best.
- ❖ Relevance to the various places where plastics are widely used, Departmental stores is ranked as First, followed by Supermarkets, Garbage disposal, Convenience stores and Restaurants as last.
- ❖ The study reveals that plastic usage pollutes the world i.e., environment, water and air almost in the same ratio.
- ❖ The various sectors affected due to plastic ban, Hospitals is ranked as First, followed by Restaurants/ Hotels, Soft drinks and Beverages, Milk stores and finally the Retailers.

SUGGESTIONS:

- ❖ Plastic-wares at homes can be reduced and steel or ceramic items can be used, and also employing people can pack their lunch in reusable containers and bags instead of using plastic containers.
- ❖ People can stop using single- use plastics like straws to prevent more pollution and can use alternates such as Boxes, glass, wooden items, card boards and fabrics.
- ❖ The Government should take strict disciplinary measures like, cancellation of license, levying heavy amount of fines, etc., to the parties violating the rule.
- ❖ Various campaigns regarding the ill-effects about the plastic usage are to be held frequently among the society and the general public, themselves should take precautionary measures to save our environment, water bodies, ozone layer, etc.,

CONCLUSION:

Plastic bags not only affect the society but also the environment and animals. The society is affected by plastic bags because they are not disposed off properly and the people are unaware of the consequences caused by plastic pollution. The amount of plastic bags used is very important because once they are thrown away they will be piled up and create pollution which is harmful to the environment. Something important to know is that 50% of the plastic used, are used only once and is thrown away- this should be taken into consideration because this contributes to the majority of the pollution that is being created. The environmental effects of plastic bags are pollution, litter, loss of resources and Pacific Trash Vortex. In addition there is a fact that plastics are used in massive quantities.

The Government of India should also take strict disciplinary measures to completely abolish the plastic usage. The general public should also extend their co-operation towards the policies implemented.

To make things better we can use this alternate method for plastic bags so as to reduce pollution and to walk towards a better earth.

LETS GIFT OUR FUTURE, “A PLASTIC FREE HOME TO LIVE IN”.

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**AN EMINENCE RESEARCH ON QUALITY OF WORK LIFE IN TUTICORIN
COAL TERMINAL PVT.LTD.**

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ABSTRACT

A high quality of work life (QWL) is essential for an organization to continue to attract and retain employees. QWL is a comprehensive program designated to improve employee satisfaction. Quality of work life improvements are defined as any activity which takes place at every level of an organization, which seeks greater organizational effectiveness through which the stakeholders in the organization management, unions and employees learn how to work better to determine for themselves what actions, changes and improvements are desirable and workable, in order to achieve the twin and simultaneous goals of an improved quality of life at work for all members of the organization and greater effectiveness for both the company and the employees. The study uses the competing values, factors and framework as a tool to investigate the relationships within the organization. The findings indicate that the cultural values and factors are positively related to organizational commitment, job involvement, empowerment and job satisfaction.

KEYWORDS:

Quality of Work Life (QWL), job satisfaction, work life factors, training programmes, job enlargement, feed back.

INTRODUCTION:

The Royal Commission on Labour 1931 said that the concept of labour welfare must necessarily be elastic bearing a somewhat different interpretations in one country from another according to different social customs, the degree of industrialization and educational development of the workers. The world is moving with very high speed and managing an organization has become more complex than ever before. There is a competition going on between human resources in order to be ahead of its competitors in a particular industry. At this backdrop, Quality of work life (QWL) has emerged as one of the most important aspect of job that ensures long term association of the employees with the organization.

Job satisfaction describes how content an individual is with his or her job. It is a relatively recent term since in previous centuries the jobs available to a particular person were often pre-determined by the occupation of that person's parent. There are a variety of factors

that can influence a person's level of job satisfaction. Some of these factors include the level of pay and benefits, the perceived fairness of the promotion system within a company, the quality of the working conditions, leadership and social relationships, the job itself (the variety of tasks involved, the interest and challenge the job generates and the clarity of the job description or requirements).

The happier people are within their job, the more satisfied they are said to be. Work-Life is not the same as motivation, although it is clearly linked. Job design aims to enhance job satisfaction and performance methods include job rotation, job enlargement and job enrichment. Other influences on satisfaction include the management style and culture, employee involvement, empowerment and autonomous workgroups. Work-Life is a very important attribute which is frequently measured by organization. The most common way of measurement is the use of rating scales where employees report their reactions to their jobs. There are questions related to scale of pay, work responsibilities, variety of tasks, promotional opportunities, the work itself and co-workers.

WORKLIFE FACTOR:

1. Work-life factors : Satisfaction with job, pay, contract and job security.
2. Payment factors : Satisfaction with approach to pay, allowances and welfare provisions.
3. Promotion : Satisfaction with a traditional sense of climbing the hierarchical corporate ladder of success
4. Relationship factors : Satisfaction with relationship with colleagues, relationship supervisors and work environment.
5. **Fair compensation** : **Satisfaction to employees when compensated** for their worth, to choose recognition and to be praised from a higher-up over cash.
6. Motivational factor : Satisfaction on conducting interactive sessions.
7. Time factors : Satisfaction towards hours and commuting time.

OBJECTIVES OF THE STUDY:

The objectives of this study are,

- To determine the level of consequences of the job satisfaction in Tuticorin Coal Terminal Private Limited.
- To know about the promotional opportunities and satisfactory terms of the employees in Tuticorin Coal Terminal Private Limited.

- To know about the employment information and training facilities given to employees in Tuticorin Coal Terminal Private Limited.
- To study about the services rendered to the employees and the problems faced by the employees in Tuticorin Coal Terminal Private Limited.
- To offer valuable suggestions and recommendations relating to quality work life in Tuticorin Coal Terminal Private Limited.

RESEARCH METHODOLOGY:

Analysis of data is a process of inspecting, transforming and modelling data with the goal of discovering useful information, providing suggestions, arriving conclusions and supporting decision making. Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different business, science and social science domains. Analysis is a must for any researcher to derive a conclusion. Analysis of data plays a predominant role in detecting the result of a brief study about, “Coal terminal”

The design advised adopted for this study is descriptive. Descriptive research is the description of the state of affairs as it exists at present. It is a survey based method with sample size of 70. The organization consists of around 1250 employees.

CHALLENGES AND OPPORTUNITIES INITIATED BY COAL TERMINAL

The challenges made in the organization are working hours, job security, working of extra hours, supervision, refreshment facilities, re-creation facilities, leave procedures, skill and experience, working environment, one man army, working hours shift and bonus.

CHALLENGES AND OPPORTUNITIES INITIATED BY COAL TERMINAL

S.No	Challenges and opportunities	Yes	No
1.	Working hours	91%	9%
2.	Job security	96%	4%
3.	Working of extra hours	23%	77%
4.	Supervision	36%	64%
5.	Refreshment facilities	100%	0%
6.	Re-creation facilities	97%	3%
7.	Leave procedures	96%	4%
8.	Skill and experience	73%	27%
9.	Working environment	93%	7%
10.	One man army	100%	0%
11.	Working hours shift	90%	10%
12.	Bonus	96%	4%

From the above table1.1 it is found that, out of 70 respondents, majority of the respondents inherit the following challenges and opportunities as working hours (91%), job

security(96%), refreshment facilities (100%), re-creation facilities (97%), leave procedures (96%), skill and experience (73%), working environment (93%), one man army (100%), working hours shift (90%) and bonus(96%).

RELATIONSHIP WITH THE STAFF AND MANAGEMENT:

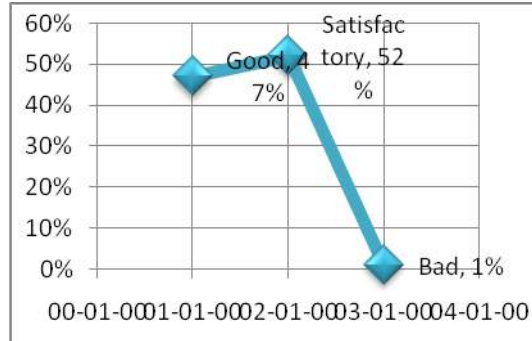


Fig1: Relationship with the staff and management

From the above line chart, it is found that 52% of respondents have good relationship with the management, 47% of respondents are satisfied and 1% of the respondents have a bad relationship with the management and staff.

EMPLOYEES ENCOURAGEMENT TO THE MANAGEMENT:

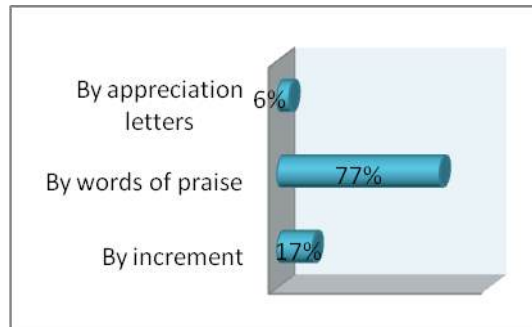


Fig2: Employees encouragement to the management

From the above bar diagram, 17% of the respondents are encouraged by increment in their salary, 77% of respondents are encouraged by words of praise and 6% of respondents are encouraged by letters of appreciation.

FINDINGS AND SUGGESTIONS

- It is clear that majority of the respondents (74%) are between the age of 20-40 years.
- It is inferred that 46% of respondents have an experience between 2-6 years in their organization.
- It is found that majority of the respondents (80%) earn an income below Rs30,000.
- It is found that more than half of the respondents (59%) have a service period of 1-5 years.

- It is found that more than half of the respondents (52%) have good relationship with the management.
- It is found that majority of the respondents (74%) convey their comments and suggestions through labour union.
- It is found that majority of the respondents (77%) are encouraged by words of praise.
- It is found that majority of the respondents (79%) have suggested that compensation is given when appropriate in case of injury.

SUGGESTIONS:

- Training Programme must be conducted at frequent intervals to help the workers updated with new technologies and improve their performance.
- The appreciation of performance and personal recognition of employees by the superiors prove to be a very powerful tool in building morale and motivation. So, there is a need to plan an effective recognition program.
- Get Feedback on a regular basis from the subordinates and from the superiors.
- Clarify Goals and Responsibilities which clears the confusion of what one's role is actually with.
- Meetings can be held to see where resources are required and any new ideas can be shared and how things are going around their organization.
- Provide more training programmes which will help the employees improve in their role and perform more confidently.
- The organization can improve infrastructure facilities. Organization has to contribute to its positive efforts to make their employee satisfaction.
- Every employee in the organization should have a personal development plan for the coming years.

CONCLUSION:

In today's world, employees are considered as the most important assets of the organization. An assured good quality of work life not only attracts young and new talent but also retain the existing experienced talent. Employee satisfaction is considered to be a key indicator of productivity. In order to have a greater and effective quality of work life the private companies must fulfill and need to go extra mile in order that the employees can be retained with least effort and can provide the best results to the company. The success of any organization depends on the efficiency of labour on increasing the efficiency of an organization to promote the quality of work life of the employees.

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A STUDY ON GOOGLE APPS USAGE IN TODAY'S ERA

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Abstract

Google is a company known for its innovation. In today's world, customers are expecting innovation and improvement all the time. Google has built management model and has made Continuous innovation of the apps like Google Docs, Google Sheets, and Google Slides. email Gmail/Inbox, scheduling and time management Google Calendar, cloud storage Google Drive, instant messaging and video chat, Duo, Hangouts, language translation Google Translate, mapping and navigation Google Maps, Google Earth, Street View, video sharing YouTube, note-taking Google Keep, and photo organizing and editing Google Photos. To systematize the world's information and make it universally accessible is the main aim of Google. This paper will showcase some of the best innovation done by Google and inspires them to be innovative round the clock.

Keywords: Innovation and improvement of Google apps.

INTRODUCTION

Google is an American multinational technology company that specializes in Internet-related services and products, which include advertising technologies, search engine, cloud computing, software, and hardware. It is considered as one of the Big Four technology companies, amongst Amazon Apple and face book. Google was founded in 1998 by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University in California. Together they own about 14 percent of its shares and control 56 percent of the stockholder voting power through super voting stock. They incorporated Google as a privately held company on September 4, 1998. An initial public offering (IPO) took place on August 19, 2004, and Google moved to its headquarters in Mountain View, California, nicknamed the Google Plex. In August 2015, Google announced plans to reorganize its various interests as a conglomerate called Alphabet Inc. Google is Alphabet's leading subsidiary and will continue to be the umbrella company for Alphabet's Internet interests. Sundar Pichai was appointed CEO of Google, replacing Larry Page who became the CEO of Alphabet.

SCOPE OF THE STUDY:

This study aims to know the usage of Google apps among the users. A keen study was done over the various websites, especially Google in Thoothukudi, to know its role in promotional strategies and the factors that induce the customers to use the projects. It also analyses the effectiveness and impact of marketing any projects or the services through Google among the target market through social networking websites.

OBJECTIVES:

- To determine the socio economic stability of customers using Google and to identify the impact of demographic shift towards Google.
- To analyses the reasons behind the customer preference towards Google.
- To know the various utility services, well like features and development of Google.
- To know the latest development in Google Apps.
- To offer suggestion about the various threats and their protection in Google.

METHODOLOGY: The present study is based on convenient sampling method. The primary data were collected by using questionnaire and observed method. All the information and data were properly classified and arranged in a tabular form.

DATA ANALYSIS AND INTERPRETATION

GOOGLE IS A MUST IN TODAY’S WORLD

Response	No. of Respondent	% Of Respondent
Yes	60	100
No	Nil	Nil
Total	60	100

STUDENTS OPINION ON GOOGLE APPS

Reasons	No. of Respondents	% of Respondents
Communicate Socially	8	13
Engage In Work For Classes	32	53
Be Informed	5	9
Be Entertained	15	25
Total	60	100

GOOGLE CREATE ANY CULTURAL IMPACTS

Response	No. of Respondent	% of Respondent
Yes	44	73
No	16	27
Total	60	100

KNOWLEDGE ABOUT G –SUITE

Response	No. Of Respondents	% Of Respondents
Yes	54	90
No	6	10
Total	60	100

IMPORTANCE OF GOOGLE FOR MARKETING

Response	No.of Respondents	% of Respondents
Yes	59	98
No	1	2
Total	60	100

RANKING THE REASONS FOR USING GOOGLE APPS

Features	1	2	3	4	5
Quick Transaction	4	22	16	8	10
High Quality Information	16	20	13	6	5
Fashion Awareness	16	5	8	23	8
Prestige Value	4	3	7	18	28
Up to date Information	20	10	16	5	9

Features	1	2	3	4	5	Total	Average	Rank
Quick Transaction	20	88	48	16	10	182	20.22	III
High Quality Information	80	80	39	12	5	216	24	I
Fashion Awareness	80	20	24	46	8	178	19.78	IV
Prestige Value	20	12	21	36	28	117	13	V
Up to date Information	100	40	48	10	9	207	23	II
Total						900	100	

FINDINGS:

The following are the finding in regard to various responses from the respondents regarding the study on Google in today's era.

- From the study, it is found that Google is must in today's world.
- Most of them feel that Google does not create any cultural impact.

- It is understood that main purpose of using Google is because of its speed, photo retrieval and transfer, marketing products, keeping contact with friends, relatives/family.
- Majority of the respondents are using G- suite.
- The study reveals that most of the respondents are downloaded apps for free only.
- From the study, it is found that many of the respondents are satisfied with Google sites

SUGGESTIONS:

Following are the suggestions based on the research work.

- The Google strategy should sufficiently be flexible to allow it to adopt to new development and to determine what work and what does not work.
- While browsing, if one accidentally close browser, chrome will close all the tabs opened without any warning that can be improved and chrome uses up a lot of memory (RAM) when running it. It has no longer the fastest browser on several benchmarks, do not track privacy features is buried and discouraged.
- Formalities & forms to be filled can be minimized, by recording the personal details of the customers. So that when a customer gives his name (or) mail id for downloads his personal information will appear by default.
- Limited functionality compared to other website builders (eg) apps only limited to Google apps only. Apps outside Google sites may be inapplicable and it is not good websites for business-not enough customization.
- Gmail has attracted millions of users worldwide with its speedy and secure email service that's accessible from any computer with an internet connection. However, it's by no means perfect, and there are reasons why you might prefer other email services. If you're thinking of leaving Gmail, you can export your messages using another client and the POP or IMAP protocols.

CONCLUSION:

Google is a great search engine for information in today's lifestyle. Today Google is not less than an encyclopedia that offer information, knowledge on everything under the sky and everyone is familiar to the popular phrase "Google it". Google has always been there as your guide. People can learn more from Google and it can link people who are at different areas. It shows whole world at small screen and it is futuristic technology. Google has immediate plans to commercialize the system. Advertisement is highly targeted. That helps to reach the customers in the right time with the right message



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A STUDY ON SOCIO-ECONOMIC STATUS OF SANITATION WORKERS IN THOOTHUKUDI DISTRICT

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ABSTRACT

Sanitation workers perform a valuable service to their communities collecting garbage and removing it to proper disposal areas such as dumps or landfills. Sanitary workers are often considered to be of low birth, dirty in appearance and illiterate, by urban residents. Sanitation workers do not have a sense of belonging to the society. They are ill-treated and discriminated by birth and moreover, they struggle for social justice. The present study, we analysed the socio-economic conditions of sanitation workers in Thoothukudi district. This study is based on both primary and secondary data sources. Therefore, the research leading to the study of socio-economic empowerment of sanitary workers assumes great significance.

Keywords: sanitation, income and expenditure

INTRODUCTION

Environmental health cannot be ignored in social sustainable development. Sanitation workers who are the "beautician of the city" have already contributed a lot to the construction of a harmonious society. Sanitation workers have played an important role in improving the urban and semi-urban ecological environment and the urban modern civilisation, meeting the needs of people's desires for physical, spiritual, political, ecological civilisation and implementing the social sustainable development. The atmospheres of living are a matter of view of controlling of large part of the preventable ill health. A sanitation worker has a dirty job, but it's one that most communities can't live without. Sanitation workers perform a valuable service to their communities collecting garbage and removing it to proper disposal areas such as dumps or landfills. They go by many names: garbage man, trash man. A sanitation worker must be physically fit, so he can quickly climb in and out of large trucks and lift heavy trash containers. The job is physically demanding. Sanitation workers routinely lift heavy objects and work in all weather conditions. There is also a significant injury risk associated with the job. During natural and manmade disasters, sanitation workers participate in emergency response and clean up. Sanitation Workers are required to work rotating shifts, rotating days off, nights, Saturdays, Sundays, holidays and mandatory overtime.

STATEMENT OF THE PROBLEM

A rapid increase in urban population results in the problem of straining or breaking- down of sanitation facilities and other infrastructure in cities and towns. Many sanitation workers’ houses are situated in a vulnerable location like river margins, water logged areas, road margin, etc. The sanitation population is forced to live in unhygienic conditions where the adequate basic facilities are lacking. It is a well-known fact that the sanitary workers’ huts lack proper basic amenities such as living space, drainage, toilet and other facilities. Though the government knows the fate of the sanitation workers, it is not very serious about the status of the sanitation workers. For all the manual work now machines are being used. But in the case of sanitation work the government is yet to introduce mechanization especially for cleaning the underground sewage. In most of the towns and cities the sanitation workers are forced to do clear the problems in the sewage risking the life of the sanitation workers. This study aims at studying the socio-economic conditions of the sanitation workers, the problems faced by the sanitation workers in Tuticorin Corporation

OBJECTIVES OF THE STUDY

- To study the socio-demographic and economic characteristics of sanitation workers.
- To analyse the income and expenditure and savings pattern of sanitation workers.

ANALYSIS AND INERPRETATION OF DATA

VARIABLES	PARAMETERS	FREQUENCY	%
	Rs 3000-5000	1	2
	Rs 5001-7000	12	19
MONTHLY INCOME	Rs7001-9000	24	40
	Rs 9001-11000	10	17
	More than Rs 11000	13	22
	Below Rs50	3	8
	Rs 51-100	6	15
AMOUNT SAVED	Rs 101-150	7	17
	Rs 151-200	10	25
	Rs 200-250	14	35

SOURCE OF MANAGING FINANCIAL DIFFICULTY

Source of managing finance	No. of. Respondents	% of respondents
Using the savings	8	11
Borrow from neighbours	19	33
Borrow from moneylenders	7	12
Loans from banks	9	15
Mortgaging of jewels	13	22
Mortgaging of house property	1	2
Loans fromSHG	3	5
Total	60	100

AVERAGE MONTHLY EXPENDITURE

Average monthly expenditure	No.of.respondents	% of respondents
Below Rs 3000	3	5
Rs 3001-4000	6	10
Rs 4001-5000	14	23
More than Rs 5000	37	62
Total	60	100

OPINION OF PUBLIC TOWARDS SANITATION WORKERS

Opinion	No.of.respondents	% of respondents
Hatred	13	22
Avoidance	15	25
Sympathy	29	48
Others	3	5
Total	60	100

FINDINGS

- Majority of respondents i.e.40% earn a monthly income between Rs.7001-Rs.9000.
- The study states that 35% of respondents save upto Rs.200-Rs.250.
- The study states that 33% of respondents borrow from neighbours in case of their urgent financial needs.
- Majority of the respondents i.e.62% incur an average monthly expenditure of more than Rs.5000.
- It is found that 48% of sanitation workers have public sympathy.
- Majority of respondents i.e.33% prefer saving through savings bank account.
- Majority of respondents I.e.37% live in rental house.
- Majority of respondents i.e. 37% are temporary workers.

- The study reveals that 92% of respondents are satisfied with their job.
- The study reveals that for nearly 48% of the respondents the nature of work is collecting waste from door to door.

SUGGESTIONS

- The sanitation workers feel that the salary offered for their work is not adequate to maintain the family. The government should consider the nature of work done by the sanitation workers and provide dignified salary which should be adequate to run their family.
- The government should take extra care for providing education to the children of sanitation workers.
- The government should provide loan with low rate of interest for meeting the family expenses which could be deducted from their salary because the private loan carries a high rate of interest.

CONCLUSION

The study revealed that sanitation workers undergo several problems both physically and mentally. The problems in their work place can be solved when all their requirements are provided to them. Uplifting the underprivileged in terms of education, rights, power and employment improves the growth of the country. Providing safety measures for sanitation workers, conducting regular medical camps, prevention of manual scavenging, creating awareness about government schemes will definitely improve their quality of life.

It is concluded that majority of the sanitary workers belonging to Scheduled tribes and most of the sanitation workers are illiterates. Moreover the salary offered by the government is not sufficient to meet their basic needs. So the government should provide proper welfare facilities such as health insurance, travel allowance, uniform, concessional food in the canteen and rest room should be established. Training programmes should be conducted at frequent intervals with respect to the precautionary measures to be taken to work safely and to prevent infectious diseases.

The study revealed the present status of the sanitation workers. So taking into account the present situations the government should take remedial measures to enhance the socio economic conditions of the sanitation workers.



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ANALYSIS ON THE IMPACT OF GST ON CONSUMER GOODS FROM THE CONSUMER POINT OF VIEW

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ABSTRACT

The Goods and Services Tax (GST), implemented on July 1, 2017, is regarded as a major reform in taxation till date implemented in India since independence in 1947. GST is one of the most critical tax reforms in India which has been long awaiting decision. It is a comprehensive tax system that will subsume all indirect taxes of State and central Governments and whole economy into seamless nation in national market. It is expected to remove the burden of existing indirect tax system and play an important role in growth of India. GST includes all Indirect Taxes which will help in growth of economy and proves to be more beneficial than the existing taxsystem.

Keywords: GST, Indirect tax , Central & State Government , Central excise duty , Sales tax

INTRODUCTION:

Introduction of GST is an important restructuring in indirect taxation in India. It is an indirect tax, throughout India, to replace several other taxes levied by the central and state Governments. It will consolidate all state economies under one roof. The basic idea is to create a single, cooperative and undivided Indian market to make the country stronger and powerful. GST is the most ambitious and remarkable indirect tax reform in India's post-Independence history. Its objective is to levy a single national uniform tax across India on all goods and services. GST has replaced a number of Central and State taxes, made India more of a national integrated market and brought more producers into the tax net. By improving efficiency, it can add substantially to growth as well as government finances. GST taxes only the final consumer. Hence the cascading of taxes (tax-on-tax) is avoided and production costs are cut down. As already noted, prior to the introduction of GST, the indirect tax system of India suffered from various limitations. There was a burden of tax-on-tax in the pre-GST system of Central excise duty and the sales tax system of the States. GST is an indirect tax for the whole of India to make it one unified common market. GST is designed to give India a world class tax system and improve taxcollections.

STATEMENT OF THE PROBLEM:

The fundamental idea behind the concept of GST is to eliminate various forms of indirect taxes that are levied and collected at different points of consumptions and to overcome the shortcomings of the existing indirect tax system. GST system subsumes various taxes and avoids the problem of multiple of double taxation and other indirect taxes having cascading effect. Under GST system the consumer pay higher prices for the most of the goods and services at single shot. GST will not only make the tax system simpler but also help in increasing compliance, boost tax revenues .This can also single tax which will be levied on the product or service which issold.

1.1 OBJECTIVES OF THE STUDY:

- To study the concept of goods and services tax inIndia.
- To study the impact of GST on consumergoods.
- To minimise tax slab rates on increase taxbase.
- To analyse the consumer perception towards the rate ofGST.
- To know the problems faced by the consumers on GST in consumablegoods.
- To identify the satisfaction of consumers towards theGST.

1.2 REVIEW OFLITERATURE:

Kumar (2014):

It's concluded that after implementation of GST in India many indirect tax system will be finished and there will be only one tax i.e. GST which is expected to encourage unbiased taxstructure.

Agog Mawuli (May 2014):

It found that GST is not good for low-income countries and does not provide broad based growth to poor countries. If still these countries want to implement GST then the rate of GST should be less than 10% forgrowth.

Anushuya and Narwal (2014):

It's concluded that both GST & CGE are very popular all over the world but GST is a powerful concept in the field of indirect taxes.

Sehrawat and Dhanda (2015): It concluded that due to dis silent environment of India economy, it is demand of time to implement GST.

Manoj Kumar Agarwal (2017): It’s found that people feel that GST has increased the legal compliances and it will increase the tax collection of the government. He further found that GST has increased the tax burden of businessmen and suggested that efforts should be made on the part of the government to ensure people have a proper understanding of the goods and servicestax.

1.3 RESEARCHMETHODOLOGY

Sampling design	Convenient Sampling method
Area of the study	Thoothukudi
Period of the study	July 2019 to October 2019
Data used	Primary and Secondary data
Test for analysis	Chi square test

CHI-SQUARE TEST GENDER AND CHANGES IN THE STANDARD OF LIVING:

Chi-square test is applied to find whether there is a significant relationship between gender and **changes in the standard of living.**

Σ

O = Observed frequency E = Expected frequency

Expected frequency = Row Total x Column Total

Grand Total

NULL HYPOTHESIS (Ho)

- ❖ There is no significant relationship between the two variables.

ALTERNATIVE HYPOTHESIS (H1)

- ❖ There is significant relationship between the two variables.

CHANGES IN THE STANDARD OF LIVING GENDER	YES	NO	TOTAL
	MALE	23	26
FEMALE	8	13	21
TOTAL	31	39	70

Sources: Primary Data

ROWS AND COLUMNS	OBSERVED FREQUENCY (O)	EXPECTED FREQUENCY (E)	(O - E)		
R1C1	23	21.7	1.3	1.69	0.078
R2C1	8	9.3	-1.3	1.69	0.182
R1C2	26	27.3	-1.3	1.69	0.062
R2C2	13	11.7	1.3	1.69	0.144
					0.3022

Degrees of freedom:

$$\begin{aligned}
 &= (r - 1) (c - 1) \\
 &= (2 - 1) (2 - 1) \\
 &= 1
 \end{aligned}$$

The table value for 1 degrees of freedom at 5% level of significance is = 3.841. It is found that calculated is more than table value. Thus, the result is dependent. Hence its is conclude that there is no significant relationship between the gender and standard of living.

Therefore, Null hypothesis (Ho) accepted.

FINDINGS:

- i. This study reveals that below half of the respondents (36%) oppose that GST increases the cost of living.
- ii. This study clearly shows that majority of the respondents (76%) are aware of GST through media.
- iii. From the study, it is clear that the most of the respondents (71%) agree with the changes towards standard of living due to GST.
- iv. It is found that majority of the respondents (87%) agree that the rate of

GST is too high.

- v. This study reveals that more than half of the respondents (56%) do not agree with the acceptance towards GST fairtax.
- vi. From the study, half of the respondents (50%) felt that the purpose of introduction of GST is to reduce excessivebureaucracy.
- vii. It is found that majority of the respondents (89%) strongly agree that GST is a real burden.

SUGGESTIONS:

- i. Awareness must be created aboutGST.
- ii. The common man should be made to understandGST.
- iii. There should be more clarity regarding the rules in relation toGST.
- iv. Filling GST returns must be madeeasier.
- v. The rates on goods can be rationalised andreduced.
- vi. The laws & regulations in relation to GST must beconsistent.
- vii. The public suggested that there should be a smooth, transition provision which is easilyunderstandable.

CONCULSION

The concept of GST was introduced and proposed in India a few year back but implementation has been done by the government under the leadership of Prime minister Shri Narendra Modi on July 1st 2017. One of the biggest taxation reform GST will bind the entire nation under a single taxation system rate. It improves tax collections and boost up Indian's economic development and break all tax barriers between central and state government.

The proposed GST regime is a half-hearted attempt to rationalize indirect tax structure. More than 150 countries have implemented GST. Necessary goods, entertainment sector, service tax on hotels and restaurants is costlier for a middleman. It's like the government thinks that when one can afford to eat outside, he/she can afford to pay a little extra for that. But that little extra can be paid by higher middle class or rich people the lower middle class cannot afford this increase in rates. So , it will be good if a consumer make the analysis of the applicable rates and then make purchase or consume the services according to the income pattern.

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A STUDY ON STREET VENDORS IN CHAAT FOOD IN THOOTHUKUDI

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ABSTRACT

Foods and beverages which are prepared and sold by the sellers on places like streets, festival areas and consumed by the consumers on the run are known as street food. These foods are alternatives to homemade food and are more affordable when compared with the food supplied at the restaurants. The areas where the street food are mostly criticised and seen as a threat for health are that the places where they are produced and sold are open to dirt and contamination and that hygiene, attitude, and applications adopted by the sellers during the preparation and storage of the food are insufficient. This study aims to provide information on street food consumption with general specifications of street food.

Keywords: Street food, food safety, vendors, health.

INTRODUCTION:

Today, street vendors is an important source of employment for a large number of rural poor as it requires low skills and small financial inputs. Broadly, defined a street vendor is a person who offers goods or services for sale to the public without having a permanent built-up structure but with a temporary static structure or head-load. Street vendors could be stationary and occupy space in the pavements or other public/private areas, or could be mobile and move from place to place carrying their wares on push carts or in cycles or baskets on their heads, or could sell their wares in moving buses.

The total number of street vendors in the country is estimated at around 10 million. The street vendors market many goods, such as clothes and hosiery, household goods and food items, manufactured by home based workers, who have no other channels of marketing the products that they produce. They also ensure the availability of goods and services at cheaper rates to people.

Street vendors have poor social protection and their working conditions on the streets expose them to a variety safety and health issues.

The average earnings of street vendors are low-ranging between 1000 and 2000 rupees per day. They work under grueling conditions for long hours and are frequently harassed by the municipal authorities and the police.

Some vendors work from the same site in a daily basis some rotate among two or more sites by taking advantage of the clientele. Some move from one market to another on a rotation basis. There are also street vendors who work in weekly rotating markets.

Street vendors flourish in the areas that are popular congregations of the general public. They line up near railway stations, along busy shopping streets, housing complexes, in front of religious places major sports and entertainment centre markets, pathways, highways congested places were the street vendors sell their product. The earning of street vendor depends on their products they sell and it deviates from trade-to-trade, location to location, A few of the vendors income are quite high while others are low.

For some, it is a regular primary occupation while for others it is secondary occupation and a source additional income. Occasional vendors are also seen who take advantage of seasonal and festival demand.

Most street vendors work independently without employees some hire employees or have family members assisting their activities.

Street vendors may not report their place of work at all. They may feel uncomfortable reporting their true occupation to government surveys because of the risk involved in it such as , fear of fees or confiscation of merchandise when reported as a street vendors.

In general, in India, there are more men vendors than women vendors rough estimates suggest that women constitute 30% of the total population of vendors in India and they earn significantly lower income than their male counterparts.

STATEMENT OF THE PROBLEM:

Though the street vendors constitute an important segment of the trade and commercial activities in the informal sector of our economy, this unorganized sector of street vendors is facing with numerous problems in their day to day transactions. Their major problems relate to credit and infrastructure inadequacies, lack of proper space for displaying their goods, harassment by municipal and police officials, sudden eviction from their place of trade, non recognition by the government of their business, unhygienic environment for the vendors. These and other problems are faced by these small traders who contribute significantly towards the income generation and provide cost effective services to the poor and middle class people. Hence, the researcher felt the need for a scientific study of the problems of these street vendors in Thoothukudi.

OBJECTIVES:

1. To analyze the socio- background of the street vendors.
2. To study the current status of financial inclusion of street vendors.

3. To know about the challenges being faced by street vendors.
4. To find out how vendors make their choices on street vendors location.
5. To offer valuable suggestions and recommendation in increasing the status of street vendors in Thoothukudi.

LIMITATION OF THE STUDY :

The present study is subjected to following limitations:

- The research was conducted within limited duration. So a detailed and comprehensive study could not be made.
- The study is based on the information of the representative sample group selected from total vendors.
- Its confined to sample size 70 which may not have revealed the accurate results.

RESEARCH METHODOLOGY:

Analysis of data is a process of inspecting, transforming and modelling data with the goal of discovering useful information, providing suggestions, arriving conclusions and supporting decision making. Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different business, science and social science domains. Analysis is a must for any researcher to derive a conclusion. It is a survey based method with sample size of 70 respondents. Analysis of data plays a predominant role in detecting the result of a brief study about,

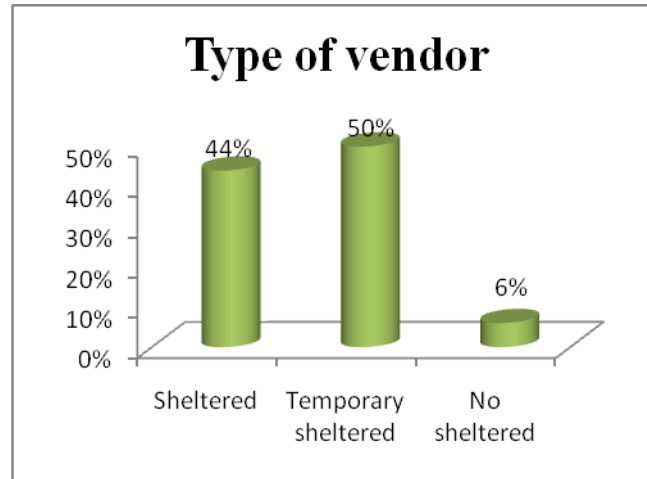
“A STUDY ON STREET VENDORS IN CHAAT FOOD IN THOOTHUKUDI”

ANALYSIS AND INTERPRETATION OF DATA:

TABLE 1

Type of vendor

Type of vendor	No of Respondents	Percentage of Respondents
Sheltered	31	44%
Temporary Sheltered	35	50%
No Sheltered	4	6%
Total	70	100



Source: Primary Data

Interpretation:

From the above diagram, it is revealed that 44% of the respondents are having sheltered type, 50% of the respondents are having temporary sheltered type, 6% of the respondents are having no shelter .

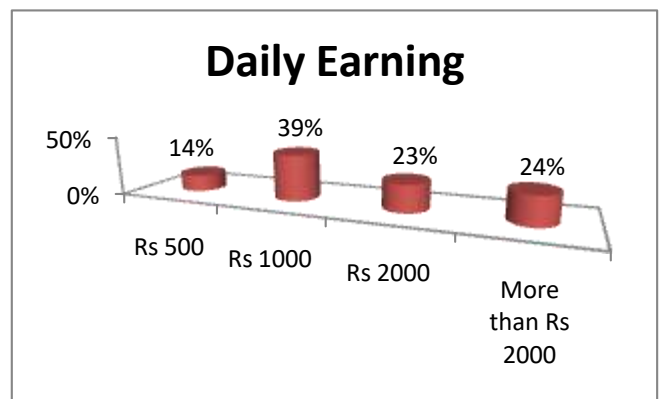
Inference:

Thus, 50% of the respondents are having temporary sheltered.

TABLE 2

DAILY EARNING

Daily Earning	No of respondents	Percentage of respondents
Rs 500	10	14%
Rs 1000	27	39%
Rs 2000	16	23%
More than Rs 2000	17	24%
Total	70	100%



Source: Primary Data

Interpretation:

From the above diagram, it is revealed that 14% of the respondents earn Rs 500 per day, 39% of the respondents earn Rs1000 , 23% of the respondents earn Rs2000, and 24% of the respondents earn above Rs 2000.

Inference:

Thus, 39% of the respondents earn daily Rs 1000 per day.

CHI-SQUARE TEST:

The χ^2 test is used to understand the accuracy of the variables used and to find out whether they are independent or dependent. It is applied to validate the results of the study.

χ^2 test also used to find out whether or not there is a significant relationship between the two variables

- Age
- Experience
- Daily working capital
- Daily Earning

NULL HYPOTHESIS(HO)

- There is no significant relationship between age and experience.
- There is no significant relationship between daily working capital and daily earning.

ALTERNATIVE HYPOTHESIS(H1)

- There is a significant relationship between age and experience.
- There is significant relationship between daily working capital and daily earning.

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

O = Observed Frequency

E = Expected Frequency

Expected Frequency = Row Total x

Column Total

—————
Grand Total

TABLE 3

Experience Age	1 Year	2-3Years	3-4 Years	Above 5Years	Total
20-30 Years	8	7	1	5	21
31-40 Years	4	12	3	5	24
41-50 Years	1	6	8	6	21
Above 5 Years	0	1	0	3	4
Total	13	26	12	19	70

Rows& Column	O	E	O-E	(O-E) ²	(O-E) ² /E
R ₁ C ₁	8	3.9	4.1	16.81	4.31
R ₂ C ₁	4	4.45	0.45	0.20	0.04
R ₃ C ₁	1	3.9	2.9	8.41	2.16
R ₄ C ₁	0	0.74	0.74	0.55	0.74
R ₁ C ₂	7	7.8	0.8	0.64	0.08
R ₂ C ₂	12	8.91	3.09	9.55	1.07
R ₃ C ₂	6	7.8	1.8	3.24	0.41
R ₄ C ₂	1	1.48	0.48	0.23	0.15
R ₁ C ₃	1	3.6	2.6	6.76	1.88
R ₂ C ₃	3	4.11	1.11	1.23	0.30
R ₃ C ₃	8	3.6	4.4	19.36	5.38
R ₄ C ₃	0	0.68	0.68	0.46	0.68
R ₁ C ₄	5	5.7	0.7	0.49	0.08
R ₂ C ₄	5	6.51	1.51	2.28	0.35
R ₃ C ₄	6	5.7	0.3	0.09	0.01
R ₄ C ₄	3	1.08	1.92	3.69	3.42
					21.07

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

= 21.07

Degree of freedom =(r-1)(c-1)

= (4-1)(4-1)

=(3)(3)

=9

INFERENCE:

The table value for 9 degree of freedom at 5% level of significant is 16.9. It is found that the calculated value 21.07 is more than the table value. Thus, the result is dependent. Hence, it is concluded that there is a significant relationship between age and experience. Therefore, null hypothesis (H₀) is rejected, alternative hypothesis (H₁) is accepted.

TABLE 4

Daily Earning Daily Working capital	Rs. 500	Rs. 1000	Rs. 2000	More than 2000	Total
Rs 500-1000	5	11	4	3	23
Rs 1001-2500	2	13	7	3	25
Rs 2501-3000	2	1	4	8	15
Above Rs 3000	1	2	0	4	7
Total	10	27	15	18	70

Rows & columns	O	E	O-E	(O-E)²	(O-E)²/E
R ₁ C ₁	5	3.28	1.72	2.96	0.90
R ₂ C ₁	2	3.57	1.57	2.46	0.69
R ₃ C ₁	2	2.14	0.14	0.02	0.009
R ₄ C ₁	1	1	0	0	0
R ₁ C ₂	11	8.87	2.13	4.54	0.51
R ₂ C ₂	13	9.64	3.36	11.29	1.17
R ₃ C ₂	1	5.78	4.78	22.85	3.95
R ₄ C ₂	2	2.7	0.7	0.49	0.18
R ₁ C ₃	4	4.93	0.93	0.86	0.17
R ₂ C ₃	7	5.36	1.64	2.69	0.50
R ₃ C ₃	4	3.21	0.79	0.62	0.19
R ₄ C ₃	0	1.5	1.5	2.25	1.5
R ₁ C ₄	3	5.91	2.91	8.47	1.43
R ₂ C ₄	3	6.43	3.43	11.76	1.83
R ₃ C ₄	8	3.86	4.14	17.14	4.44
R ₄ C ₄	4	1.8	2.2	4.84	2.69
		$\chi^2 = \sum \frac{(O-E)^2}{E}$			20.16

= 20.16

Degree of freedom = (r-1)(c-1)

= (4-1)(4-1)

= (3)(3)

= 9

INFERENCE:

The table value for 9 degree of freedom at 5% level of significant is 16.9. It is found that the calculated value 20.16 is more than the table value. Thus, the result is dependent. Hence, it is concluded that there is a significant relationship between daily working capital and daily earning. Therefore, null hypothesis (H₀) is rejected, Alternative hypothesis (H₁) is accepted.

FINDINGS & SUGGESTIONS:

These findings and suggestions are based on the study entitled “**A STUDY ON STREET VENDORS IN CHAAT FOOD IN THOOTHUKUDI**”

FINDINGS:

Findings are statement of factual information based upon the data analysis:

- The study reveals that most of the respondents (37%) are between 30-40 years.
- The study reveals that most of the respondents (50%) are having temporary sheltered type.
- The study reveals that most of the respondents (36%) spend for daily working capital Rs1001-Rs2500.
- The study reveals that most of the respondent(39%) earn Rs 1000 per day.

SUGGESTIONS:

The following suggestions and recommendations were made from the findings of the study,

- Efforts must be taken to improve the employment level of female members.
- Awareness programmes and campaigns with regard to street vendor rights, policies, social security schemes, institutional credit support and street vendor association/union should be organised.
- Entrepreneurial skills must be imparted to street vendors which would upgrade their skills and help them overcome the problems arising out of stiff competition.
- Street vendors should be issued ID cards and licenses for street vending. They should be educated on the importance of possessing ID cards.
- Vending zones with all needed facilities should be created. It would reduce their work related problems like lack of drinking water and reduction in quality of wares because of heat, rain and dust.

CONCLUSION

Individuals chose street vending as their employment activity out of interest and experience in the same line. They also entered the activity as it was easy to venture. Poverty was the main compulsive factor that pushed them into street vending. They purchase their wares on a weekly basis from wholesalers. They purchase independently by making spot cash payments. They work for more hours in a day, but experienced peak selling only in the morning and evening.

Majority of street vendors were not licensed. Their quality of wares get reduced because of heat, rain and dust. Since the street vendors did not have any proper places to stock their wares and they had to carry it home every day after their business hours it reduces their quality. They lack drinking water at their work place. They were highly in need of ID card to permit vending.

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A STUDY ON THE WELFARE MEASURES AND JOB SATISFACTION OF WOMEN EMPLOYEES AT SACRED HEART HOSPITAL IN THOOTHUKUDI.

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ABSTRACT

Employees play a key role in the existence and growth of any organisation. During the past few years, both public sector and private sector organizations have been contributing towards the employee's benefits and also increase their efficiency. Employee welfare facilities include housing facilities, free medical facilities, retirement benefits, children and adult educational benefits, welfare measures for the employee's families, loan facilities, etc. If the organizations do not bother about the employees benefit, but expect efficient and high performance from them, it is a mere waste. So there is utmost need for the employee's welfare in any type of organisation. Organizations have to provide welfare facilities to their employees to keep their motivation level high. This study was undertaken to know the satisfaction level of women employees relating to their job and welfare measures at Sacred Heart Hospital, Thoothukudi. The study also throws light on the impact of welfare measures on the employees' performance.

Keywords— Employee, Organisation, Welfare measure, Job satisfaction.

Introduction

Welfare includes anything that is done for the comfort and improvement of employees and is provided over and above the wages. Welfare helps in keeping the morale and motivation of the employees high to retain the employees for longer duration. Women welfare means the social, economic political, intellectual and actual emancipation of women. In Indian condition, Women's Welfare can be defined as "Improvement of the educational, social, economic, health, political and culture status of women leading to their emancipation and development". A hospital, in the modern sense of the sentence is an institution for healthcare, providing patient treatment by specialized staff and equipment and often but not always providing for longer-term patient stays. So our study is focused on the "Welfare measure of women employees" with special reference to "**SACRED HEART HOSPITAL**". The main aim of this study is to know the welfare facilities in general and women welfare in particular. Women workers contribute to the development of national economy. Women,

apart from their work, usually spend more than 10-12 hours per day for childcare, household chores as well as collection of fuel, fodder, water, etc.

Statement of the Problem

Nowadays, the satisfaction level of women employees on the welfare facilities they are receiving from the institution which include health care facilities are some of the crucial factors of the study. The role of working women has changed throughout the world due to economic conditions and social demands. This has resulted in a scenario in which working women have tremendous pressure to develop a career as robust as their male counterparts while sustaining active engagement in personal life. Today the women employees in hospital have to undergo a lot of pressure in their work life due to the tough competition in the market and revolution of changes in management approach. This study is undertaken to know the satisfaction level of women employees and the welfare measures offered by the institution and offer suitable suggestions for improvement.

Objectives of the study:

- To identify the level of Job satisfaction.
- To find out the welfare facilities in general and women welfare in the hospital.
- To analyse the policies implemented by the organisation to improve the welfare of women employees.

METHODOLOGY

The design adopted for this study is descriptive. Descriptive research is the description of the state of affairs as it exists at present. Descriptive research generally describes a particular individual or describes the state of affairs. It is a survey based method with sample size of 60 respondents.

TABLE 1

SATISFACTION REGARDING JOB, WORK ENVIRONMENT AND WORKING HOURS

Satisfaction regarding	Highly satisfied	Percentage %	Satisfied	Percentage %	Dissatisfied	Percentage %	Total
Job	5	8%	42	82%	13	10%	60
Work environment	7	12%	49	83%	4	5%	60
Working hours	1	2%	54	90%	5	8%	60

Source: Primary Data

Table 1 reveals the satisfaction of women employees regarding their job, work environment, and working hours.

Percentage analysis of the above data reveals that 8% of the respondents are highly satisfied with their job, 82% of the respondents are satisfied with their job while 2% of the respondents are dissatisfied with their present job.

As far as work environment is concerned, 12% of the respondents are highly satisfied, 83% are satisfied while only 5% are dissatisfied with their work environment.

An analysis of the working hours reveals that 2% of the respondents are highly satisfied, 90% are satisfied, while 8% are dissatisfied with their hours of work.

TABLE 2

SATISFACTION REGARDING SALARY, PROMOTION POLICIES AND INTERACTION WITH MANAGEMENT.

Satisfaction regarding	Highly satisfied	Percentage %	Satisfied	Percentage %	Dissatisfied	Percentage %	Total
Salary	5	8%	40	67%	15	25%	60
Promotion Policies in the Organisation	2	3%	39	65%	19	32%	60
Interaction with management	3	5%	52	87%	5	8%	60

Source: Primary Data

Table 2 reveals the satisfaction of women employees regarding their salary, promotion policies and interaction with management.

Percentage analysis of the above data reveals that 8% of the respondents are highly satisfied with their salary, 67% are satisfied with their salary while 25% of the respondents are dissatisfied with their present salary.

As far as promotion policy is concerned, 3% of the respondents are highly satisfied, 65% are satisfied while 32% are dissatisfied with the promotion policies prevalent in the hospital.

An analysis of the interaction with management reveals that 5% of the respondents are highly satisfied, 87% are satisfied, while 8% are dissatisfied regarding the interaction with management.

TABLE 3

LEVEL OF SATISFACTION REGARDING FACILITIES PROVIDED BY THE HOSPITAL

Facilities	HS	S	DS	Total	Mean score	Rank
Medical	15 (45)	43 (86)	2 (2)	133	2.21	I
Canteen	4 (12)	48 (96)	8 (8)	116	1.93	III
Housing	10 (30)	30 (60)	20 (20)	110	1.83	IV
Rest room	8 (24)	34 (68)	18 (18)	110	1.83	IV
Lunch room	7 (21)	43 (86)	10 (10)	117	1.95	II
Transport	4 (12)	31 (62)	25 (25)	99	1.65	VI

Source: Primary Data

HS = 3, S = 2, DS = 1, [HS = Highly satisfied, S = Satisfied, DS = Dissatisfied.]

Table 3 reveals the level of satisfaction regarding facilities provided by the hospital using Likert’s scaling technique. It is found that medical facilities has the highest mean score (2.21) followed by lunch room facility, canteen facility , housing and rest room facility and transport facility.

TABLE: 4

RANKING OF REASONS FOR PROVIDING WELFARE MEASURES TO EMPLOYEES

Table 4 (a)

Items	Reason	Rank				TOTAL
		1	2	3	4	
F1	To improve the efficiency of the employees.	17	25	11	7	60
F2	To build up the image of the organisation.	26	4	17	13	60
F3	To achieve tangible and temporary benefits.	10	14	16	20	60
F4	To retain skilled employees	7	17	16	20	60

Table 4 (b)

ITEMS	TOTAL SCORE	MEAN SCORE	RANK
F1	3303	55	I
F2	3178	53	II
F3	2732	46	III
F4	2684	45	IV

Table 4 (a) and (b) reveals the ranking of reasons for providing welfare measures to employees using Garrett ranking technique. It is found that welfare measure taken up 'to improve the efficiency of employees' ranked first, followed by the reason 'to build up the image of the organization' second rank, 'to achieve tangible and temporary benefits' third rank while 'to retain skilled employees' gets the last rank with a mean score of 45.

FINDINGS OF THE STUDY:

- It is found that 82% of the respondents are satisfied with their job.
- It is found that 70% of the respondents are facing financial problems in their daily life.
- Almost one-half of the respondents tackle their financial problems by obtaining loan from banks.
- Majority (73%) of the respondents are enjoying the benefit of medical allowance.
- It is found that welfare measure taken up 'to improve the efficiency of employees,' followed by the reason 'to build up the image of the organization' is ranked second, 'to achieve tangible and temporary benefits' gets the third place while 'to retain skilled employees'.

SUGGESTIONS

- Women development programmes should be conducted more effectively and participation of women employees must be ensured.
- The hospital can improve the grievance handling system so that they can increase employee's satisfaction.
- Organisation can try and increase the level of workers participation in decision making.
- Steps could be taken up to make senior management friendlier with subordinates.

CONCLUSION

The study on welfare measures and job satisfaction of women employees helps the management to know the satisfaction level of the employees and about the welfare measure provided by the hospital. From this study we can infer that the majority of the women employees are satisfied with the welfare measures. But there are also some dissatisfied employees in the organisation. The dissatisfaction expressed by some sections are to be viewed seriously. The organisation can consider all the suggestions of the study for further policy formulation. Employee welfare measures are advocated to maintain and strengthen manpower both physically and mentally. The study of various welfare measures brings to light the present measures taken up by the organisation. The improvement in working

conditions are suggested to improve effectiveness of the employees welfares measures like canteen facility, drinking water, spittoons, rest rooms and housing facilities which in turn would build up the morale and increase the productivity of the employees. It can be concluded that the employee welfare facilities provided by the organisation to employees are satisfactory and commendable, but still there is scope for further improvement, so that efficiency, effectiveness and productivity may be enhanced to accomplish the organisational goals.

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SOCIO ECONOMIC STUDY ON SALTPAN WORKERS IN THOOTHUKUDI

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ABSTRACT

The study was conducted to find out the health profile and lifestyle pattern of saltpan workers in Thoothukudi district of Tamil Nadu. A total of 250 saltpan workers, including both men and women, were carefully chosen randomly from the saltpan areas of Veppalodai, Pattinamaruthoor, Tharuvaikulam and Mullakadu. A protested interview schedule was used to draw the various information from the saltpan workers. The prevalence of consumption of alcohol and cigarette smoking was found to be very high among the group of men workers. Programmes that address the use of these substances should be made available for these men workers. Food-related behaviours such as delaying or skipping meals and prolonged labour were also related to low intake of water. Low water intake was associated with various unhealthy behaviours, including low levels of physical activity and low levels of food intake. The majority of the respondents had the habit of self-medication for their illnesses due to poor educational background, lower socioeconomic status, non-availability of medical conveniences, easy availability of drugs and lack of exposure and awareness on the importance of nutrition for health.

Keywords: Saltpan workers, Health profile, Lifestyle pattern, Self-medication.

INTRODUCTION:

Salt forms an important item in the food habits of the people. The importance of salt can be gauged from the fact that a tax imposed on it led to a major uprising during the struggle for independence of the country. Salt is an important physiological necessity of life. With an enormous and growing population, the demand for salt is of vital importance.

India is the world's third-largest producer of salt, after the US and china. Major salt producing states of India are Gujarat, Rajasthan, Tamilnadu, Maharashtra, Andhra Pradesh, Karnataka and Odisha.

In India, Tamilnadu is the second largest producer of salt in India, next to Gujarat producing around 86% of the total production in the southern states. The salt in the state is produced from saltpans along the seacoast. Tuticorin and Nagapattinam are the two major salt producing districts, accounting for about 80% of the state's salt production.

STATEMENT OF THE PROBLEM:

Man is a social being, his living conditions is determined by his life, his family and his economic conditions. A healthy mental condition which in turns results in greater output of the individual and greater production in the industry. It is a fact that majority of the workers come from the poorer section of the society. Here poor and ignorant salt workers are struggling for their day – to – day existence. They are not fully employed throughout the year. In fact monsoon plays dominant role in the salt manufacturing. As their standard of living is very low, they are subjected to exploitation. In order to eliminate the workers problem in their daily life and improve their living conditions, it is necessary to know about the existing living conditions of the workers in Tuticorin

OBJECTIVES OF THE STUDY:

- To Study Socio – economic status of Salt Pan Workers in Thoothukudi.
- To identify the potential interventions to improve their socio –economic conditions, livelihoods and improve their working conditions efficiency , and quality of work .
- To investigate the quality of employment in the Salt industry in term of earnings, working hours etc.
- To analyse the labour welfare of the Salt workers.
- To offer suitable suggestions based on the finding of the study of Salt pan workers in Thoothukudi.

METHODOLOGY:

This study is based on the both primary and secondary data. The researchers had a discussion with salt workers. Based on the discussion the researcher constructed a number of statements, keeping the objectives were prepared and administered to a sample of 70 respondents selected at random. A pre – tested interview schedule wasdesigned. Secondary data were collected from annual report published by Salt Department, Journals, Magazines and internet websites.

Source of Primary Data:

Primary data were collected from 70 respondents of satisfaction towards socio economic study on saltpan workers from the collection of primary data and interview schedule was developed before its application among respondents pre-testing were carried out after altering structure and schedule on the result of pre-testing was employed to make sample survey.

Source of Secondary Data:

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

ANALYSIS & INTERPERTATION:

Classification Of Workers In Occupational Distribution, Debt Wise, Gender Wise, Experience, Generation Wise showing table:

VARIABLE	PARAMETER	FREQUENCY	PERCENTAGE
Occupational	Load Man	10	14%
	Field Work	12	17%
	Packing of Salt	20	29%
	Cushing	18	26%
	Salt Seeding	10	14%
Debt wise	Yes	63	90
	NO	7	10
Gender	Male	38	64
	Female	32	36
Experience	Below 5 years	8	11
	5 – 10 years	13	19
	10 – 15 years	12	17
	15 – 20 years	17	24
	Above 20 years	20	29
Generation wise	Yes	68	97
	No	2	3

Inference:

- Majority, (29%) of the respondents are having Packing of Salt.
- Majority, (89%) of the saltpan workers are having debts.
- Majority, (64%) of the respondents are Male.
- Majority, (29%) of the respondents are having more than 25 years working experience in salt industry.
- Majority, (97%) of the respondents are working generation wise.

CHI - SQUARE TEST

The chi - square test is used to know the accuracy of variable used whether they are dependent or independent. It is applied to validate the results of the study.

X² test also used to find out whether or not there is a significant relationship between the two variables age and experience

NULL HYPOTHESIS (H₀)

There is no significant relationship between age and experience.

ALTERNATIVE HYPOTHESIS (H₁)

There is a significant relationship between age and experience.

SATISFACTION TOWARDS AGE AND EXPERIENCE

Experience Age	Below 5 Year	5- 10 Years	10-15 Years	15 - 20 Years	Above 20 Years	Total
20-30 Years	1	2	1	2	4	10
30-40 Years	3	5	4	6	7	25
40-50 Years	2	4	3	6	5	20
Above 5 Years	2	2	4	3	4	15
Total	8	13	12	17	20	70

FINDINGS:

- ❖ 64 % of the respondents are male.
- ❖ 29% of the respondents are doing Packing salt.
- ❖ Only 29 % of the respondents have the experience of above 20 year.
- ❖ 76% of the respondents are not satisfied with their wages.
- ❖ 89% of the respondents have debts.
- ❖ 97% of the respondents are working generation wise.
- ❖ Majority of the respondent's null hypothesis (H₀) is accepted.

SUGGESTIONS:

The researcher provides the following suggestions are

The salt workers must be provided with the basic and necessary equipments like foot wear, etc inside the working area.

The owner of the saltpan must provide low interest credit facilities to the workers to construct their own house and to minimize private borrowings.

The owner must take interest and should organized periodical medical campaign for their workers which ensure a good relationship between the employer and employees.

Government should provide some subsidies or alternative work for the salt workers in the off – season period.

Holiday must be provided to the workers without the loss of pay in case of sickness and any important personal work.

The welfare measure such as good drinking water, first aid box and proper rest rooms should be provided to the workers.

The government should also make provisions to compensate these workers against natural disasters like heavy rains, floods, cyclone and fires, etc.

They are in need of extra wages and festival time bonus. Thus, government should do any help to promote their economic level

Workers in saltpan are not aware of their rights. They should be provided by awareness programme which help to enlarge their knowledge towards their rights / schemes / welfare measures.

CONCLUSION:

Salt industry is labour intensive sector in Tuticorin district. It provides employment for the coastal rural area people. However, the working conditions of the salt worker in this are not by far. This is caused by the wage is not equal to the working hours. The job security is paramount important motivational measure but in this area there is no job security to the salt workers. It should be taken into account by the labour welfare department. Other welfare measures are also not sufficient to the workers expectation. Therefore the conditions of the salt worker in the Tuticorin district are poor. It is high time for the government to address the grievances o the salt workers in the Tuticorin district which will in turn help them to elevate themselves from the present dismal state of affairs.

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A STUDY ON BUYING BEHAVIOR OF CUSTOMER TOWARDS BRANDED FOOTWEAR IN THOOTHUKUDI CITY

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INTRODUCTION

The concept of buying behavior is of prime importance in marketing. It is imperative to understand the consumers buying behavior as it plays a vital role in creating an impression on commerce as a whole, according to Schiff man and Karuk (2008) consumer behavior can be defined as the behavior that customer display in searching for, purchasing using evaluating and disposing of products and service that they expect will satisfy their need. Focuses on how individuals make decision to spend their available resources behavior on consumption related items.

This view brought out that buying behavior is more than just buying of good / services. All marketing plant embody myriad assumption about the buyer weather The marketers are trying to retain customers to convert buyers, from rivals to attract new users, or simply to increase sale with existing customers, marketing strategy seeks to influence the buyer.

Footwear industry in India Industry overview

The Indian footwear and leather industry is amongst the top-10 foreign exchange earners. It is also amongst the top-12 focus manufacturing sectors in the country if we consider it in terms of competitiveness and untapped potential.

The world's largest footwear manufacturer is China. Next is India. India produces 16 billion pairs accounting for 13% of global footwear production. India produces 2065 million pairs of different categories of footwear (leather shoe uppers – 100 million pairs, non-leather footwear – 1056 million pairs and leather footwear – 909 million pairs). India exports just 115 million pairs of footwear. Almost 95% of the production goes into meeting the domestic demand.

Nearly 15 percent of Europe's leading brands outsource their footwear, apparel and fashion accessories purchases from India. India's domestic footwear market is better than others around the world primarily because of abundant raw materials, low cost of production and a huge consumption market.

Consumers buying behavior

Consumers behavior is the process and activities people engage in when searching, purchasing using evaluating and disposing of product and services so as to satisfy their needs and desires. Products use is often of great interest to the markets, because this may influence how a product is best positioned or how we can encourage increased consumption.

Importance of consumer behavior

The field of consumer behavior studies deal with how individuals, groups and organizations select, buy use and dispose of products of service to satisfied their needs and desires. Thus according to Webster, “Buyer behavior is all psychological, social and physical behavior of customer as they become aware of, evaluate, purchase , consume and tell other people about product and service.”

As a matter of fact, customer is the pivot around which the whole industry of nowadays revolves. The economists call the ‘customer’ a “king”. He is just like a voter democracy. His selection of goods and service determines the fate of product /services. Therefore in order to attract him more and more, the marketers should know their customers well so that they could treat them in the way they like to be treated, present those goods in the way, they will appreciate and close a sale and in such a way that consumer satisfaction is created. The study of consumer behavior is very useful in determining the form, style, packaging, brand, trade mark etc.

Objectives of the study

- To know about the customer preference and awareness about the footwear.
- To analysis the product features attracting customers of branded footwear.
- To study the present satisfaction level and price level of branded footwear.
- To know about the competitive brands for branded footwear.
- To analysis the problems facing by customers of branded footwear and offer suggestions.

Statement of the Problem

Today, there is a stiff competition in the field of market and footwear industry is no this. BRANDED footwear is one of the key players in the footwear industry and is preferred by all age groups and income groups and income groups. Hence an attempt is made to study” BUYING BEHAVIOUR OF CONSUMERS TOWARDS BRANDED FOOTWEAR IN THOOTHUKUDI”. The main aim of the study is to analysis the buying behavior of the

consumers in the purchase of BRANDED FOOTWEAR, which media influence them more, what element motivate them more and. thus to know consumer reactions in various aspects.

Limitations

Every research and constraints and limitations and the present study is not an exception to this. The researcher has identified the following limitations in the present study.

- The study is geographically restricted to Thoothukudi district only, due to time and financial constraints, and the result of this study may not be suitable for other areas.
- The findings of the study are derived from a small sample; hence it has the limitations of universal applicability.
- The findings of the study may be applicable for the period in which it has been done and may be found unsuitable for another period.

Period of the study

This field study period is from August 2019- September 2019

Data analysis

Table 1

Family Monthly Income of the Respondents(in Rs)

S. No	Income	No.of.Respondents	Percentage
1	3000-6000	46	38.3%
2	6000-9000	28	23.3%
3	9000-12000	20	16.6%
4	12000-15000	14	11.6%
5	Above 15000	12	10%
	Total	120	100%

Source: Primary data

From the above table 38.3 % of the respondents family earn income between 3000-6000 of the respondents family earn income between 6000-9000 , 16.6 % of the respondents family earn income between 9000-12000, 11.6% of the respondents family earn income

between 12000-15000, and 10% of the respondents monthly income above 15000 respectively

Table No:2

Family Monthly Expenditure of the Respondents(in Rs)

S. No	Expenditure	No.of. Respondents	Percentage
1	3000-6000	51	43%
2	6000-9000	34	28%
3	9000-12000	20	17%
4	12000-15000	9	7%
5	Above 15000	6	5%
	Total	120	100%

Source: Primary data

This table reveals that 43% of the respondents spend between Rs 3000-6000, 28% of the respondents spend between Rs 6000-9000, 17% of the respondents between Rs 9000-12000, 7% of the respondents spend between Rs 12000-15000, and 5% of the respondents spend above Rs15000 respectively

Table No:3

FOOTWEAR STATUS

S.No	Particulars	No. of respondents	Percentages
1	1 pair	14	12%
2	2 pair	72	60%
3	3 pair	18	15%
4	Above 4	16	13%
	Total	120	100%

Sources: Primary data

The above chart 5.5 shows that 60% of the respondents are having two pairs of footwear, 15% of the respondents are having three pairs of footwear, 12% of the respondents are having one footwear, 13% of the respondents are having above 4 pairs of footwear.

That it is inferred that majority of respondents (60%) are two pairs of footwear.

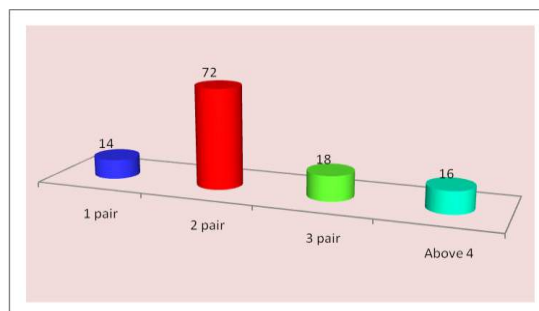


Table No:4

PLACE OF PURCHASE

S.No	Places	No. of respondents	Percentage
1	Malls	14	12%
2	Exclusive brand Stores	72	60%
3	Internet	18	15%
4	Road side stalls	16	13%
	Total	120	100%

Sources: Primary data

The above chart 5.7 shows that, 60% of the respondents are buy from exclusive brand stores, 12% of the respondents are buy from malls, 13% of the respondents roadside stalls and 15% of the respondents are buy from internet.

Most of the respondents (60%) are buy from the exclusive brand stores.

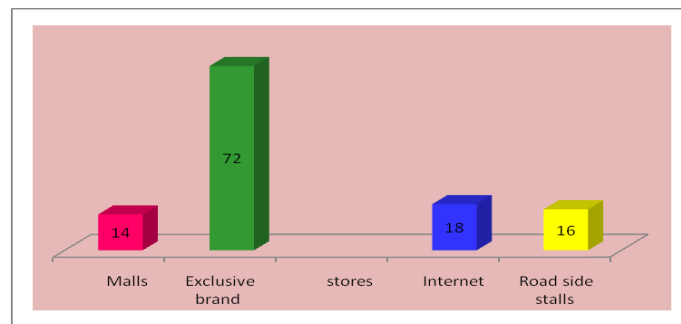


Table No:5

CONSUMER PREFERENCE

S.No	Preference	No. of Respondents	Percentage
1	Necessity	36	30%
2	Comfort	40	33%
3	Style	44	37%
	Total	120	100%

Sources: Primary data

The above chart 5.11 reveals that, 37% of the respondents prefer style of footwear, 33% of the respondents prefer comfort of footwear and 30% of the respondents prefer necessity of footwear.

Thus it is inferred that the majority of the respondents (37%) prefer style of footwear.

FINDINGS, SUGGESTION AND CONCLUSION

This chapter discusses the major findings of the study besides having put down by the researcher. Based on the findings and suggestion conclusion was drawn. This chapter is discussed in a concise and summary format rather than descriptive form.

FINDINGS

The following are the findings found through the analysis of data interpretation.

- The study reveals that 38.3 % of the respondent's family earn income between 3000-6000 of the respondent's family earn income.
- This study reveals that 43% of the respondents spend between Rs 3000-6000
- The study reveals that, (60%) of the respondents are using 2 pairs of footwear.
- The study shows that, (60%) of the respondents are buy exclusive brand stores.
- The study that, (37%) of the respondents is prefer style in branded footwear.

SUGGESTIONS

- Branded footwear industries reduce price level in Branded footwear to cater all market segments.
- Comfort can be improved to attract all range of customers.
- Health aspect should be given importance to attract the health-conscious people.
- The company may win the major market share if it launches new variant products in reasonable time intervals.
- The branded footwear company should be in constant touch with international fashion trends.
- Through branded footwear is one of the leading manufactures in footwear industries in India to become the product leader the company haveto formulate a sound strategy to overcome the completion.

CONCLUSION

The present study reveals that majority of the customer purchases Branded footwear products. The customer are using branded footwear for a longer period of time because that more durable and comfortable.

Customer satisfaction has an important part in every industry. Nowadays every company is struggling to exist in market. Branded footwear products have a good place in the minds of customers. Every company in industry is looking for a better opportunity to outshine other companies in some industry. From the study researcher concludes that Branded Company is having good brand image for its products among the customers. In

order to make the good become excellent, quality and health aspect as well as in promotional activities. The Branded Company should create more awareness among the public through television. Now it is the FM radio and branded company may advertise more effectively through this channel to widen its market.

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A STUDY ON ONLINE SHOPPING EXPERIENCE AND CONSUMER SATISFACTION IN THOOTHUKUDI DISTRICT

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Introduction

In the era of globalization and with the wonderful expansion of the Internet, various businesses have globalized their sales and marketing efforts for their products and services all through the net. Over the decades maximum business organizations have been providing various products like books, hardware, software, toys, household appliances etc. to their customers through online. Online shopping is the process of buying and selling of the goods and services through online. It includes transferring of funds online, supply chain management, marketing over internet. It is the use of technology for better marketing performance. Through online shopping different type of business and organizations has gained a tremendous opportunity to increase their sale and to maintain a direct relationship with its customers.

The increasing use of internet by the young generation in India provides an emerging prospect for online retailers. Unlike traditional marketing, online marketing has many advantages like global reach, availability of wide variety and cheaper products, 24X7 timing etc. If online retailers know the factors affecting Indian consumer's buying behaviour they can further develop their marketing strategies to convert potential customers into active ones. Customer satisfaction is the key factor for customer retention and acquisition in online shopping system. Customer satisfaction with respect to online shopping is the extent to which customer's perception of the online experience confirms their expectation.

Changing life style of customers' has induced them to prefer online shopping than traditional shopping. Online shopping acts as a major growth in the domain of Electronic Commerce and certainly be the future buzz of shopping across the world. In India, few business houses carry out their trading activity through online in order to offer their products or services at cheaper cost to their customers. The revolution in Internet leads to a paradigm shift in the way things are done. Internet has radically changed the method of the

consumers' look for and makes use of information. The Internet, which was previously mentioned as an instrument for enhancing information, has become an important part of business in these days.

Customer Satisfaction

Customer satisfaction is when products and services meet the expectation of the consumers. It is very important that consumers are content with the products and services provided by the particular website as satisfied customers are likely to be loyal and make repetitive purchases which will increase profitability of that particular e-commerce company. In this research, satisfaction which is used in this research will be referred in term of outcome by comparing the prior expectation and the perceived performance for each antecedent factor in order to measure the attitude (satisfaction/pleasing) of the respondents for each of those factors. Purchase Intention According to the model of "The Unidimensionalist View of Attitude", purchasing intention is the outcome of attitude which refers to the customer's willingness to buy from a particular e-retailer. Even though the actual purchase behavior is considerably interesting for the researchers, the purchasing intention is widely used as the representative of the actual purchase behavior especially in consumer behavior researches because it is normally not practical or impossible to experimentally study the actual purchase behavior.

Consumer Attitude

Consumer attitudes are a composite of a consumer's

(1) Beliefs about,

(2) Feelings about

(3) And behavioral intentions toward object -within the context of marketing, usually a brand or retail store. These components are viewed together since they are highly interdependent and together represent force that influence how the consumer will react to the object.

History of Online Shopping

The growth of the internet as a secure shopping channel has developed since 1994, with the first sales of Sting album 'Ten Summoner's Tales'. Wine, chocolates and flowers soon followed and were among the pioneering retail categories which fueled the growth of online shopping. Researchers found that having products that are appropriate for e-commerce was a key indicator of Internet success. Many of these products did well as they are generic products which shoppers

didn't need to touch and feel in order to buy but also importantly in the early days there were few shoppers online and they were from a narrow segment: affluent, male, 30+. Online shopping has come long way since these early days and -in the UK- accounts for significant percent's (depending on product category as percentages can vary).

Online Shopping in India

Online shopping is a form of electronic commerce which allows consumers .to directly buy goods or services from a seller over the Internet using a web browser. ... As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones.

Need for Online Shopping

The main advantage of online shopping is that it enables reduce your monthly expenses. Most online stores offer lower prices, as opposed to offline stores, as well as offer various bargains that help save even more money. The easiest way to pay less is to compare prices.

Few developments have altered India's lifestyle more quickly and more completely than the internet. Online access has enable people from all walks of life to a desktop or to a shirt pocket. The internet's largest and most meaningful impact may very well be on the way consumers shop for everything from gifts, gadgets and groceries to clothing, cars and cruises.

The Impact of Customer Satisfaction on Online Purchasing

It is imperative to be able to measure customer satisfaction in the context of e-commerce since this will define the success of the vendors. The literature suggests each research is different mainly by the antecedent factors of customer satisfaction since the researchers chose the variables and factors best suit for each circumstance in their perception; thus, the results are varied by time and location. There is no recipe of the antecedent factors used measure satisfaction which will finally leads to purchasing intention.

Factors of online satisfaction

The antecedent factors of online satisfaction were divided into 3 main factors as following:

1. Information Quality-In formativeness and Entertainment
2. System Quality - Interactivity and Access

3. Service Quality-Tangibility, Reliability, Responsiveness, Assurance and Empathy.

Objectives of the study

The present study seeks to achieve the following objectives:

1. To analyze the satisfaction level of online customers of e-marketing.
2. To investigate the major factors that has the maximum impacts on customer satisfaction of online shopping.
3. To ascertain the prominent reason on customers satisfaction towards online shopping.
4. To identify the factors influencing the level of satisfaction towards online shopping.

Data analysis

Table - 1

AGE OF THE RESPONDENTS

S.No	AGE	RESPONDENTS	PERCENTAGE (%)
1	20-30	48	44%
2	30-40	30	27%
3	40 -50	24	22%
4	50-60	8	7%
	Total	110	100%

Source: Primary Data

The above table 5.1 shows the age composition of the respondents. Out of 110 respondents 44% of them belong to the age group 20-30 years,27% of them belong to the age group 30-40 years, 22% of them belong to the age group 40-50,and 7% of the belong to the age group above 50-60 years respectively.

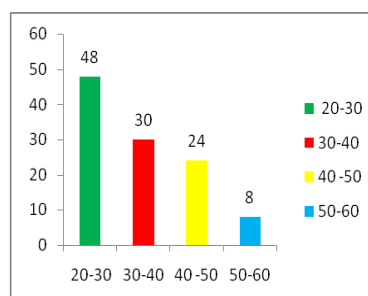


Table 1.2

OCCUPATION OF SAMPLE RESPONDENTS

S.NO	Occupation	No.of.Respondents	Percentage (%)
1	Students	50	45.4%
2	Self employed	30	27.3%
3	Professional	10	9.1%
4	Unemployed	8	7.3%
5	Retired	4	3.6%
6	House wife	8	7.3%
	Total	110	100%

Source: Primary Data

It is found that 45.5% of the respondents are students, 27.3% of the respondents are self-employed, 9.1% of the respondents are professional and 7.3% of the respondents are unemployed and remaining 3.6% of the respondents are from other sectors, remaining 7.3% of the respondents are retired.

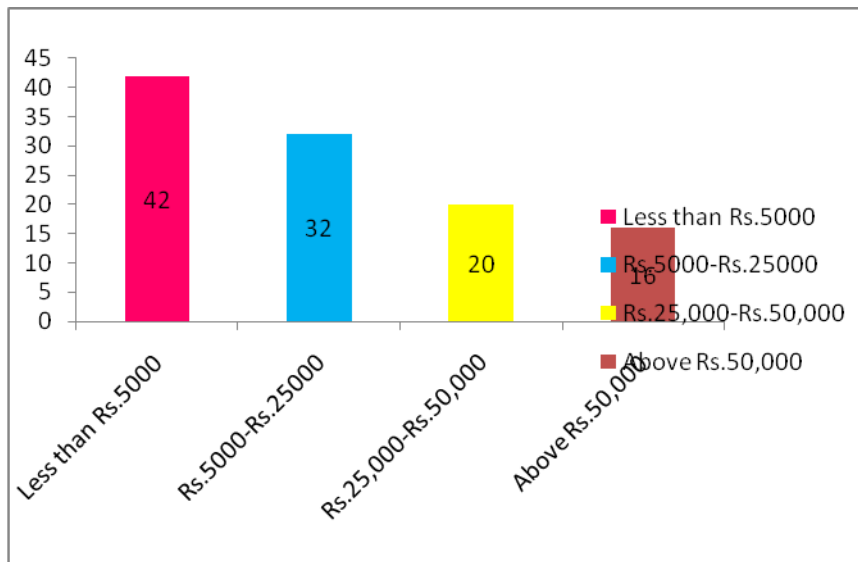


Table 1.3

INTERNET USAGE BY THE RESPONDENTS

S.No	Internet usage the respondents	No.of. Respondents	Percentage (%)
1	Yes	88	80%
2	No	22	20%
	Total	110	100%

Source: Primary Data

The above table we show out that 80 % of the respondents are not prefer internet use, and 20% of the internet usage of the respondents.

Figure5.7

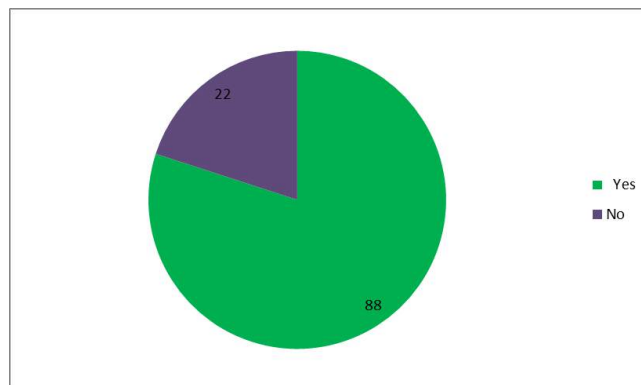


Table 1.4

HOW LONG HAVE BEEN USING INTERNET BY THE RESPONDENTS

S.No	Time duration	No.of. Respondents	Percentage
1	Less than 1year	48	43.6%
2	1-3year	34	30.9%
3	3-5 year	18	16.5%
4	More than 5 years	10	9.0%
	Total	110	100%

Source: Primary Data

The above table 43.6% of the respondent use internet less than 1 year, 30.9% of the respondents uses it for 1-3 years, 16.5% of the respondents use it for 3-4 years, and 9.0% of the respondents use it for more than 5 years.

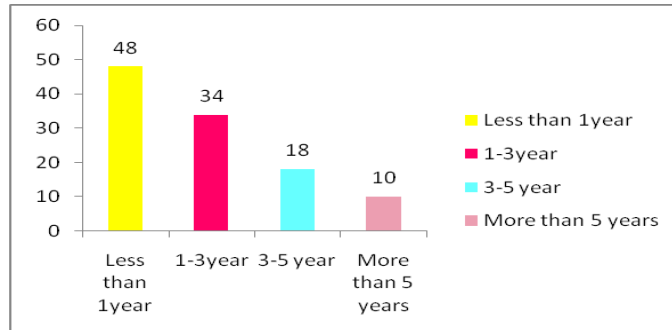


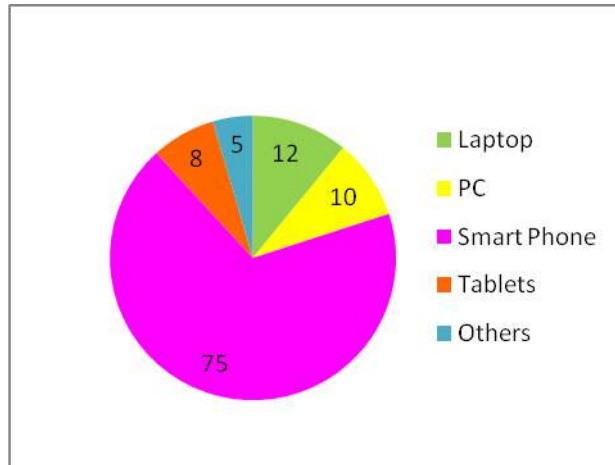
Table 1.5

MODE OF ONLINE SHOPPING BY THE RESPONDENT FOR ACCESS INTERNET

S.No	Mode use to access internet	No.of. Respondents	Percentage
1	Laptop	12	10.9%
2	PC	10	9%
3	Smart Phone	75	68.4%
4	Tablets	8	7.2%
5	Others	5	4.5%
	Total	110	100%

Source: Primary Data

We come to know about that 68.4% of the respondents use smart phone, 10.9% of the respondents use laptop 9% of the respondents use Pc, 7.2% of the respondents use tablets and 4.5% of the respondents use others for access internet.



FINDINGS SUGGESTION AND CONCLUSION

FINDINGS

- Majority of respondents are (44%) between below 20-30 years.
- Nearly 50% of respondents have finished under graduates.
- The study reveals that 25.5% of the respondents are female.
- Most of the respondents 45.4% are students.
- From the analysis it is clear that is 80% of respondents have using internet.
- 68.4% of the respondents are used to access internet in smart phone.
- Most of the respondents 29.8% agree the top website are available in online shopping.
- More than 40.9% of the respondents are frequently using purchase in online very often.

SUGGESTIONS

- Consumer should be educated on online shopping procedures with proper steps to be followed while online shopping.
- Transactions should be safe and proper security should be assured to the people making online purchase.
- Government should play a pivotal role in encouraging online shopping.
- E-Marketers must give a thought to secure, time saving, information about product and services factors when they design the online strategy.
- The study highlights that convenience accessibility, scope, attraction, reliability, experience and clarity are the important factors considered by the online shopper.
- Usage of internet includes the consumer's purchase of product as well as the consumer intention to secure for product related information while experiencing the new technology.
- Banking should promote debit card, credit card facility in online shopping.
- The number of orders placed should be delivered at a time by one agent of that

particular area than collecting each product from different persons at different time.

- An awareness program may conducted by the leading online shopping companies in schools and colleges to enrich their knowledge on online shopping.

Conclusion

On the basis of the present study concludes that online customers are satisfied. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor. In this competition era all the online marketers should have to concentrate on the customer's satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers.

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A STUDY ON SANITARY WORKERS PROBLEM IN ANNANAGAR THOOTHUKUDI TOWN

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INTRODUCTION

In recent decades, with rapid economic development, urbanization has become an important trend in developing countries. As a result of urbanization, the large population concentrated in cities has brought many environmental and sanitation problems, including a lot of garbage, dirty streets, blocked drains and walls plastered with illegal advertising. Sanitary workers are the low level and unnoticed workers in all kinds of organization. Number of factors is involved in producing stress among sanitary workers i.e. unsystematic work processes, heavy physical work, ill-defined roles and responsibilities, inadequate knowledge about way of managing stress, inadequate salary, high work over load, role ambiguity, absence of recognition, lack of respect, and isolation from other working groups are some of the common factors producing stress among sanitary workers. These deficit factors not only make the sanitary workers to undergo stress and also compel them to quit the job because of dissatisfaction. The average sick leave rate of employees in this sanitation specific sector is higher than employees doing other jobs in urban local bodies.

Sanitation workers form the backbone of the civic cleaning system of any society. In India we have nearly 1.2 million sanitation workers in a developing country, like India, with limited resources, most of the cleaning process in urban localities remains manual. In Kerala, under the Kerala Municipalities Act, 1994, road/street sweeping and drain cleaning forms obligatory responsibility of Municipal Corporation. With improper segregation of waste materials at the source and all types of garbage being disposed on the streets, these workers are exposed to dirt, infective organisms, and other hazardous materials like chemicals, animal excreta, and sharp objects. As a result of this, they suffer from skin diseases, respiratory and gastrointestinal problems, eye and ear infections and accidental injuries. Most of these diseases (Water borne, air born, Contact) are found to have exposure pathways and most injuries have contact pathways (hepatitis B virus [HBV], human immunodeficiency virus [HIV], Tetanus). Published studies relating to the morbidities of sanitation workers are very few. Scarcity of health data in these workers is a cause of great concern.

The working conditions of the sanitary workers have remained virtually unchanged for over a century. Using only a stick broom and a small tin plate, the sanitary workers clear faces from public and private latrines onto baskets or other containers, which they then carry on their heads to dumping grounds and disposal sites. A few, however, are provided with wheelbarrows or carts by the municipal authorities.

Apart from the social atrocities that these workers face, they are also exposed to certain health problems by virtue of their occupation. These health hazards include exposure to harmful gases, cardiovascular degeneration, musculoskeletal disorders, infections, skin problems and respiratory system problems.

Sanitary condition in Tamil Nadu

The name 'scavenger' was replaced by sanitary workers as the Government order was called from 1995. In Tamil Nadu after independence especially the government introduced change stating that all community people may join in this occupation. But those individuals from other communities engaged in sanitary work ask the Scheduled Caste instead people to work in their places and pay them an amount. Now a day some Government of focus still practices this system which should be abolished. Among the Scheduled Caste those who are engaged in unclear occupation take sweeping and scavenging and those who are bonded labours benefit ted tribes and nomadic tribes are classified as vulnerable groups.

In Tamil Nadu government to eradicate the detestable practice of manual scavenging and rehabilitating those who were engaged in this profession, this government has been implementing rehabilitation schemes for manual scavengers. In Tamil Nadu it is enumerated that there are 35,651 sanitary workers. There are 12 Municipal Corporations, 152 Municipalities and 561 Town Panchayats in Tamil Nadu, most of the peoples are working as sanitary workers in local bodies.

Sanitary Workers and Social Work Perspective

It is a critical to understand sanitary workers and the issues face by them under social work levels such as micro, mezzo, macro and Meta levels. Social workers have the responsibility to understand and appreciate the full range of differences that exist among human beings and to explore any and all discrimination that result in oppressive and unjust treatment. Social workers should act to expand choice and opportunity for all people, with special regard for vulnerable, disadvantaged, and exploited people and groups. At the

community and policy making levels, inclusive environment and provision of access services should all be respected, valued and empowered. Social workers should be partnered with the dalit community to modify laws and policies, in ways that preserve and protect the quality of life.

A social work method is playing a major role in this community. The present study nod out the problems on health problems, educational status, discrimination, working condition and working practices, social welfare security. The social work primary method is playing and solving the following problems of sanitary workers. Social work is providing individual counselling /case work for respondent's spouse because 56% of the respondent's spouses use alcohol. To build awareness programs on health and safety, saving benefits and educational importance for sanitary worker is essential. Especially women sanitary worker is most affecting health problems because 54% of the respondents are in the age group of 41-50 years. Provide special medical camps for women sanitary worker in regular periods will prove to be useful. The government is must be providing basic educational teaching class at evening time for sanitary worker.

Environmental Degradation, Human Health, and Waste

Improper handling of solid waste and indiscriminate disposal in open spaces, road margins, tank beds, and etcetera, give rise to numerous potential risks to the environment and to human health. Direct health risks mainly concern those working in the field without using proper gloves, uniforms, and etcetera; a high percentage of waste workers and individuals who live near or on disposal sites are infected with gastrointestinal parasites, worms, and related organisms. For the public, the main risks to health are indirect and related to poor water, land, and air quality. In addition, infrequent collection of waste provides an attractive breeding ground for flies and rats. The most obvious environmental damage caused by solid waste is aesthetic, i.e. waste that litter public areas is ugly and smelly.

The Work of Sanitation

The labour of municipal sanitation workers is important to how sanitation is built and maintained. The work of municipal sanitation workers ranges from cleaning toilets and unblocking and cleaning sewers and drains, to sweeping streets and collecting garbage. This is time-consuming and tiring physical work and it brings workers in close contact with hazardous wastes. Workers are often not provided with proper boots or gloves to protect them from direct contact with waste, even though the municipal corporation

is required to issue it. One sanitation worker said he could only manage to conduct the work of cleaning drains when he was drunk, and indeed residents often mentioned that to get their drains cleaned they called one of the "drunk" men.

Infections

The modes of exposure for the various infections are as follows:

The most common way is by hand-to-mouth contact during eating, drinking and smoking, or by wiping the face with contaminated hands or gloves or by licking splashes from the skin. By skin contact, through cuts, scratches or penetrating wounds, i.e., from discarded hypodermic needles. Certain organisms can enter the body through the surfaces of the eyes, nose and mouth. By breathing them in as dust, aerosol or mist. The infections commonly studied among this group of workers include leptospirosis, hepatitis and *Helicobacter pylori* infection.

Types of health hazards faced by MSWWs

- Carrying loads over long distances may cause musculoskeletal problems.
- Several studies conducted show that waste workers have a reduced lung capacity as compared to people who do not work with waste.
- Waste may be contaminated with fecal material. This may include biological pathogens such as parasites bacteria related to the gastrointestinal tract. This can be passed from hands to the mouth, causing diseases of the stomach and intestines.
- Hospital waste is hazardous in terms of biological and chemical contamination including exposure to used syringes, dressings, discarded medicines and sometimes blood and organs as well. They are exposed to infections and disease-causing bacteria.
- Sharp objects can cause cuts which, in turn, may lead to tetanus or other infections.
- Waste provides an ideal habitat for disease carriers including flies, insects and rats.
- Waste in Bangalore is left out in the open, attracting stray animals. Waste workers often risk getting bitten causing rabies as well.
- Garbage fires that break out have the associated risk of burns and toxic smoke inhalation
- Often MSWWs need to remove animal carcasses and human waste from bins they collect waste from. As many cannot afford proper healthcare, diseases contracted from the carcasses and fecal matter go untreated.

- While entering manholes, many workers ensure that they are drunk so that they do not have to experience the bad smell. This causes other health complications, like their body balance being adversely affected as they are under the influence of alcohol.
- The psycho-mental stress of the job leads to depression and other mental health conditions

Social Challenges Faced by Sanitary workers

As of 2011, there were 15000 informal waste-pickers in Bangalore and 20000 formal, BBMP employed waste pickers. The total number of people who depend on this for a living is extremely high, and the health risks thus cannot be ignored. The implied health risks affect not only the workers themselves, but also their families. Due to low wages, they cannot afford proper health care. Furthermore, their unsanitary living conditions are conducive to infections due to lack of awareness. In several cases, waste workers are employed under labour unions, and part of their money, is invested in their provident fund, which cannot be accessed until their retirement.

Prevention

Health hazards caused by exposure to waste can be prevented by the following simple actions:

- Use of protective suits, gloves, rubber boots, and masks to cover their nose and mouth are prerequisites for the work that the waste pickers do
- Development of low-cost protective gear is also essential. This will allow the municipal corporation to be able to procure enough protective gear for the MSWWs. Companies can donate a part of their CSR funds for providing protective suits.
- Providing parikramas with clean restroom and basic drinking water facilities is important.
- Spreading awareness about programs like Yashaswini health scheme among them will inevitably allow more of them to get medical help at a lower cost.

Objective of the study

1. To assess the problems faced by the sanitary workers.
2. To study the socio-economic conditions of women sanitary workers in Anna Nagar municipal corporation.
3. To give suggestion for the improvement of women sanitary workers

ANALYSIS OF DATA

TABLE 1.1

Sex wise analysis of the Respondents

S.No	Sex	No. Of Respondents	Percentage (%)
1.	Female	40	36%
2.	Male	70	64%
	Total	110	100%

Source: Primary data

This table shows the sex compositions of the respondents. Out of 110 respondents 36% of the respondents are female and 64% of the respondents are male.

Sex wise analysis of the Respondents

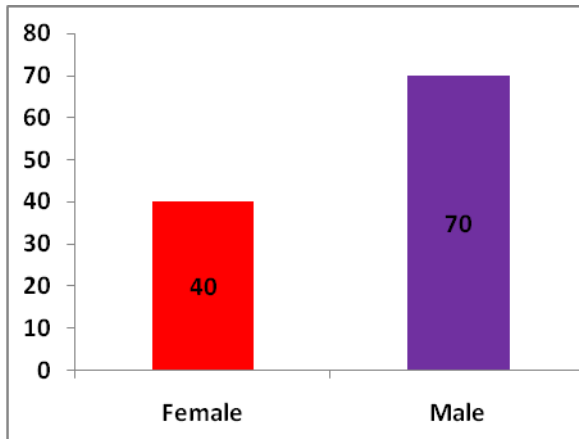


TABLE-1.2

Dispose of waste method

S.No	Method	No. Of the Respondents	Percentage (%)
1.	Plastic bags	17	15
2.	Cardboard boxes	25	23
3.	Rubbish bin/drum	40	37
4.	No storage- direct disposal to dump	28	25
	Total	110	100%

Source: Primary data

This table shows that 15% of the respondents are plastic bags, 23% of the respondents are cardboard boxes, 37% of the respondents are rubbish bin/drum, of the respondents are No storage- direct disposals to dump respectively.

Dispose of waste method

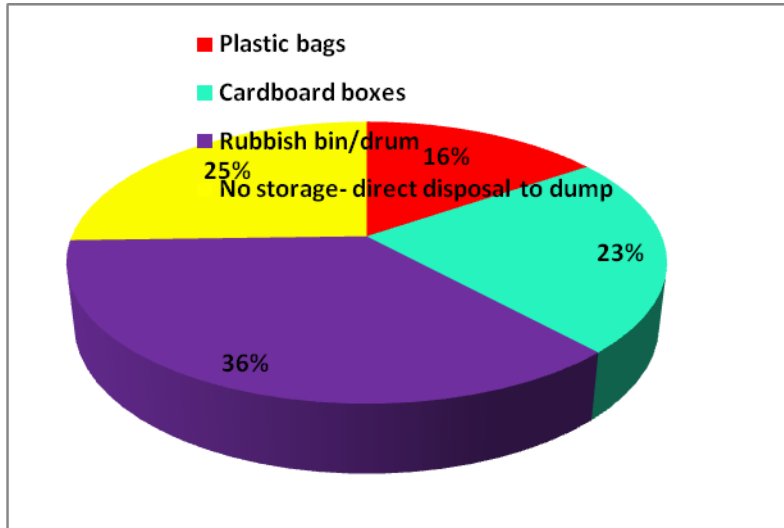


TABLE-1.3

Percentage of the waste

S.No	Waste	No. Of the respondents	Percentage (%)
1.	Kitchen waste	27	25%
2.	Plastic	25	23%
3.	Paper	29	26%
4.	Solids	29	26%
	Total	110	100%

Source: Primary data

This table shows that 25% of the respondents are kitchen waste, 23% of the respondents are plastic waste, 26% of the respondents are paper waste, and 26% of the respondents are solids waste respectively.

Percentage of the waste

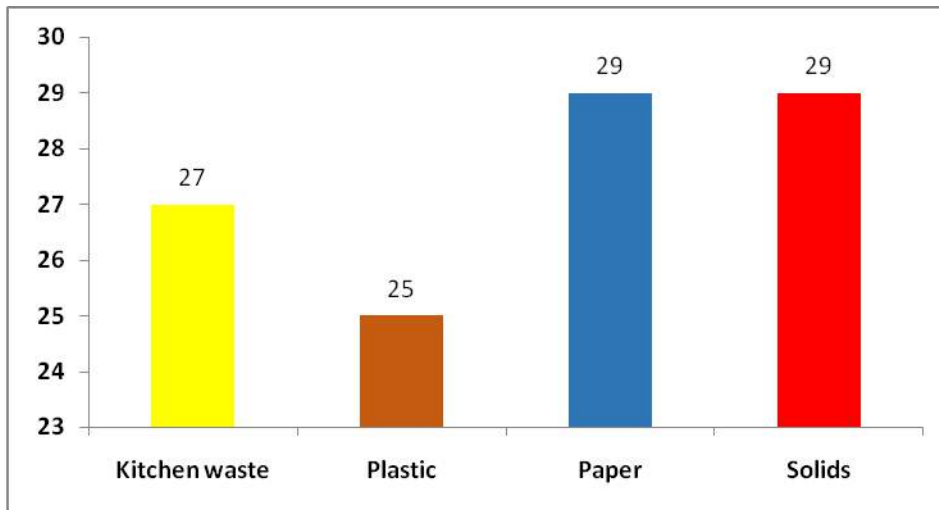


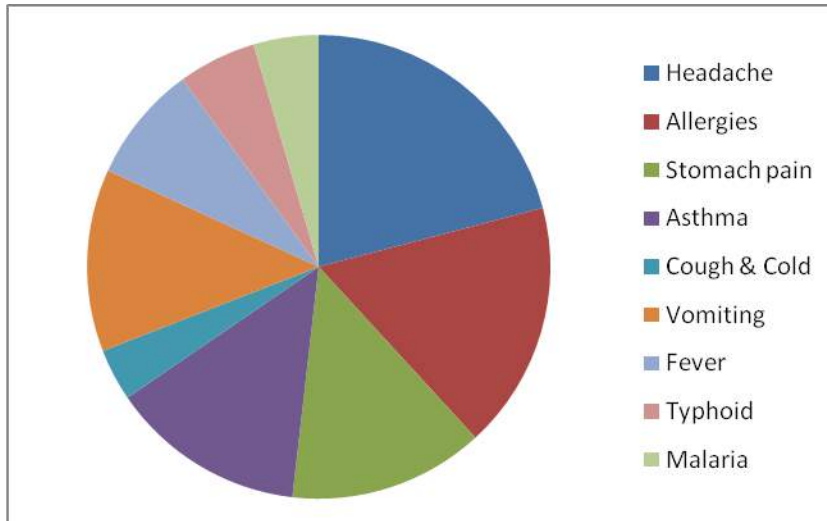
Table 1.4

Health problem in sanitary workers after completion of work

S.No	Types of diseases	No.of Respondents	Percentage
1	Headache	23	21
2	Allergies	19	17
3	Stomach pain	15	14
4	Asthma	15	14
5	Cough & Cold	4	4
6	Vomiting	14	12
7	Fever	9	8
8	Typhoid	6	5
9	Malaria	5	5
	Total	110	100

Source: Primary data

The above table explains health problem affect the sanitary workers.21% of the sample respondents are affected in the headache, 17% of the respondents are affected in allergies, 14% of the respondents are affected in stomach pain, 4% of the respondents are affected in cough & cold, 12% of the respondents are affected in vomiting, 8% of the respondents are affected in fever, 5% of the sample respondents are affected in typhoid, and also 5% of the respondents are affected in Malaria respectively.Health problem in sanitary workers after completion of the work.



FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS

1. 64% of the sample respondents are male, 36% of the sample respondents are female.
2. The maximum numbers of the respondents are literate and 47% of the sample respondents are primary level.
3. The maximum number of workers is storage method in 35% of the respondents is two weeks.
4. The minimum numbers of workers are dispose of waste in 15% of the respondents are plastic bugs.
5. The minimum number of the workers are percentage of the waste in 23% of the respondents are plastic
6. The minimum numbers of workers are collections of service in 29% of the respondents are every day
7. The minimum numbers of the workers are Health problem in 5% of the respondents are Typhoid and malaria

Suggestions

- 1.Lack of access to adequate sanitation is a huge problem in Anna Nagar.
2. Improving sanitation will also improve the living and economic conditions of the study area.
3. Firstly there are nine kinds of sanitation work that exist across the sanitation value chain in urban and rural India.

4. Any strategy to improve the situation of sanitation workers must consider this diversity.
5. The finding revealed that sanitation workers undergo several problems both physically and mentally.
6. The problems in workplace can be solved by providing equal rights as other government employees.

Conclusion

Due to the transition in the role performance of sanitary workers they face many adjustment problems when they play a dual role at their working places as well as their homes. Half of the respondents are in the age group of 41 to 49 years, majority of the respondents are illiterate, majority of the respondents are belongs to SC community and more than two third of the respondents are unmarried. All the respondents are reported that they are not associated with any trade union, majority of the respondents are reported that they are taking insurance policy, majority of the respondents reported that they don't have a knowledge about schemes of sanitary workers and they don't know about sanitary workers policy.

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A STUDY ON SOCIO ECONOMIC CONDITIONS OF PAPER WORKERS IN PMS

PALANIAPPA NADER & COMPANY IN THOOTHUKUDI DISTRICT

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INTRODUCTION

The Plastic, although considered as one of the greatest inventions by virtue of its use in carrying things has become a major element in polluting the environment. It is almost impossible to destroy plastic bags. Plastic bags remain in the soil for centuries, defiling the soil, preventing it from replenishing its nutrients, and rendering to barren. This ultimately results in fertile land becoming barren and turning into desert. It is estimated that the life expectancy of plastic bags is around 250 years.

In current scenario, the use of plastic bags for every single work has become a usual thing. Right from buying grocery from market to shopping in malls everywhere plastic bag has been used. The use of plastic bags arranging from 20 to 50 microns across the country has increased, and it is continuously increasing.

Paper Cover Making Machine

Offering recycled paper bags to your customers shouldn't be the only thing you do that's environmentally conscious but rather the beginning of a comprehensive environmental strategy. We believe every reusable bag, be the plain brown paper bags, bulk customized bags carrying their logo, or promotional bags for a single event, is a step toward protecting the environment.

By making one small change at a time, they 'll develop a truly environmentally friendly business. No matter what type of bag the people need, whether its paper bags with handles, wholesale recycled paper bags, small paper bags, or something unique, RTB has they covered.

Features

1. High tensile strength
2. Precise dimensions
3. Excellent finish
4. Easy to maintain

Manual Papermaking

Papermaking, regardless of the scale on which it is done, involves making a dilute suspension of fibers in water, called "furnish", and forcing this suspension to drain through a screen, to produce a mat of interwoven fibers. Water is removed from this mat of fibers using a press. The method of manual papermaking changed very little over time, despite advances in technologies.

Demand for Handmade paper

The handmade paper industry in India offers considerable potential to meet the increasing demand for paper products in an environmentally sound way. People are moving to maximize the use of handmade and recycled paper to generate a reverse chain reaction. Undoubtedly the use of eco-friendly paper ushers in a self-sustainable society.

Handmade paper is used for office stationery, writing pads, conference folders, computer printouts, drawing and documentation sheets, certificate and degree awards, for making fancy products and diaries, for making photo frames, paper bag and variety of other decorative and show case products.

Objectives

1. To analyze the causes for the existence of paper workers in the study area.
2. To examine the working conditions of the paper workers in the study area.
3. To analyze the causes for selecting this job.

1.3 Hypothesis

“There is no relation between the Income and Expenditure of the workers”.

1.4 Tools of Analysis

This study has used simple statistical tools like averages, percentages, mean. The hypothesis framed in this study has been tested with the help of correlation coefficient matrix by applying the following formula.

$$r = \frac{\sum f_x f_y - \frac{\sum f_x \times \sum f_y}{N}}{\sqrt{\sum f_x^2 - \frac{(\sum f_x)^2}{N}} \sqrt{\sum f_y^2 - \frac{(\sum f_y)^2}{N}}}$$

Period of the Study

This field study period is from August 2019- September 2019

Limitations

The primary data is collected from the paper workers during the working time itself and their co-operation in responding to the questionnaire was not encouraging. Sometimes, the respondents were able to give information's only out of their memory which may not be accurate, but conscious efforts have been taken by the researcher to make it precise to minimize the errors. The study has focused only on few items due to lack of time.

Period of the study

This chapter is devoted to the analysis of the data related to the present study. The field survey was carried out from July 2019 to October 2019.

ANALYSIS OF DATA

Table 1

INCOME OF THE WORKERS

S.No	Income	No of workers	Percentage
1	10000-15000	37	35.9%
2	15000-20000	23	22.3%
3	20000-25000	26	25.3%
4	25000-30000	17	16.5%
	Total	103	100%

Source: Primary data

The above table shows that 35.9% of the workers are earning income Rs.10000-15000, 22.3% of workers are earning in the range of Rs.15000-20000, 25.3% are earning between Rs.20000-25000 and 16.5 % are earning Rs.25000 – 30000

Table - 2

LEVEL OF EXPENDITURE(in Rs)

S.No	Expenditure	No of workers	Percentage
1	5000-10000	27	26%
2	10000-15000	25	24%
3	15000-20000	30	29%
4	20000-25000	22	21%
	Total	103	100%

Source: Primary data

The above table indicates that 26% of the workers spend Rs.5000-10000, 24% of the workers spend in the range of Rs.10000-15000, 29% of the workers expenditure level is between Rs.15000-20000, and 21% of the workers expenditure is above Rs.20000-25000.

Table - 3

CORRELATION BETWEEN THE INCOME AND EXPENDITURE (in Rs)

Expenditure (‘ 000- Rs)	Income(‘000-Rs)				
	10-15	15-20	20-25	25-30	Total
5-10	14	13	0	0	27
10-15	13	4	4	3	24
15-20	10	6	10	4	30
20-25	0	0	12	10	22
Total	37	23	26	17	103

Source: Primary data

The above table shows that the income and expenditure of the workers. 37.8% of the workers are earning their income Rs.10000-15000 and their expenditure is lies between Rs.5000-10000, 56.52% of the workers are earning their income Rs.15000-20000 and their expenditure is lies between Rs.10000-15000, 38.46% of the workers are earning their income Rs.20000-25000 and their expenditure lies between Rs.15000-20000, 58.82% of the workers are earning their income Rs.25000-30000 and their expenditure lies between Rs.20000-25000.

Hypothesis

There is no relation between the Income and Expenditure of the workers.

Since the “r” value is 0.0006there exists the positive relation between the saving and expenditure. Therefore, the already framed null hypothesis, “There is no relation between the Income and expenditure of the paper workers,” has been rejected and another alternative hypothesis has been framed as. “There is relation between the Income and expenditure. Because as the expenditure increase the saving is also increases that proves the theory of Keynes psychological law of consumption.

Findings,Suggestions and Conclusion

Findings

- The ‘r’ value is 0.00006. So, this hypothesis was rejected; there must be a relation between their income and expenditure.
- 51% of the sample workers are male and 49% of the sample workers are female.

- The maximum number of workers 28(27%) are in the age group of 31-40.
- All the workers are educated 35(34%) of the workers have completed primary level of education.
- 53% of the workers are married, 47% of the workers are unmarried.
- The maximum number of workers 28(27%) are belong to BC community.
- 35% of the workers are Hindus.
- In the study 52% of the workers live in a Nuclear family and 48% of the workers live in joint family system.
- 35% of respondents live in rented house.
- 35.9% of the workers earn income in the range of Rs.10000-15000.
- The maximum number of respondents'30 (29%) expenditure is Rs.15000-20000.

Suggestions

Based on the study some suggestions have been given for the up - liftment of the life of workers in paper cover industry and the prosperity of the paper cover in Thoothukudi. They are as follows:

1. The workers had selected this job only to develop the living conditions.so the government and the management should give enough facilities of the workers.
2. Paper cover supply should be increased in order to avoid the shortage of work.
3. Enough intervals should be provided to the workers in order to increase the efficiency and to develop their health.
4. The workers should also be provided with the basic amenities in the industry.
5. The government should punish those paper processors who do not introduce welfare programmes such as healthy working condition in the industry and are not prompt in the regular payment of bonus.
6. The government should take some measures to confirm that weather the minimum wages act is followed by the owners.
7. Advances to the workers should be increased.
8. The government should take suitable steps to increase the saving behaviour of the workers.

Conclusion

There are multi furious problems in the paper industry. The most important is inadequate supply of raw paper cover required for the industry for providing employment to the workers. This has adversely affected the socio-economic condition of the workers in

general and women workers. Moreover, the various welfare policies and other measures taken by the government have not helped the paper cover workers for ameliorating their pathetic condition. Hence a socio-economic study by incorporating the workers, processors and trade unions have been attempted to iron out the exact problem haunting the workers and the industry in general has been carried out. Thus, all the suggested measures should be followed for improving the socio-economic conditions of the paper cover workers in Thoothukudi.

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A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARD FAST MOVING CONSUMER GOODS(FMCG) IN THOOTHKUDI

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ABSTRACT:

Fast Moving Consumer Goods (FMCG) goods are popularly named as consumer packaged goods. These items are meant for daily or frequent consumption and have a high return. They are usually purchased as an outcome of small-scale consumer decision so they are heavily supported by the manufacturers; typical purchasing of these goods occurs at grocery stores, supermarkets, hypermarkets and retail shops. The manufacturers are always exploring new outlets and sales locations while the traditional retailers have introduced private label brands to capture additional profit. Every one of us uses fast moving consumer products every day. Thus fast moving consumer goods has become seriously important for all type of customer, in view; the present study is focused on to evaluate the factors that influence the buying behaviour of the customers while purchasing the goods.

Keywords: FMCG, buying behaviour

INTRODUCTION:

Fast Moving Consumer Goods(FMCG) goods are the items are meant for daily and frequent consumption and have a high return. They are usually purchased as an outcome of small-scale consumer decision so they are heavily supported by the manufacturers. This business is based on building powerful brands and achieving a high level of distribution. The fast moving consumer good Supply Chain is the interrelated collection of processes and associated resources. It includes suppliers, manufacturers, logistics service providers, warehouses, distributors, wholesalers and all other entities that lead up to delivery to the final customer. Achieving superior distribution through a powerful supply chain and making sure the products are available wherever someone might want or need it. The typical need for goods occurs at grocery stores, super markets and hyper markets. The consumer have different frame of references formed out of the information gathered from their experience. The Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring evaluating, using and disposing of goods and services It is Consumer who consumes these goods. The aim of marketing is to meet and satisfy target needs and wants of the consumers.

FAST MOVING CONSUMER GOODS are categorized as follows:

- Personal Care
 - Oral Care (Toothbrush, Paste etc)
 - Hair Care (Shampoo, Hair oil etc)
 - Skin Care (Suns cream, body lotion etc)
 - Personal Wash (soaps etc)
- Cosmetics and toiletries (perfumes, feminine hygiene, paper products etc).
- Household care (Household care fabric wash including laundry soaps and synthetic detergents Cleaning, Washing Up, dish/utensil cleaners, floor cleaners, toilet cleaners, air fresheners, metal polish and furniture polish, insecticides and mosquito repellents, Bags & Foils etc) .
- Besides, dairy products, baked goods, meat, fruits and vegetables are included in this genre.
- Alcohol, toiletries, pre-packaged foods, soft drinks and cleaning products are also among this categories have high turnover rates.

STATEMENT OF THE PROBLEM:

At present the consumers are dynamic, their taste, preferences are also changing. The consumers are also looking product differentiation and the convenience offered. The consumer has certain expectation from branded items in terms of its quality, price and packaging. Thus, appropriate planning for market in terms of trade for channel infrastructure, technology and behavioural dimensions needs greater emphasis for achieving better economic efficiency. The consumers are finding various problems in selecting their expectation to know the consumer behavior in the purchase decision in the fast moving consumer goods products. The present study is conducted know the awareness towards fast moving consumer goods and factors that influence the consumer to buy Fast Moving Consumer Goods.

SCOPE OF THE STUDY:

The present study has been made to analyze the buying behavior towards selected Fast Moving Consumer Goods products. The study further identifies, factors influencing the choice of Fast Moving Consumer Goods products and its price

OBJECTIVES OF THE STUDY:

- ❖ To examine the awareness about the fast moving consumer goods

- ❖ To identify the factors influencing consumer buying behaviour towards fast moving consumer goods
- ❖ To understand the overall satisfaction level of respondents using fast moving consumer goods
- ❖ To analyze the drawbacks that degrades fast moving consumer goods among consumers goods

METHODOLOGY:

A descriptive research methodology and simple random sampling technique has was used for this study. A survey was administered to only among selected fast moving consumer goods user from Thoothukudi. Consumer's perception towards fast moving consumer goods were sought and analyzed through structured questionnaire. The sample size of this study is 100 respondents from thoothukudi.

DATA ANALYSIS AND INTERPRETATION:

FACTOR INFLUENCE THE CUSTOMERS TO BUY FAST MOVING CONSUMER GOODS

TABLE-1

Ranking the factor influence to buy fast moving consumer goods

Factor	Mean	Rank
Brand popularity	19.4	III
Easy availability	21.94	II
Superior quality	22.07	I
Status symbols	18.75	V
Reasonable price	17.82	IV

SOURCE: Primary Data

The factor that influence the customers to buy fast moving consumer good were ranked the I Rank for superior quality of the products, II Rank is given to easy availability followed by brand popularity and reasonable price whereas status symbol is given the last Rank

ELEMENTS THAT INDUCE TO BUY FAST MOVING CONSUMER GOODS

TABLE -2

Elements	Highly satisfied	Satisfied	Natural	Dis-satisfied	Highly dis-satisfied	Total	Mean Score	Rank
	5	4	3	2	1			
Low price	230	16	-	-	-	246	22.02	II
Better Quality	95	155	-	-	--	250	22.38	I
More Benefits	85	64	45	-	2	194	17.14	III
Customer service	25	88	51	12	-	176	15.55	V
Noside effect	5	108	36	18	6	173	15.28	VI
Gifts	35	80	42	18	-	175	15.67	IV
Medicinal value	15	48	48	26	11	132	11.82	VII

SOURCE: primary data

The elements that influences the fast moving consumer good were ranked using the likert scaling technique whereas the respondents have given the I rank for better quality, II rank is given to low price followed by more benefits and gifts and customer service and no side effect whereas medicinal value is given the last rank.

OVERVIEWON NON AVAILABILITY, QUALITY, AND ADVERTISEMENT OF FAST MOVING CONSUMERGOODS

Serial number	Factor	Variable	No of respondents	Percentages Of respondents (%)
1)	Non availability of particular brand	Drop the idea for buying product	38	38%
		Go to another retailer out let	26	26%
		Try another brand	20	20%
		Ask the retailer to make brand available in few days	16	16%
	Total		100	100%
2)	Product Expired	Shift the brand	36	36%
		File a complaint	20	20%
		Shift the shop	44	44%
	Total		100	100%
4)	Advertising message	Using Celebrity	20	20
		Present product features& function clearly	28	28
		Showing social life &relationship	35	35
		Showing creative design	17	17
	Total		100	100%

SOURCE: primary data

The table 3.16 reveals that ,when a particular brand in not available38% of the respondents drop the idea of buying the products whereas26% move to sanother shop and

20% move to another brand. If the products is expired majority of the respondents move to another shop whereas only few of the respondents file complaints regarding it . In case of fast moving consumer goods advertisement majority of the respondents like the advertisement relating with social life and giving a clear picture about features of products.

TABLE 1.4

DISADVANTAGES OF FAST MOVING CONSUMER GOOD

Options	Mean	Rank
Out of stock	19.81	I
High inventory	17.42	II
Bad posh	15.31	IV
In effective sale force	17.13	III
Non strict distributors	14.35	VI
In appropriate management	15.98	V
Total	100	

SOURCE: Primary Data

The factor that leads to the disadvantages of the fast moving consumer good were ranked in which the respondents have given the, I rank for out of stock of the products, II rank is given to high inventory followed by ineffective sale force and bad posh and in appropriate management, whereas non strict distributors is given the last rank

FINDINGS:

- ❖ Majority 68% of the respondents are female
- ❖ Most of the respondents are graduates who have income level of 20000-40000
- ❖ It was found that of the respondents have knowledge about fast moving consumer goods and are influenced by its quality
- ❖ The consumer accept fast moving consumer goods as a reasonably priced good but they that there is duplication in the product
- ❖ It was found that impact of fast moving consumer goods is mainly through television among the was customer
- ❖ The consumer prefer superior quality goods that give advertisement related to social life
- ❖ The study also reveals that the consumers prefer dated goods and also expect easy availability in the shops they regularly buy
- ❖ They also expect discount rates as fast moving consumer goods consumes high investment

SUGGESTIONS:

Based on the findings of the study it is evident that the consumers possess knowledge about fast moving consumer good and they regularly buy the goods. Its suggested to make the products available at all retail stores at cheaper price as the customers feels that they have to make high investment for fast moving consumer good. Its is also suggested to give more advertisements which relate with social responsibility.

CONCLUSION

A consumer prefers a particular brand based on what benefits that brand can offer. Because of such consumer preferences, the brand can charge a higher price and command more loyalty. In this study, it was observed that consumers mainly expect satisfaction from the brand they use . In forming the tendency of customers to prefer a particular brand, the marketing variables like, popularity of a brand, brand name and brand image play an essential role so, a marketer must understand how the consumer makes his purchase decision about a particular brand. To it is assisted to the companies to make social responsible advertisements, price reduction and to give more offers and discounts for their product with the consideration of their brand image.

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^{iv}*Sinnakani, R, op.cit.*, p.148.

^v*Ibid.*,p.148.

^{vi}*Ibid.*, p.149.

^{vii}*The Hindu* dated 18.6.2015

^{viii}*Siva Subramaniyan.A., op.cit.*, pp. 129-136.